

EASTERN CT MAPLE FESTIVAL-PARTICIPANT APPLICATION 2026

Saturday & Sunday, March 28-29, 2026

10:00 AM-4:00 PM

Mansfield, CT

YOU MUST COMPLETE EVERYTHING AND IT MUST BE LEGIBLE! Please type form if possible rather than handwritten.

Name of organization/business:	
Address, City, State, Zip:	
Name of contact person:	
Email for contact person:	
Cell phone for contact person:	
Person who will be at event:	
Cell phone for event person:	
What food will you be selling? Specify maple foods to be included in program.*	
What nonfood items are you selling? Be specific.	
What activity will you be doing? Game? Demonstration? Presentation?**	

***All menu items have to be approved. We do not have duplicate food vendors.** Include all major items on your menu. Specify maple items, they will be listed in the program. Every food vendor is required to have at least one maple item on their menu.

****Businesses that are not actively selling food or retail items are required to be interactive.** Games, presentations, contests, activities for kids and families will bring people to your booth.

ALL APPLICATIONS MUST BE APPROVED BY THE EVENT COMMITTEE. In general, we do not have duplicate vendors selling the same items. Please be specific in your descriptions so that we can make a fair decision about your participation. You can also include photos of your work or products when you apply. For example, we can have two candle vendors as long as one sells Yankee Candles and one sells homemade candles poured into tea cups.

Participants will be approved on a first come first serve basis. Returning vendors have priority registration until February 10. After that date we will approve new vendors. To reserve your space, all vendors should email this registration form to info@windhamchamber.com asap. You can then send your payment to us as soon as possible.

Payment must be made before March 1 to avoid \$25 late fee. Mail your payment to:

The Chamber of Commerce, 1010 Main St, Willimantic, CT 06226

Or pay online at WindhamChamber.com

Being a vendor is a privilege. We want our guests and other vendors to have the best experience possible. Please read through all of the rules and guidelines before signing this application.

As a participant I

1. Will be present for BOTH days of the event, Saturday and Sunday, 10 am-4 pm.
2. Will have my booth/business set up and ready by 9:30 am on Saturday and Sunday.
3. Will not break down my booth or close my business until 4:00 pm on Saturday and Sunday without event committee permission.
4. Understand this event is rain/snow or shine and I will be there regardless of weather.
5. Understand that registration is **NOT REFUNDABLE** under any circumstances after **Mar 1**.
6. Understand that my booth, if I have one outside, will be in a 10' x 10' space on pavement and I have to provide a pop-up tent with weights on the legs.
7. Understand that inside vendor space is limited to 8' x 8' space.
8. Understand that I must provide my own table, chairs, displays & signage.
9. Understand that I will **NOT** be able to have a vehicle next to my booth.
10. Understand that I must follow all of the rules and procedures outlined in this document as well as any other directions given to me by the event committee up to, during and after the event.
11. Will be polite and respectful to guests, other vendors, volunteers and the event committee and exhibit a positive attitude and demeanor.
12. Will follow all local, state and federal laws that are applicable.

13. Understand that if I am selling or giving away food I must have a temporary food license from the Eastern Highlands Health District and I will complete and submit such a permit no later than March 12 or I will pay a late fee. Any registration after March 20 will not be accepted and I will be prohibited from selling food. I will apply online [HERE](#).

Signature: _____ Date: _____

MAPLE FESTIVAL EVENT PARTICIPATION FEES:	
Before March 1	\$0 for young adult presentations, senior projects
	\$50 for educational booths, no retail, no for profit activities
	\$100.00 for activities, retail sales, fundraiser, for profit business
	\$100 for food booths: candy, cake, snacks (not meals but snacks)
	\$300 for food trucks: hamburgers, lobster, pizza, BBQ, meals
After March 1	Add \$25 late fee if postmarked after March 1
MAPLE FESTIVAL EVENT SPONSORSHIPS:	
Diamond sponsor	\$1000, full page ad in the maple festival program, Participant booth
Platinum sponsor	\$500, ½ page ad in the maple festival program, Participant booth
Gold sponsor	\$250, ¼ page ad in the maple festival program, Participant booth
Silver sponsor	\$100 plus a listing in the program, facebook feature post
Bronze sponsor	\$50 plus a listing in the program

Questions or information: email info@WindhamChamber.com

Text us at 860-423-6389

GENERAL EVENT INFORMATION

Hello Eastern CT Maple Festival vendors!. The Town of Mansfield is very excited to welcome our festival to their community and their downtown. Our goal as event planners is to make sure that we can accommodate all of your needs, or as many as possible, so that you have a comfortable and successful experience at the festival.

NEW NEWS!

There are two major changes this year. We have been approached by the Mansfield Downtown Partnership and are working on a potential new location for the event that will be able to accommodate us better, especially with more indoor vendor spaces. We will keep you informed as this develops.

Second, we are accepting fewer food trucks this year. We apologize for this but we have not been able to generate enough guest foot traffic to make the event profitable for our food trucks. We understand the calculation of number of people and number of food trucks but had genuinely expected more guests. Bad weather, really bad weather, has haunted us the past two years. So we feel it is important that everyone leaves happy and with money in their wallets. We will choose our food truck vendors wisely, selecting those that have been with us the longest as a priority. We hope you understand. As the festival grows, we will add more food trucks. Our choices do not reflect our respect of you as a business nor does it reflect any quality of food or service, only loyalty over the years, and variety and food specialty.

These are our priorities:

1. Provide a pleasant, safe, fun and positive experience for all our guests that come to the event.
2. Provide our vendors with a pleasant, safe, fun and positive experience with financial success.
3. Be respectful of our host site, their needs and their property.
4. Provide an opportunity for nonprofit organizations, community groups and youth to raise funds and/or awareness of their mission or a charitable cause.
5. To provide volunteer opportunities for those willing to contribute to their community.
6. To work with Mansfield personnel so that the event runs smoothly and safely.
7. To provide a family friendly, non-political environment for the event.
8. To provide nice, sunny, warm weather with clean, warm accessible bathrooms. (Ok, we try really hard with this one but Mother Nature has her moments. 😊)

This event is coordinated by the Windham Region Chamber of Commerce Foundation, Inc. and The Chamber of Commerce, Inc., Windham Region. Both organizations are non-profits and mostly volunteer run. We are not a professional event company and this event is not a for profit event. Your registration fees and sponsorships provide us with funding to pay for insurance, toilets, printing, signage, marketing and supplies, which add up to about \$15,000.

Guests continue to ask for more things to do at the festival, other than eat. Can you imagine that? So we highly recommend that your booth be as interactive as possible. If you are preparing food or selling retail it may be difficult to do an activity but businesses that are there and not selling, like construction contractors, utilities, insurance companies, banks, etc. are REQUIRED to do something interactive and fun at their booths. Suggestions include: a kid's craft, golf putting, bean bag toss, games, demonstrations of your craft, dress up or photo booths, pose with a character, etc. We want

people to have fun, plus they will be more likely to stop at your booth if there is something to do there. If you need ideas please call or email us.

We are fully insured for this event. However, our insurance does not cover the cost of lost, damaged or stolen property, especially yours, so please do not leave valuables unattended throughout the event or overnight. The State Troopers are right next door and patrol the area on Saturday night but we do not have onsite security. You are welcome to leave your tent, tables and bulky items in your booth spot but please take valuables. If there is rain or snow in the forecast we recommend you take your products also or make sure they are in water tight containers. We have never had an issue with vandalism or stolen items, just wind and rain.

BOOTH SPACES:

Participant spaces are either inside or outside.

Outside spaces are approximately 10' x 10' and all of them are on pavement. If you use a pop-up tent **you must have weights** to hold down the legs in the wind. The fire department will be around on Saturday morning to check all tents to make sure they are secured. There is no electricity outside. You will have to bring a generator if you need electricity. We generally do not allow vehicles to be parked inside the event and next to your booth. If you have a lot of product in your vehicle and you need it nearby to replenish your booth, please let us know and we will try to accommodate your needs but this is not guaranteed.

Inside spaces are approximately 8' x 8'. This space will depend on the total number of indoor vendors. If we can provide more space for you we will and you will be notified the week before. If you need wall space, electricity or any other special accommodations please indicate this on your application. We do not guarantee any of it but will always try to accommodate as many needs as possible.

You must provide your own tables, tablecloths, signage, tents and other equipment.

Participants must be present for BOTH days of the event. If you leave early you will not be invited back. Your absence and empty space takes away from the flow and success of the event and reflects poorly on the remaining participants. If you are going to be late or have an emergency please text us at 860-428-7739. If you cannot text then call, but it is often difficult to hear the phone ring. We are not penalizing anyone who left early last year. We totally understand.

The event is rain/snow or shine. We watch the weather forecasts very carefully. We will hold the event in the snow or the rain unless there are dangerous conditions like a blizzard forecasted. If we cancel we will email you so please be sure your email is legible on the application form.

There will be no refunds of registration fees for any reason after March 1. If the event is cancelled or postponed because of weather, you will not get a refund. This is rare and has only happened once because of the worldwide pandemic in 2020. Your fees are used to cover the cost of the event before the event, like advertising, so by the time we cancel all of our funds have been spent and we cannot refund you. Only if the Governor closes the state will we cancel.

FOOD PARTICIPANTS:

If you are serving food YOU MUST HAVE A MAPLE FLAVORED ITEM IN YOUR BOOTH! If you are not serving food but can add a maple flavored/scented something, please make sure you mention that item on the application.

The Health Department requires anyone serving food, hot or cold, beverages (coffee, tea, lemonade, etc.) or providing tastings contact their department and complete a temporary food permit. Food trucks and businesses with regular food licenses should contact the Health Department to make sure that nothing else is needed for the festival.

Pre-packaged food and beverages do not require a food permit. So lemonade in an individual sealed bottle does not require a permit but if you make the lemonade at your booth you do need a permit. Tea, coffee and cocoa requires a permit.

If you have a question regarding whether or not you need a temporary food permit, please contact the Eastern Highlands Health District at 860-429-3325. The application for a temporary food license is done online at this health district. There are no paper forms. Please go to their website easternhighlandshealthdistrict.portal.opengov.com. **Your application must be submitted as soon as possible. Applications after March 12 will pay a late fee!! No applications will be accepted after March 20 and you will not be able to sell or give away food or beverages that need a permit.**

Inspections by the Health Department will be on Saturday morning so please make sure you are set up as early as possible. Don't forget your hand washing station.

SET UP AND DEPARTURE

We will send you more detailed information as we work out details. You will be required to be completely set up no later than 9:30 AM each day. You are also required to stay set up until 4:00 PM each day to ensure that all guests have a valued experience.

Saturday morning is when most vendors arrive. We will be there at 7:30 AM to open the gates. Please follow emailed instructions and be very patient. We will have over 100 vendors all trying to fit their vehicles into one driveway and drop off their supplies at their booths. There will be 40 vendors all going inside through two doors with one 40' drop off area. It gets crazy.

You must follow these procedures:

1. Stop at the entrance gate and get your booth location from staff, usually in yellow jackets.
2. Go to your booth and unload your supplies and tent as quickly as possible.
3. Park your car in the vendor parking lot.
4. DO NOT start setting up your booth with your car in the festival area. This is a quick drop and move your vehicle process. You will block traffic and prevent others from getting to their booths.

Inside vendors: You have a challenge. We cannot get into the building until 8:30 AM. Please arrive earlier, unload your vehicle in the drop zone, park and then return to enter the building and set up. We understand that many of you may need more than an hour to set up but this is what we have to work with. Please be patient and understanding. We are fortunate to have inside space this year.

Food trucks and some vendors will be able to set up the night before and we will let you know details the week before the event.

Food trucks: generally, we will be there about 5:00 pm so you can bring your food trucks and set up then. Food trucks will be placed in a line as you arrive for logistic reasons. You will not be able to choose your spot. And it will be very difficult to take your truck out of the line. If you are planning on leaving your truck there overnight, please set up on Friday night. If you have to remove your truck then you should arrive Saturday morning. You will not be able to remove your vehicle until all guests have been removed from the festival each day and it is safe to drive through the area. Plan accordingly. Fire Department and Health Department will do inspections on Saturday morning starting around 9:00 AM.

GARBAGE

Participants must take their garbage with them. Please make arrangements to remove your garbage. We do not have any way to remove garbage so please make sure you make arrangements. There will be garbage cans in the food court and scattered around the festival and we will dispose of guests' garbage. Do not leave tents, cardboard boxes and such PLEASE.

ELECTRICITY

There is very limited electricity available inside. Please tell us you need electricity and we will try our best to make it available. There is none outside.

GENERATORS/PROPANE

If you have a question about propane, gas tanks or generators please contact the Mansfield Fire Marshall at 860-429-3328. He will need to inspect all tanks at the start of the event. You can have a small generator at your booth if you require electricity.

MARKETING

We strongly suggest that you advertise this event with your customers through social media, email and your website. We are confident that your clients and customers would love to see you and purchase items from you and will be excited to know you are the festival. We will email you an image that you can post on your social media or other virtual marketing platforms. We do have a facebook page and facebook event for the festival. Please be sure to follow and like them. Email us any information regarding your business and what you are doing at the festival so we can include it in all of our marketing. We even have opportunities for you to be on local radio if you would like.

We produce several e-newsletters to over 5000 people and post the event on over 22 festival themed websites including our own. We have ads that run on CT radio stations and in CT newspapers and magazines. Also, several local papers do news articles on the event. We run facebook ads and post to over 183 town groups. Please help by posting on your social media. If you have a site suggestion please let us know or feel free to post the information for us.

SPONSORS

If you are a business or individual and would like to sponsor an activity but do not have the volunteers or staff to have a booth, please let us know. We have several musicians and activity options that need to be sponsored in order for them to perform.

PERFORMERS

Professional performers such as musicians, magicians or dancers are always welcome. If any performer wishes to donate their act to the event, they will be given a space to perform and promote their company at no charge. If interested please contact us as soon as possible.

TOILETS (the most important!)

There will be multiple public portable toilets outside. There are toilets inside that will be used for vendors only. You must show your vendor ID in order to be let inside the building to use these facilities. The school does not want the general public inside to use these facilities.

OTHER LIMITATIONS

We want everyone to have success. You are allowed to sell those items you included in your application and which are approved by us. Please do not add items at the last minute because if someone else is selling that item you will be asked to remove it.

Participants cannot sell maple syrup in their booths or in their businesses. Maple Syrup is sold in the information booth to help cover event costs. You can, of course, use syrup in your food items.

Alcohol, illegal drugs, open fires, weapons, smoking in your booth, political propaganda and gang insignia are not allowed. We do not allow political protesting at the event. This event is fun.

You must have someone in your booth at all times. It cannot be left unattended. We are not responsible for any items that go missing. Please have a neighbor vendor watch over your booth.

Please do not leave your booth to wander throughout the event advertising your booth or products. Please keep your salespersons inside your booth or immediately outside it. This includes walking around and handing out brochures, coupons, or other marketing materials. You can, of course, enjoy the festival along with our guests and interact with other vendors.

Pets are allowed if they are with you in your booth and on a leash. We are pet friendly.

All events and items sold must be family friendly and appropriate for all ages. An organization's participation and "activity" or "event" are subject to approval by the event organizers who reserve the right to prohibit participation if they feel the organization or the activity or product being sold is not appropriate.

SHOW ME THE MONEY!!!

To ensure success for every Participant we generally do not allow duplicates. Returning Participants have first priority before new participants. Returning Participants have priority registration up until February 10. If you have not registered by then we will accept new Participants that make or sell your items. If you are new to the event you should **contact us FIRST** to make sure there is not already a Participant selling the item you wish to sell. We will only have one cannoli maker, for example, but we can have two jewelry makers if what they make is different. Acceptance is at our discretion. Our goal is to make sure that all vendors make a lot of money and that we offer a variety of interesting and fun food, activities and products. Payment does not need to be made immediately but must be made no later than March 1. After that date there will be a \$25 late fee. No payment will be accepted at the event. It is too crazy and confusing for us to accommodate this.

EMERGENCIES:

If you have an emergency during the event and you need attention or have to leave, please notify us in this order: Diane 860-428-7739 or Nate 860-428-4549

HAVE FUN, BE SAFE, AND ENJOY EVERYTHING MAPLE!!