



Festival of Ballooning

VENDOR PROGRAM

JULY 29 - 31, 2022

SOLBERG AIRPORT • READINGTON, NJ

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The New Jersey Lottery Festival of Ballooning is the largest summertime hot air balloon and music festival in North America and is the premiere family entertainment attraction in New Jersey. It holds the dual distinction of being a recipient of The New Jersey Governor's Award for Best Special Event, as well as being designated, for the 6th time as a Top 100 Festival in North America by the American Bus Association.

Held annually at Solberg Airport in Readington, NJ, the festival truly has something for everyone! From twice daily mass ascensions of up to 100 special shape and sport hot air balloons, to headlining concerts, non-stop family entertainment, hundreds of crafters and vendors, great food, fireworks, a balloon glow, and more, the festival is jam-packed with stuff to do.

DEMOGRAPHICS:

- 175,000+ Attendees in 2021
 - 54% Female/ 46% Male
 - 57% - Between Ages 25-54
 - Average Stay – 7.5 Hours
- 49% of Attendees HHI > \$100,000



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2022 VENDOR PROGRAM

INCLUDED BENEFITS:

- One (1) 10' frontage by 20' deep exhibit space in a tent provided by the Festival.
- Password protected wi-fi services for credit card machines and digital payment applications.
- Four (4) Exhibitor Credentials, good for all three (3) days of the event. Credentials provide access in and out of the event for all exhibitors and their staff.
- Two (2) Exhibitor Parking Passes, good for all three (3) days of the event. Parking Credentials provide access to the Sponsor/ Exhibitor parking lot.

ADD ONS:

- Electric hookup access (20 amp, 110 volt).
- Additional credentials and parking passes for staff.
- Website links: promote your online shop or website on balloonfestival.com for one (1) year on the “2022 Crafters and Vendors” page.
- General Admission Tickets, Reserved Seats for Headline Musical Concerts, and Balloon Rides.



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WE HAVE TWO (2) VENDOR CATEGORIES:

- **Arts & Crafters/ Non-Profit Groups** – to qualify as an arts & crafter, all products sold must be original and handmade by YOU. Non-profit groups are required to submit their tax ID #.
- **Resale Vendors** – all other vendors (clothing, toys, retail, etc.)

When applying, please include images of products you are selling AND your setup. Any applications that are not accompanied with supported images will not be accepted until images are provided.

ALL SPACES ARE 10' FRONTAGE X 20' DEEP UNDER OUR 20' x 20' TENTS!

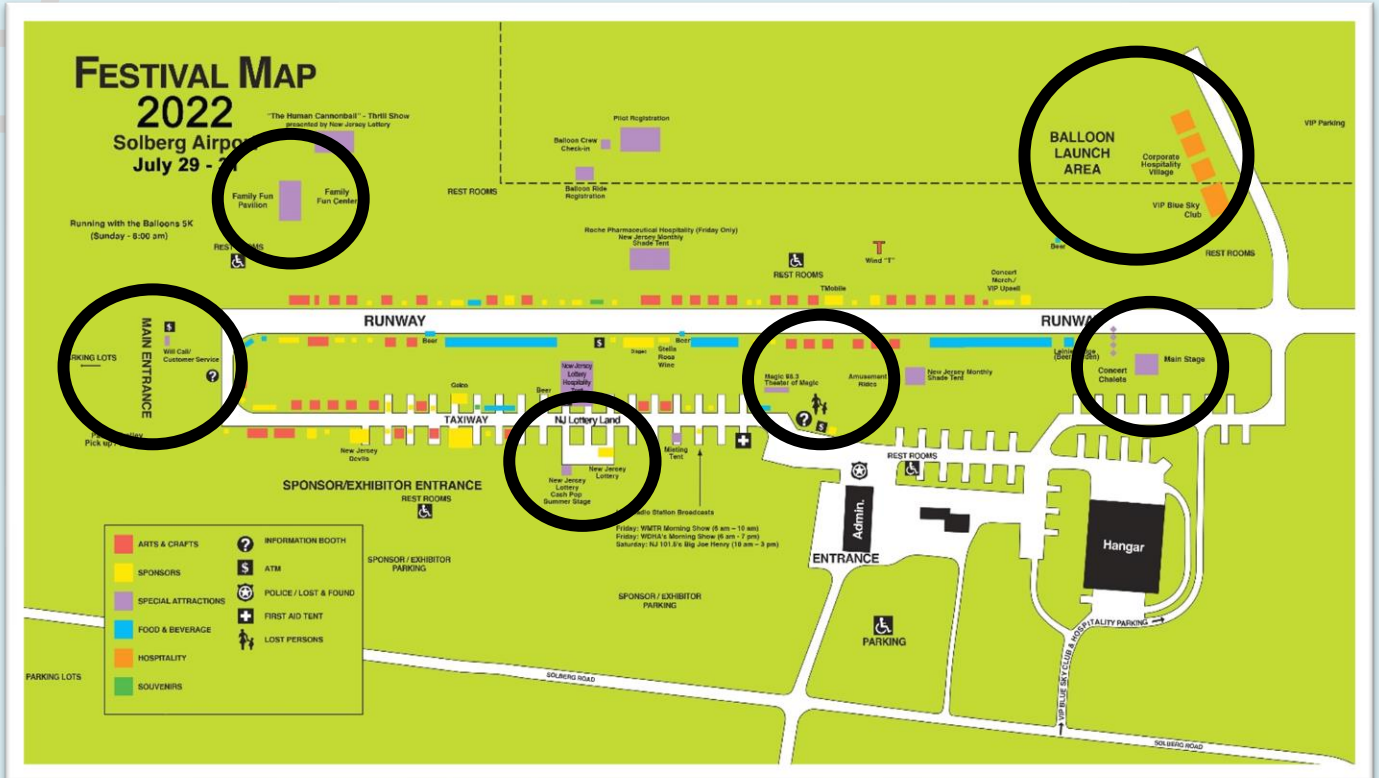
- **PREMIUM END SPACES:** Get noticed with premium visibility as customers walk by! Sell from the front 10' and side 20' of your space to allow customers more room to browse. Two (2) vendors share one tent. Purchase two (2) spaces to have a 20' x 20' tent! See examples framed in green below.
- **FREESTANDING SPACES:** A limited number of freestanding applications are available for those who sell out of trailers. Special pricing applies.
- **Exhibitors may bring their own pop-up tents ONLY to set up under the provided tent (within their allotted 10' X 20' footprint.) This allows for additional hanging room for merchandise and structure for overhead lighting (additional electric hookup required). EXHIBITORS MAY NOT SET UP THEIR OWN TENT OUTSIDE THEIR ALLOTTED SPACE.**



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FESTIVAL LAYOUT AND VENDOR LOCATIONS:

The New Jersey Lottery Festival of Ballooning takes place at Solberg Airport in Readington, New Jersey. Our Festival map below features key attractions and entertainment areas (circled in black) along with vendor tent locations (red squares.) Map layout is subject to change, but general locations are consistent year over year.



Anchor areas include the Main Gate (left), balloon launch field and Family Fun Pavilion (top), Main Stage and VIP Blue Sky Club (right), amusement ride area and the New Jersey Lottery's Lottery Land (middle). Vendors tents are set up along our Runway (top road) and Taxiway (bottom road) among these entertainment areas which allows for patrons to shop throughout their stay at the Festival.



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FESTIVAL GATE HOURS:

Friday, July 29: 1:00 pm - 10:00 pm

Saturday, July 30: 6:00 am - 10:00 pm

Sunday, July 31: 6:00 am - 8:00 pm

A complete schedule of events will be available as we get closer to the Festival!

EXHIBITOR HOURS - *We suggest you staff your booth during the following hours:*

Friday, July 29: 1:00 pm - 9:00 pm

Saturday, July 30: 7:30 am - 9:00 pm

Sunday, July 31: 7:30 am - 7:00 pm

SETUP AND TEAR DOWN LOGISTICS:

- Set up times are Thursday, July 28 from 2:00 pm – 6:00 pm and Friday, July 29 from 7:00 am - 12:00 pm. When arriving on site, please check in with Festival staff as noted on the map emailed to all participating vendors two (2) weeks before the event.
- At vendor check-in, you will receive your weekend credentials and will be guided to your assigned space. Spaces are marked with company names on placards.
- **All booths must be set up by 12:00 noon on Friday, July 29. Please allow adequate travel and setup time!** Spectators are allowed entrance on Friday at 1:00 pm and booth areas must be fully set up with all vehicles removed from the Festival grounds by noon.
- **Vehicles are not permitted to remain on the grounds during festival hours.** All vehicles must be moved to Sponsor/Exhibitor Parking or parking for the general public. You may come onto the grounds to restock your exhibit booth after the festival ends on Friday and Saturday evenings or before 6:00 am on Saturday and Sunday morning.
- Dismantling and removing your display is the responsibility of the vendor and must be completed by 10:00 pm on Sunday, July 31.



IMPORTANT NOTES:

- **Tents are provided by the Festival of Ballooning, Inc. and are included in your space price.** All tents come with four sidewalls to protect merchandise overnight. It is the responsibility of exhibitors to put up and take down sidewalls as desired each day. Overnight security is present from Thursday night – Sunday night.
- **Vendors are responsible for bringing their own tables, chairs and merchandise displays.** The booth set-up is designed so that you may hang banners, posters, or any additional promotional materials you see fit from the tent. Feather flags may be tied to the tent poles.
- **Electrical service is available, but not automatically supplied to your booth.** Lights are not supplied with the tents; vendors must bring their own lighting to plug in with the purchase of an electric hookup.
- **Vendors are required to accept at least one form of digital payment (credit cards, Venmo, PayPal, etc.).** Password protected Wi-Fi services will be provided for vendors to run credit card machines and accept cashless payment apps.
- **All vendors must have a valid New Jersey Sales Tax Certificate.** One may be obtained from the web site www.state.nj.us/treasury/taxation.
- All vendors selling or distributing any manner of food must obtain a food permit from Readington Township. \$25 fee is required for food in closed container; \$100 fee for any open container sampling or sales. Permit application provided upon request.
- **For the safety of all exhibitors and patrons, DO NOT put any merchandise, display racks or signs on the runway or taxiway.** All vendors must stay within their designated 10' x 20' space. Exhibitors who violate this policy will be given one warning. A second offense will result in the exhibitor being required to pack up and will be escorted off the property by security and police. No refunds, no exceptions.

FREQUENTLY ASKED QUESTIONS:

Q: How many vendors do you have?

A: We typically welcome 90 – 100 Arts & Crafters and retail vendors to the Festival each year in addition to our sponsor activations, food vendors and entertainment areas. Many of our vendors have been attending for 10+ years and look forward to returning! Please note that our Food Vendor/concessionaire program is separate.

Q: I sent in my application and got accepted – where will my booth be?

A: Booth space assignments are provided upon arrival at vendor check-in on site in addition to a credential packet. Due to the size of our event, last minute changes always happen, and we need to allow for that flexibility. Please note any location requests on your application and our team will accommodate accordingly.

Q: Why are the days so long?

A: The spectacle of our festival is the mass ascension of up to 100 hot air balloons which take flight at 6:30am and 6:30pm each day beginning Friday evening. Once our morning ascensions take place, patrons will begin walking through the Festival footprint looking for sponsor activations and to shop with our vendors - you don't want to miss the ascensions or the customers! Our patrons "stay and play" for an average of 7.5 hours per visit.

Q: How will I stand out from other vendors?

A: Purchasing a premium end space provides extra room to sell and extra eyes on your merchandise! Also, our Festival footprint is a large oval which allows for patrons to "loop" around and see everything as they walk through. Vendors selling similar products are spread apart from one another to allow for equal visibility. Exclusivity opportunities are available.

Q: Can I apply for one of the three days?

A: No, our exhibitor program and space pricing is for all three (3) days of the event. Due to the size and operating hours of the event, we are unable to accommodate the set up and break down of new vendors each day. Please note the suggested vendor hours when considering applying.

Q: What happens if it rains?

A: We are a rain or shine event – a little liquid sunshine never hurt anyone! The Festival does not shut down with rain but in the case of lightning, we will send an alert for all exhibitors and patrons to seek shelter in their cars or a permanent structure on site.

Q: Do you have any other events?

A: Yes! Our sister event, Rock, Ribs and Ridges is a three-day Southern Rock & BBQ Festival at the Sussex County Fairgrounds, June 24-26. Bundled rates are available for those who participate in both events. Please ask for more information!





SOAR TO NEW HEIGHTS WITH US!

If you would like to receive an application or if you have any questions, please contact:

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kaitlinp@balloonfestival.com

Check us out online: **www.balloonfestival.com**

Follow us on Facebook, Instagram & Twitter @NJBalloonFest

