

2025 Casa Larga **Purple Foot Festival** Policies & Procedures

1. **Craft Beverage Criteria:** Only craft producers of authentic NY products are permitted to serve, sell and display at the Purple Foot Festival. We will list your products and descriptors in the program to help facilitate the delivery of information and reduce the time attendees are waiting in line for tastings. All Participants must have the entire booth fee paid in full prior to setup.
2. **Sale of Craft Beverages:** Craft producers are required to offer free samples of the products that they produce. You are permitted to sell by the bottle, but NOT for on-premise consumption during the event. Alcoholic Beverages purchased at the Purple Foot Festival are not to be opened and consumed at the event. You are responsible for informing your customers that their purchase cannot be consumed at the event. We do have signage regarding this policy. We will have a beverage pick-up service all day long and tags to identify the packages. All Participants must have the entire booth fee paid in full prior to setup.
3. **Food Vendor Criteria:** New York State food producers, restaurants that use New York State produce and foods and commercial vendors that are related to the wine industry are permitted to display and sell goods at the Purple Foot Festival. Participants are responsible for obtaining and displaying any health or other permits as required/operating within any local, state, or federal guidelines or laws. All Participants must have the entire booth fee paid in full prior to setup.
4. **All Other Vendors:** Vendors are solely responsible for collecting and paying all New York State sales taxes and shall properly display their New York State Sales Tax Certificate. Participants are responsible for obtaining and displaying any health or other permits as required, and operating within any local, state, or federal guidelines or laws. All Participants must have the entire booth fee paid in full before setup.
5. **Booth space requirements:**
 - a. Only one business or organization may operate in each booth space. Booth space may not be reassigned or sublet. Participants may not distribute, display, or sell products, literature, or other items from any business or organization
 - b. Purple Foot Festival will determine the locations of all booths.
 - c. **No candles, no open flame, no gas, no propane, no burning of incense permitted at the booth at any time.**
 - d. Application must be completed with a full list of all items/products to be sold or sampled.
 - e. Booth displays should be table-level. Risers or elevated shelving for the tables can be used but need to be approved by Casa Larga Vineyards.
 - f. Free-standing signage or pull-up banners may be placed behind the booth space. We do not have space to hang banners.
 - g. Participants must take full responsibility for set-up and other display materials. We strongly suggest that you plan on bringing a cart for load-in.
 - h. Participants must have personnel present and in their booths at all times during the official operating hours of the Event: 11:00 AM – 5:00 PM and return the areas to their pre-Event condition, including removal of your empty bottles.

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6. **Permits/Certificates:** Participants are solely responsible for collecting and paying all New York State sales tax and shall properly display their New York State Sales Tax Certificate.

Participants are responsible for obtaining and displaying any health or other permits as required, and operating within any local, state, or federal guidelines or laws.

7. **Insurance:** Please have your insurance agent mail/email a valid insurance certificate naming Casa Larga Vineyards as an additional insured **OR** sign the Hold Harmless Agreement. Your insurance agent can mail to: Casa Larga Vineyards, **Purple Foot Festival**, PO Box 400, Fairport NY 14450, or email to: cfabretti@casalarga.com

I understand and agree to abide by the above policies and procedures. Upon acceptance of my application, this form will be binding and will represent the terms of the contract:

Authorized Signature _____ Date _____