



2010
Concessions Handbook

Welcome to Topsfield Fair!

We're glad you have chosen to join us here in Topsfield... so many vendors, exhibitors, and fairgoers alike come back year after year contributing to the wonderful tradition here at Topsfield. Celebrating our 192nd year, we have many new and exciting things planned, as well as bringing back some of the favorites of years past.

If we can answer any questions or assist with your planning, don't hesitate to call. We strive to help make your planning, set-up, and eleven days at the Fair a success.

We thank you in advance for your participation in Topsfield Fair and wish you a successful year!

******* Please note that the following information is in addition to and legally part of all signed contracts. Please be sure to read this and all attachments thoroughly.**

Important Contacts and Numbers

◆ Administration Building Phone

- General Manager James P. O'Brien (978) 887-5000 ext. 11
jobrien@topsfieldfair.org
- Executive Secretary Ann Savage (978) 887-5000 ext. 10
ann@topsfieldfair.org
- Director of Admissions Wes Tucker (978) 887-5000 ext. 23
wes@topsfieldfair.org
- Director of Safety & Security Wes Tucker (978) 887-5000 ext. 22
- Marketing / Public Relations Sally O'Maley (978) 887-5000 ext. 15
sally@topsfieldfair.org
- Sponsorships/Concessions Assistant John Palmisano (978) 887-5000 ext. 13
jpalmisano@topsfieldfair.org
- Concessions Coordinator Dana Carter (978) 887-5000 ext. 13
dana@topsfieldfair.org

▪ Education Coordinator	Patti Byrne	(978) 887-5000 patti@topsfieldfair.org
◆ Administration Building Fax		(978) 887-3016
◆ Grounds Department	Kurt Schmakel	(978) 887-6318
◆ Topsfield Police Department	Non-Emergency	(978) 887-6533
◆ Topsfield Fire Department	Non-Emergency	(978) 887-5148

Admissions & Tickets

- ◆ All vendors are required to complete a staffing pattern detailing who will be working and what shifts they will cover. NO EXCEPTIONS... *If this is done ahead of time it makes things much easier!*
- ◆ Based upon size of space rented and type of booth, along with the staffing pattern provided by vendor, it will be determined how many complimentary passes and \$15 photo IDs will be issued.
- ◆ Admission for those working LESS than 4 days
 - One day passes are available for those working less than 4 days during the fair. A limited number of complimentary passes are available to vendors for purposes of manning their booth.
- ◆ All vendors and their staff working four days or more must have a picture ID for gate entry. There is a \$15 fee for each badge.
- ◆ Prior to issuance of photo IDs, staffing pattern and security forms must be completed in full and signed by vendor.
- ◆ Photo IDs / Credentials (For those working 4 days or more)
 - Available beginning August 3 from the Director of Admissions.
 - Hours: Monday through Friday 10 am – 4 pm
 - Hours Week Before Fair: Monday & Tuesday 10 am – 4 pm
 - Wednesday & Thursday 10 am – 9 pm
 - Replacement IDs are \$25 each at discretion of Director of Admissions.
- ◆ Photo IDs do not excuse parking fees, see Parking for options available to cover parking fees.
- ◆ *All decisions made by the Director of Admissions are final.*
- ◆ Other Admission Tickets
 - Any passes vendors may need in addition to IDs and complimentary passes are available @ \$7 each through Admissions.
 - 3-Day Passes are available for \$21.
- ◆ *All decisions made by the Director of Admissions are final.*

Articles for Sales / Inappropriate Displays

- ◆ No merchandise containing the Topsfield Fair logo will be authorized for sale, display, or distribution, without approval from General Manager of Topsfield Fair.
- ◆ Any vendor that offers for sale, display, or distribution, any item that is illegal, or considered to be dangerous, vulgar, or offensive, shall be subject to removal of said items or display, and/or removal from fairgrounds with lease being terminated and no refund of rental payment. Fair management has the final say on the appropriateness of item(s) in question. If you have a question as to whether an item may be considered in this category, please speak to fair management prior to opening of Fair. Please remember this is a family fair!
- ◆ Mylar balloons are not approved for sale at Topsfield Fair.

Board of Health

- ◆ All vendors selling food are required to be inspected by the Topsfield Health Inspector PRIOR to opening. *Plan your time accordingly to allow for time to set up and be inspected.*

- ◆ Judges are looking for outstanding presentation. All booths at Topsfield Fair are expected to portray good taste and quality. Notch it up even further and make your booth stand out!
- ◆ Prizes awarded!

CORI Checks

Vendors shall be responsible for CORI checks of all their staff.

Dates & Hours

- ◆ October 1 – 11, 2010
- ◆ Topsfield Fair opens at 4 pm on Friday, Oct. 1, 2010 and is open until 10 pm that evening.
- ◆ Daily hours of the Fair are 10 am – 10 pm.
- ◆ NO EXCEPTIONS: Booths must be open and manned during all hours fair is open. Non-compliance is grounds for immediate termination of contract.
- ◆ Teardown is at 9 pm on Monday, Oct. 11. All vendors must remain open until this time. Anyone dismantling or packing prior to close may not be asked to return to future fairs.
- ◆ Do not leave your set-up unsecure after teardown begins!
- ◆ No cars, trucks, or trailers will be allowed on grounds until 1 hour after the fair closes due to safety issues.
- ◆ All gates (with the exception of Farm Gate) are locked at 11:00 pm.

Emergencies & First Aid

- ◆ Dial 911
- ◆ First Aid, Police, and Fire Department are located next to Main Gate by Administration Building.
- ◆ Topsfield Fair Safety Director Wes Tucker, (978) 887-5000
- ◆ Minor first aid can be handled at the First Aid Station located just inside the Main Gate (Route 1, by Administration).
- ◆ First Aid Station is manned by RNs ready to assist during fair hours.

Exclusive Suppliers

- ◆ Coca Cola has exclusive pouring rights at Topsfield Fair.
 - You may not sell any other competing product (i.e. soda, water, etc.).
 - You must use our Coca Cola distributor.
 - 20 oz. bottles are the standard provided by Coca Cola.
 - A \$300 fee applies to those vendors who have prior approval to use Coca Cola post mix.

Fax Machine / Photo Copier

- ◆ Fax and photo copying assistance is available in the Administration building during the Fair. See front desk for assistance.
 - Hours 9am – 4pm
 - Fax \$1.00 per page
 - Copies \$.20 each

Firearms / Knives

- ◆ Firearms and knives carried by persons other than authorized security are not permitted on the fairgrounds.

Fire Regulations

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- ◆ All outdoor booths must have a fire extinguisher, NO EXCEPTIONS.
- ◆ Fire Extinguishers are available through the Grounds Department for an additional fee.
- ◆ All food booths use "BC" extinguishers only.
- ◆ All fire extinguishers must have a current tag or certification. Hours are available here on grounds for inspection and tagging if necessary.
- ◆ All marked fire lanes are to be kept open and accessible at all times. Vehicles in violation will be towed at owner's expense.

Hotels & Local Places to Stay

There are many local properties at which to stay during your visit to Topsfield. Here are some that are within 10 miles of the fairgrounds.

Danvers

◆ Sheraton Ferncroft - Danvers	(978) 777 2500	starwoodhotels.com
◆ Comfort Inn - Danvers	(978) 777-1700	comfortinn.com
◆ Days Inn Danvers	(978) 777-1030	daysinn.com
◆ Extended Stay America - Danvers	(978) 762-7414	extendedstayamerica.com
◆ Marriott Courtyard Hotel - Danvers	(978) 777-8630	marriott.com

Peabody

◆ Homestead Studio Suites - Peabody	(978) 531-6632	homesteadhotels.com
◆ Marriott Boston/Peabody	(978) 977-9700	marriott.com
◆ Hampton Inn Peabody	(978) 536-2020	hamptoninn.com
◆ Holiday Inn – Peabody	(978) 535-4600	ichotelsgroup.com

Inspection

- ◆ The Topsfield Fair and its authorized personnel have the right to inspect any and all premises covered by this agreement at any and all times.

Insurance

All vendors must have insurance coverage. There are two ways this can be handled.

- ◆ Vendors carrying their own insurance:
 - Provide current certificate of insurance that must include the following:
 - \$2,000,000 coverage
 - "per occurrence" must be noted
 - Topsfield Fair listed as temporary location for Oct. 1 – 11, 2010
- ◆ Vendors needing liability insurance:
 - Complete & return Topsfield Fair Application for Insurance
 - Include \$200 payment for the first booth; additional booths are \$100 each.
 - Upon receipt and approval, you will be added to the Topsfield Fair insurance binder for the 2010 Fair.

Massachusetts Department of Revenue

- ◆ All vendors must provide their Massachusetts Tax ID # or Social Security number.
- ◆ Agents will be on grounds during the Fair to assist with sales tax collection.

Microphone Use

- ◆ Microphone use in booths is prohibited unless specific permission is granted by Concessions Coordinator. This is determined on a case by case basis and is a privilege that must be utilized respectfully.

On-Grounds Parades

Topsfield Fair conducts two relatively small on-grounds parades during fair week. Days and times are subject to change.

- ◆ Tuesday, Oct. 6, 2008 5:00 pm
- ◆ Thursday, Oct. 8, 2008 5:00 pm
- ◆ Parades begin down behind the Arena at the Livestock Gate.
- ◆ Parade progress up through Midway and Exhibit areas and returns to starting point behind Arena.
- ◆ If you are interested in participating, please see Wes Tucker, Parade Coordinator in Administration Building.

Parking

- ◆ Parking permits Vehicle (in lot for 11 days) \$60 *(best parking value, most vendors use these)*
- ◆ Vehicle (on-grounds) \$200
- ◆ Storage Vehicle (LOT A) \$350 with no electrical hook-ups
- ◆ Storage Vehicle (LOT A) \$400 with electrical hook-ups
- ◆ Free parking for storage vehicles will be made available at no charge in the Mahan Lot on Central Street across from New Meadows Auto Repair
- ◆ Parking permits must be visible, displayed on windshield or dashboard.

Payments

- ◆ 50% of contract rent is due June 15 with the balance due July 15. A \$100 late charge is assessed to all late payments/unpaid balances.
- ◆ Without exception, all rent must be paid prior to opening of fair.

Permits & Inspections

- ◆ All permits are obtained through the Fair and fees are payable to Topsfield Fair.
* *Permit fees are subject to change by the Town of Topsfield*
- ◆ Permits must be displayed in a visible and accessible location inside booth.
- ◆ All booths must pay a Town of Topsfield vendor permit:
 - \$5 per day (\$10 minimum) or
 - \$55 for the 11 days of the fair.
- ◆ Food vendors:
 - \$220 plus \$55 stated above.
 - Includes Health Inspection
- ◆ Food vendors who cook with propane:
 - \$295 plus \$55 stated above.
 - Includes Health Inspection
 - Includes Fire & Gas Inspections
- ◆ Booths must have inspections prior to opening of Fair. Plan accordingly. Town Inspectors will be on grounds to inspect and sign off on your permit. You must be in your booth set-up ready when inspector arrives.
- ◆ Inspectors are around throughout the week to monitor and assist as needed.

Pets

Although we love animals here at Topsfield Fair, with the exception of service dogs, there are no pets allowed on grounds.

Pricing & Menus

- ◆ All vendors must supply a copy of their menus and pricing to the Concessions Dept.
- ◆ All merchandise on display and for sale, must be clearly marked with the selling price.
- ◆ Vendors offering a service for sale must post the cost of that service.

Purveyors

- ◆ Purveyors of milk, bread products, produce, ice, etc. will be on grounds making deliveries before 10 am.
- ◆ Coca Cola has exclusive pouring rights at Topsfield Fair, available on grounds throughout the Fair.
- ◆ For more information contact Concessions office.

Raffles

- ◆ Any vendor wishing to hold a raffle, must have approval and a permit directly from the Town of Topsfield.
 - Topsfield Town Hall
9 West Common Street, Topsfield, MA 01983
(978) 887-1505
- ◆ Proof of such must be provided prior to start of Fair to Concessions Coordinator at Topsfield Fair.

Trash Removal / Disposal of Waste

- ◆ Gray water must be discharged in designated areas only.
- ◆ Dumpsters must be used for trash. Barrels are for the use of fairgoers.
- ◆ Cardboard – must be separated for recycling. Grounds Dept. will come by daily to remove.
- ◆ Grease disposal
 - Complimentary Removal Available

Security

- ◆ Limited security will be offered by the Fair starting when the fair opens and ending when the fair closes on the last day. All commercial and exhibit buildings will be closed and secured after closing each day. The grounds will be patrolled by security throughout the night.

Shipping & Receiving... USPS / UPS / FedEx

- ◆ UPS & FedEx (Receiving)
 - Deliveries are generally made to the grounds daily prior to 10 am.
 - An announcement is made over the loudspeaker announcing UPS's arrival.
 - If you are awaiting a package, please check with Administration in a timely manner.
 - Topsfield Fair assumes no responsibility for packages lost or stolen.
- ◆ UPS, FedEx, USPS (Shipping)
 - Topsfield Fair does not offer shipping services.
 - Any shipments needed to be made by a vendor can be handled as follows:
 - Vendor can drop package or mail off at Administration for pick-up by UPS, FedEx, USPS
 - For UPS and FedEx, vendor must schedule their own pick-up with the carrier.
 - Proper postage, labeling, etc. must be complete.
 - Topsfield Fair assumes no responsibility for packages lost or stolen.

Stock Trucks / Trailers

- ◆ A \$350 fee applies to all stock trucks and/or stock trailers to be kept on grounds.

- ◆ Storage decal must be displayed on trailer or truck.
- ◆ See Concessions official for placement of trailer or truck before setting up.

Tent Requirements

- ◆ We offer vendors tent rentals at a discounted rate through Seacoast Tent.
- ◆ Easy-up, craft tents are not acceptable due to weather and safety concerns.
- ◆ Please contact Concessions for further information on renting a tent.

Utilities... Electrical, Telephone, Water

- ◆ Electrical Pricing
 - 20 amp / 110 volt \$250, single circuit
 - 30-50 amp / 110 volt \$350, single circuit
 - 60-100 amp / 110 volt \$450, single circuit
 - Hard Wire Service \$100, per connection

Topsfield Fair reserves the right to assess additional electrical fees based on estimated usage.

- ◆ Water
 - \$100 per booth, applies to vendors using our tanks and/or require pipe draining at end of season.
- ◆ Propane
 - Exclusive propane dealer:
 Amerigas
 215 Boston Street, Topsfield
 (978) 887-2353
 - All connections inside building must be copper tubing.
 - Hoses are acceptable, building to tank only.
- ◆ Telephone
 - To hook up a phone line call Verizon Customer Service at (800) 941-9900

Vehicles – On-Grounds

- ◆ Vehicles on the grounds for stocking must be off the grounds by 9:30 am.

Please keep in mind that this is a reference guide to help answer general information questions you may have. Information is subject to change and be updated as necessary. This document is in addition to your signed contract. For more detail or further information, please contact the Concessions Department or our General Manager.

*Again, we thank you for your participation in
Topsfield Fair!*