

# Hudsonville Fair

---

## COMMERCIAL EXHIBITOR HANDBOOK & INFORMATION

Welcome to the Hudsonville Community Fair. We appreciate your interest in exhibiting at our Fair.

Inside this packet you will find the Exhibitor's handbook containing information on how to apply, fees, rules and regulations. It is the responsibility of each exhibitor to read this information, know the rules and to abide by them while at the Hudsonville Community Fair. Keep this Handbook from year to year. We will only send out revisions of the Handbook as changes occur. You **WILL NOT** receive a new Handbook each year

We also have several opportunities to sponsor different programs at the fair. Just call for more information.

We expect over 70,000 fairgoers to attend the Fair and look forward to having your business or organization be an integral part of the commercial exhibit space.

**Please NOTE in the handbook booth set up time is Saturday only** before the fair. There is **NO** parking inside the gate. Gate passes will be strictly limited to what the contract states, **NO** exceptions, please plan your staffing accordingly. Extra gate passes may be purchased at a discount. You may pick up and purchase additional passes on Saturday before the fair. Note times that buildings will be open and it is mandatory to man your booth at all times.

If you have any questions, please feel free to call

**Jamie Bont:**

**P: (616) 262-1196**

**Email: [HudsonvilleCommercialBooth@gmail.com](mailto:HudsonvilleCommercialBooth@gmail.com)**

Best Regards,

Keith Bont

Commercial Space Representatives



HUDSONVILLE COMMUNITY  
FAIR  
COMMERCIAL EXHIBITORS  
HANDBOOK

# Hudsonville Fair

---

## How to Reach Us

Hudsonville Community Fair  
P.O. Box 189  
Hudsonville, MI 49426

**Phone:** 616-669-1630

### **Fair Office:**

Please leave a message and someone will return your call as soon as possible.

---

## **Directions:**

Take **I-196** and exit at **Exit 62 – Hudsonville, MI**. Turn **north (toward McDonald's)** onto **32nd Avenue** and continue north to the stoplight at **Chicago Drive**.

At Chicago Drive, **turn left (west)** and continue to **36th Street**. Turn **right at the stoplight**, then make an **immediate left onto Grant Street**.

Proceed west on Grant Street until you reach **Park Street (the second street on your left)**. Turn **left onto Park Street** and continue south to one of the fair gates.

# Hudsonville Fair

---

## Dates & Times to Remember

### Saturday Before Fair

All commercial spaces must be set up.

**Set-up Time:** 9:00 AM – 4:00 PM (*unless special arrangements are made ahead of time*)

### Monday of the Fair

**No Monday Set-Up**

---

## Hudsonville Community Fair – Buildings Open to the Public

*(Held two weeks before Labor Day)*

Day	Hours
Monday - Friday	10:00 AM - 10:00 PM
<b>Saturday</b>	<b>10:00 AM - 8:00 PM</b>

---

### Saturday of the Fair

Deadline for exhibitors in good standing to request booth space for the following year or request booth changes.

Applications with full payment are due by Saturday of the fair.

**Exhibit move-out:** 8:00 PM – 11:00 PM

### Monday Following the Fair

**Exhibit move-out:** 9:00 AM – 2:00 PM

---

### Sunday

No activity — **no move-in or move-out permitted.**

# Hudsonville Fair

---

## APPLICATIONS AND FEES

### Application:

The application or renewal contract shall be filled out completely and turned in with full booth fee.

### Payment of Fees:

Saturday of Fair all payments must be made in the form of a money order, cashiers check, business check, or a personal check, made payable to Hudsonville Community Fair. NO cash accepted.

**Rental Fees:**  
(\$150.00 ea)

**Building #10:**

All booths are approx. 10' x 10'

**Building #2:**

All booths are approx. 6' x 8' (\$150.00 ea)

### Confirmation 1:

Upon acceptance of your application, you will be sent a confirmation letter.

## INSURANCE

- Each Contractor/Lessee shall obtain and keep in force until completion of the "project," including set up and tear down, a commercial general liability insurance contract with liability limits equal to or greater than \$1,000,000 each occurrence. The contractor shall provide a certificate of insurance to the (Event's Legal Name) evidencing such coverage within ten days of the signed contract. Such Contractor/Lessee shall name (Event's Legal Name) as an Additional Insured.
- Hold Harmless/Indemnification: Contractor/Lessee shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from the "project." Contractor/Lessee shall INDEMNIFY, SAVE AND HOLD HARMLESS (Event's Legal Name) and its employees, agents, and volunteers from and against all liability, loss, damages, claims, costs, and expenses (including attorney fees) arising out of injury to person or damages to property or any other injury, claim, damage, loss, cost, or expense arising from the "Project."

# Hudsonville Fair

---

## EXHIBIT SPACE

All Booths are approx. 10' x 10' or 6' x 8' in size. The in-line units have three selling sides and the corner units, two selling sides. Exhibitors may request multiple spaces; either attached or separated, and will be accommodated to the extent that space is available.

Commercial Exhibit Booths in Building #10 are approx. 10' x 10' and are separated by approx. 6' tall walls. The back wall of the booth is the outside wall of the Exhibit Building.

Commercial Exhibit Booths in Building #2 are approx 6' x 8'. The inline booths are separated by approximately. 5' tall side walls and approx. 6' tall back walls. The outside row booths that are in line use the outside wall of the Exhibit Building.

Each booth rented will receive two (2) folding chairs and one (1) folding table. Additional tables may be available on a first-come, first-served basis for a nominal fee.

## RULES AND REGULATIONS

### **Exhibit Space Allocation:**

Space is assigned based on the receipt of your completed application or renewal contract and booth fee.

Once assigned, no exhibitor will be allowed to switch booths. Exhibitors complying with the provisions of the HANDBOOK shall have the privilege to use the space through the dates of the FAIR. It is understood and agreed that the contract and full rental fee must be in the Fair Office no later than the due date. This agreement permits the use of exhibit space and booth equipment for exhibit purposes and sales only.

Fair management reserves the right to refuse space to any applicant for any reason or relocate any exhibitor without notice. Fair management shall be permitted to enter and to inspect the premises at any and all times.

### **Cancellation of Exhibit Space:**

Failure to comply with any provisions of the Fair Handbook can result in forfeiture of all payments to the Fair. In addition, the Fair Management can, at its discretion remove the exhibitor and re-assign the booth space to another vendor without further notice to the defaulting exhibitor.

## Hudsonville Fair

---

### **Products:**

**All Products and or services must be listed on the application.**

Contracts will be issued on the basis of this listing, and no additional items or services may be sold. Violation of this rule can result in immediate cancellation of your contract without refund of booth fees.

When listing products, the following must be considered: “Any authority granted Exhibitor by Fair to sell is not and shall not be in derogation of any copyright, trademark or other proprietary interest in the product(s), and will be granted without prejudice to any right of the owner of any such copyright, trademark or other proprietary interest to forbid any display of such product(s) without a license or other permission by the owner.” “Exhibitor shall not display signs or sell product(s) that bears any marks, words or designs that cause confusion or mistake or deceive the public.” “By execution of the application, Exhibitor warrants that permission to sell the product(s) has been obtained from the owner in a manner consistent with law, and that in the selling of such product(s) or offering of such product(s) for sale, Exhibitor will not violate any copyright trademark or other proprietary interest in said product(s).

# Hudsonville Fair

---

## **Samples and Give-aways:**

Free samples of foods or beverages **cannot** conflict with Fair food concessionaires. All samples **must** comply with all Health Department Regulations in effect at the time of the exhibit. The Commercial Space Representative **must approve** all food samples in advance.

There will be no games, gambling, or any other activities within the confines of its exhibit space in which money is used as a prize or premium, and that it will not buy and/or permit “buy backs” for cash, and of its prizes or premiums given away to patrons in connection with his/her exhibit. Only straight merchandising methods shall be used and all methods of operation, demonstration, and sale shall be subject to the approval of FAIR and law enforcement officials

# Hudsonville Fair

---

## Prohibited Items and Services:

### Purpose

This event is intended to be a **family-friendly community fair**, welcoming attendees of all ages. To ensure a safe, inclusive, and appropriate environment for children, families, and the general public, the following items, services, and content are strictly prohibited from sale, giveaway, or display.

### Prohibited Items and Services:

- All tobacco, smoking, and vaping products, including cigarette lighters
- Drug paraphernalia of any kind
- Products containing CBD or marijuana, including all cannabis-related items or images
- Profanity of any kind, including images implying profanity
- Weapons of any kind, including but not limited to:
  - Knives
  - Guns or ammunition
  - Swords and daggers (ceremonial or decorative)
  - Bows and arrows
  - Crossbows
  - Ninja-style or similar weapons
- Laser pointers
- Mace, pepper spray, stink bombs, poppers, or any other incendiary or explosive devices
- Open flames or fires of any kind
- **Sexually explicit, graphic, or suggestive materials of any kind**, including but not limited to:
  - Pornographic or sexually graphic images, videos, or illustrations
  - Explicit sexual acts, nudity, or partial nudity intended to arouse
  - Sexually suggestive clothing, costumes, or attire intended to be provocative
  - Sexually explicit language, gestures, signage, artwork, or merchandise
  - Adult-themed novelty items, toys, or displays
  - Any content, display, or activity deemed inappropriate for a general, family-oriented audience
- Ear or body piercing services of any kind
- Permanent tattooing or branding of any kind

### Enforcement

Event organizers reserve the right to determine appropriateness. Any vendor, exhibitor, or participant found in violation of this policy may be required to immediately remove prohibited items or services and may be subject to removal from the event without refund.

# Hudsonville Fair

---

## Move-in:

Fee payments and any other required forms must be completed fully before receiving admission and moving onto the Fairgrounds. Exhibitor's may not assign or sublet his/her space, or any part thereof. Switching booths in any manner is not permitted.

Upon arrival Exhibitors must check in with the Commercial Space Representative to receive admission passes, or make arrangements prior to fair to pick them up. The grounds will be open for check-in and exhibit set up anytime between 9am and 4pm on the Saturday prior to the start of fair. Passes may be picked up at this time. **Any Exhibitor who has not checked in or contacted the Fair Office by Saturday before the fair will forfeit their space without refund.**

## Booth Set-up:

No part of a display may interfere in any way with any other exhibit

No Exhibit or display may be so high along sides or front of the booth as to hide the adjoining exhibits from the view of the public passing along the aisles.

All construction of shelves, display equipment, etc. must take place during the set-up day before the Fair Opens.

Extra lighting may be used in conjunction with the standard 110V/5 AMP service that is provided at no charge. If additional service is needed, the Commercial Space Representative must approve this. NO alterations may be made to the building.

Exhibitors are responsible for installation, maintenance and dismantling of their exhibits.

Each exhibitor shall be fully responsible and liable for all displays and materials with their booth. The Fair is not responsible in any way for theft, pilferage or damage to exhibitor's displays.

## Aisles and Exits:

Aisles and exits must be kept clear at all times. **Failure of any exhibitor to confine display materials, products, demonstrations or patron seating to booth space in which they have been assigned could result in termination of their contract.** All storage boxes and exhibit materials not in use must be stored out of sight within booth space or off-site.

## Signage:

Any signage used must be confined to the inside of the booth space, and must not conflict with any other booth space.

All signage must be professionally made. Fair Management reserves the right to remove any sign it deems inappropriate for any reason.

# Hudsonville Fair

---

## **Sound Devices/Pitch Presentation/Demonstrations:**

Sound Devices of all types are subject to the approval of the Fair Management; volume of sound devices must be controlled so they do not interfere with neighboring booths. Fair Management reserves the right to have sound level lowered or sound devices removed.

No Soliciting above the normal speaking voice and outside the booth area

No soliciting of any kind is permitted outside of the booth space.

## **Booth Staffing:**

All booths **MUST** be staffed while the building is open. Monday -Friday 10am –10pm; Sat 10am – 8pm. **Failure to do so may result in immediate cancellation of your contract.** The Commercial Space Representative shall have the right to occupy the space in any manner in the best interest of the Fair, without further notice to the exhibitor. At which time, the Fair shall deem all payments for this exhibit space earned and non-refundable.

## **Passes and Parking:**

Each Exhibitor will be given (10) daily admission passes per booth. Additional passes may be purchased for ½ off the daily gate price for a daily pass from the fair office. There will be no refunds for unused passes. No workers will be admitted onto the grounds unless they have a pass **on their person**. Please make sure, in advance, that each member of your staff has their pass for each day they need admission to the grounds. **NO EXCEPTIONS. NO list of staff or volunteers may be left at any Fair Gate for admission and NO passes may be left at gates for them.**

Exhibitor passes are for the express use of the contracted exhibitor and his or her staff; these passes are for the week, and the daily pass must be surrendered on entrance to the grounds. They may not be given away to patrons, discounted, sold, traded, copied or reproduced in any fashion. Violators will be removed from the grounds and restricted from future participation in the Hudsonville Community Fair. All Exhibitors are to park in the parking lot outside of the Ticket Booths. **NO PARKING INSIDE THE FENCE!**

**Personal cars may not park overnight at any time during the Fair.**

## **Pets:**

No pets of any kind are permitted on the Fairgrounds, other than licensed service animals. Exhibitors are required to clean up after their service animal.

## **Deliveries:**

All vendor deliveries must be made through the Exhibitor's entrance Gate on Park Street. Exhibitors shall make all deliveries **by hand truck only during the run of the Fair.** No Exhibitor

# Hudsonville Fair

---

vehicles will be allowed within the gates during the run of the Fair. The Fair will not sign for nor be responsible for any individual booth deliveries.

## **Damages:**

The EXHIBITOR agrees to indemnify and hold harmless the Hudsonville Community Fair, their officers, agents, servants and volunteers from any and all claims, causes of action and suits occurring or resulting from any damages, injury or loss to any person(s), including but not limited to persons to whom EXHIBITOR may be liable under Worker's Compensation law and the EXHIBITOR him/herself, from any loss, damage, cause of action, claims or suits for damage including, but not limited to loss of property, goods, wares or merchandise, caused by, arising out of or in any way connected with the exercise by EXHIBITOR or the privileges herein granted.

In the event of legal action to interpret this Agreement by either party, hereto the exhibitor agrees to pay all costs of such action, including attorney fees.

## **Security:**

The Hudsonville Community Fairgrounds are completely fenced in; police are on duty during high traffic times and buildings are locked at night. However, any valuables should be locked up or carried out. Tarps may be used to enclose your booth space at night. Any losses should be reported to the Fair Office immediately upon detection, for notification to Law Enforcement. Fair management is not responsible for lost, damaged or stolen merchandise.

## **Booth Dismantling:**

Exhibits **may not** be dismantled before 8pm on Saturday, closing night of the Fair. Anyone who fails to abide by this WILL NOT be allowed back the following year. For the safety of departing patrons, cars and trucks will not be allowed inside the gates until **after 10pm** for tear down. The Fairgrounds will be open for move-out from 9am – 2pm on Monday after the Fair. All Materials and equipment must be removed from the Fairgrounds no later than 2pm on the Monday following the close of the Fair. All nails, staples, screws, tape, tacks, Velcro, shelving, boxes, crates, carpet, packing materials, equipment, debris... must be removed or Exhibitor will be charged to have Fair Representative remove such items (cost to be determined by Fair Representative).

It is understood that in the event of the EXHIBITOR'S failure to vacate such premises as herein provided, unless permission in writing is first obtained, the FAIR may and is hereby authorized and made agent of the EXHIBITOR to remove and dispose of all other materials of any nature whatsoever, at the EXHIBITOR'S risk and expense, and the EXHIBITOR shall reimburse the FAIR for expenses thus incurred.

The contracted exhibitor is responsible for the conduct and appearance of their volunteers and/or paid staff. Intoxication, use of controlled substances, inappropriate conduct, or speech toward Fair patrons or Fair Staff will be grounds for termination of the exhibitor's contract.

Exhibitor, its officers, agents, and employees shall act in an independent capacity and shall not represent themselves or be construed to be officers, agents, or volunteers of the Fair.

# Hudsonville Fair

---

## **Other Fair Services:**

### **Electrical Repairs Assistance:**

If you have electrical problems in your booth, please request repairs, in person, at the Fair Office. Requests will be handled on a “first come, first serve” basis.

### **Janitorial Services:**

The Fair Management will furnish routine janitorial service for aisles and areas used by the Public. Exhibitors must at all times and at their own expense, keep their space properly arranged and clean. Such cleaning must be completed and all covering removed by the time the building opens to the public. If trash containers near your areas are full, there are large debris containers to the north of Building #3 where you can deposit trash. Packing cases, crates, and debris of any kind must be removed from exhibit space prior to time of opening.

### **Restrooms:**

Restrooms are located in the South end of the Office Building, and the East end of Building #2, and the South end of Building #10. Restrooms are not to be used for exhibit maintenance needs.

Thank you so much for diving into the Hudsonville Community Fair Handbook. If you have any questions at all, the contact at the top is ready to help. We're beyond grateful for your involvement—your presence is what helps our fair thrive and brings the heart of the community to life. Together, we're creating memories, fun, and tradition—and we can't wait to share another amazing fair with you!