

VENDOR PROSPECTUS & AGREEMENT
PANAMA ROCKS FOLIAGE FESTIVAL
October 3 & 4, 2026

THE FESTIVAL

The Panama Rocks Foliage Festival will be held from 10am to 5pm both days. The Foliage Festival features an art & craft show, music, food, and fall/Halloween entertainment!

This Vendor Prospectus contains information for Art & Craft Vendors; Food Vendors; and Farmer's Market Vendors.

ART & CRAFT SHOW

Artists and craft people who create original work and agree to be present to sell that work personally may apply. Dealers or agents selling on behalf of other artists or craft persons are ineligible. Commercially produced products are ineligible.

You must fully and accurately represent the complete range of items you wish to sell. NEW VENDORS must please submit five (5) photographs of your work via email to Jonathan@PanamaRocks.com (*artists who participated in a previous festivals do not need to submit new photographs of their work unless you plan to present/sell new media types – ie: you showed paintings last year and want to add pottery this year*). If you are selected, we may use these photographs of your work on our website and in promotional materials.

Art & Craft vendor exhibit spaces measure 10' x 10' accommodating the standard size show tent. If you need a larger space, please let us know on your application. We will attempt to accommodate your needs. There are a VERY limited number of exhibitor spaces located under a lean-to (covered roof, open sides, which measure 10' wide by 16' deep). These spaces are available to past vendors first, then new vendors upon request and review.

FOOD VENDORS

Food vendors are restaurateurs, caterers, and individuals selling food for on-site consumption. Food vendors must fully and accurately represent the complete range of food that you wish to sell in your application.

Please list on your application contract ALL electric items you intend to use and the amps/wattage they use. Please conserve energy; if your needs exceed our supply, we reserve the right to ask you to unplug appliances.

Food vendor spaces measure 10' x 20'. We will attempt to accommodate your needs. We ask that you use recyclable or biodegradable plates and utensils when possible.

All food vendors MUST have a valid food permit from the Chautauqua County Department of Health. The Health Department will not allow you sell anything without a permit and they will inspect all vendors! Fees double if not processed one week in advance. The phone number for the Chautauqua County Department of Health is 716-753-4481.

The festival will take place outside and we will not provide vendors with kitchen space but we will have sinks available for washing. **Vendors are required to meet all permitting requirements of Chautauqua County with their own materials and supplies.** Please call the Chautauqua County Department of Health AS SOON AS POSSIBLE if you have any questions or concerns about their requirements.

Food vendors will be required to have their insurance agent mail/email a certificate of insurance to us, *AFTER you are accepted by the festival.* If we do not receive your Food Permit and Certificate of Insurance upon acceptance, we reserve the right to give your space to another vendor – you will NOT be refunded your show fee.

FARMERS MARKET VENDORS

The Farmers Market allows two types of vendors:

1. Farmers who sell fruit, vegetables, greens, decorative plants, meat, cheese, honey, maple syrup or other such farm products; and
2. Locally produced food intended for off-site consumption (jams, jellies, cheese, baked goods, dog treats, etc.).

You must fully and accurately represent the complete range of items that you wish to sell in your application.

Exhibit spaces measure 10' x 10' accommodating the standard size show tent. If you need a larger space, please let festival hosts know on your application. We will attempt to accommodate your needs.

If Farmer's Market vendors wish to sell prepared food for human consumption, we require a food permit and submit a Certificate of Insurance (see details on food permits in Food Vendor section of the application).

APPLICATION PROCESS

Applications will be complete only upon receipt of the Application Contract and Show Fee check(s). There is no refund for festival fees once an artist is accepted.

We will notify applicants of their status via E-MAIL. Be sure the e-mail address you provide is the one you check most often. Show fee checks from declined applicants will be destroyed or online payments will be fully refunded.

AT THE FESTIVAL

ALL VENDOR TENTS MUST BE STAKED/WEIGHTED DOWN AT ALL TIMES TO PREVENT FLIPPING IN CASE OF WIND. Please either use sufficient weights in each corner of your tent or heavy-duty rebar stakes. Light weight tent stakes are not acceptable.

Vendors must provide ALL of their display materials. No tents, tables, or chairs are provided. Electricity is only available for Food Vendors. Your display system must reflect a high level of professionalism. No messy backspace storage will be tolerated. Vendors will be assigned a set up time that they must honor. Unloading may occur at or near the assigned space but parking is away from the exhibit area. All pets must be leashed or crated.

Vendors must be ready to vend during all festival hours and may not leave early.

SALES TAX COMPLIANCE

Vendors are individually responsible for collecting and reporting New York State Sales Tax. Out of state exhibitors can obtain a temporary New York State Sales Certificate prior to arriving at the festival (NYS does not provide on-site application). Going online is the best way to secure your NYS Tax Certificate and we urge you to allow plenty of time for processing. Go to: www.nys-permits.org. Note that the State requires you to apply no sooner than 90 days and no later than 20 days prior to the event.

ACCOMODATIONS

Festival participants (and guests) can enjoy the many wonderful local accommodations that Chautauqua County has to offer. The Chautauqua County Visitor's Bureau lists local accommodations at www.tourchautauqua.com. Vendors are welcome to camp on-site with advance permission from Panama Rocks.

OTHER TERMS AND CONDITIONS

Accepted applicants are expected to participate with the full understanding of all the terms and conditions listed, *rain-or-shine*. If there is an emergency and you cannot attend last minute, please call to let us know.

AT THE DISCRETION OF THE FESTIVAL, EXHIBITORS AND VENDORS WILL BE ASKED TO REMOVE ANY WORK FOUND TO BE OUT OF CHARACTER WITH THE APPLICATION SUBMITTED.

Additional information will be sent via e-mail to accepted applicants one month prior to the festival date. Applicants are urged to print hard copies of both the Prospectus and Show Contracts and retain one copy of the Contract for their own files.

WAIVER OF LIABILITY

By submitting this application you agree to take full legal liability and responsibility for the safety of yourself, your property, your employees and/or assistants, and all festival guests and their property due to your involvement in the festival. You release from any and all legal liability and agree not to sue or make a claim against, and to indemnify, defend and hold harmless Camp-At-The-Rocks LTD (DBA Panama Rocks), and all owners, officers, members, agents and employees, lessors and lessees of these organizations for any and all claims for damage, injuries, death to myself or any person or property, including all defense costs, attorney's fees, and other expenses of any type, without limitations, caused by or resulting from ordinary negligence of Camp-At-The-Rocks LTD (Panama Rocks) and from your actions or presence at the Festival and/or Panama Rocks Scenic Park. By submitting a contract to the festival, you acknowledge that you have carefully read this agreement and fully understand its contents and the terms. This contract shall be legally binding upon you, your heirs, your estate, assigns, legal guardians, and your personal representatives. Any legal action relating to the Festival or Camp-At-The-Rocks, LTD (Panama Rocks) will be brought in the New York State Supreme Court, County of Chautauqua, or the United States District Court for the Western District of New York.

QUESTIONS MAY BE ADDRESSED TO:

Jonathan Weston
Owner/Manager, Panama Rocks
Email: jonathan@panamarocks.com

PAYMENT:

Checks can be made out to Panama Rocks. Please put "Foliage Festival" in the notes section of the check. Checks can be mailed to:

Panama Rocks Scenic Park
PO Box 219
Panama, NY 14767

Show fees can also be paid via credit card online (see website).