

# 2026 Festival Vendor Application

It's A Wonderful Life Festival • Seneca Falls, New York • December 9-13, 2026

## Sam Wainwright's 5&10

As part of the It's A Wonderful Life Festival, we are excited to partner with the **National Women's Hall of Fame**. Indoor vendors will be located on the second floor, which will also host movie showings, the participation movie, and Annie's Pit Stop concession stand. This is a beautiful venue located on the Seneca Cayuga Canal and near the Bridge Street Bridge.

**All vendors must be on site Saturday, December 12, 2026, from 10am to 8pm for indoor spaces, 10am to 5pm for outdoor spaces. Friday, December 11, and Sunday, December 13, spaces are optional.**

## Vendor Information

Business or Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Merchandise or Products: \_\_\_\_\_

Special Equipment or Power Needs: \_\_\_\_\_

## Space Selection and Fees

Check one category and indicate your requested days. Saturday participation is required.

| Category                                        | Space and Equipment                                | Rate         |
|-------------------------------------------------|----------------------------------------------------|--------------|
| <input type="checkbox"/> Vendor                 | Indoor 6' x 9' space; 6' table provided            | \$80/weekend |
| <input type="checkbox"/> Nonprofit Organization | Indoor 6' x 9' space; 6' table provided            | \$45/weekend |
| <input type="checkbox"/> Outdoor Vendor         | 10' x 10' space; bring your table, chairs and tent | \$50/weekend |
| <input type="checkbox"/> Food Truck or Trailer  | Outdoor location                                   | \$125/day    |

Days Requested: ☐ Friday ☒ Saturday ☐ Sunday

Number of Spaces: \_\_\_\_\_ Number of Days: \_\_\_\_\_ Total Enclosed: \$\_\_\_\_\_

Return both signed pages with a **check payable** to It's A Wonderful Life Committee

**Mail to:** It's A Wonderful Life Committee, PO Box 204, Seneca Falls, NY 13148

**Drop off:** WomanMade Products, 91 Fall Street, Seneca Falls, NY 13148

Application must be postmarked by November 28, 2026.

By signing below, I agree to the requirements and rules on the following page.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions: [iawlfestival@outlook.com](mailto:iawlfestival@outlook.com) • 315-215-1610

# Vendor Rules and Regulations

**Schedule** — All vendors must be on site Saturday, December 12, 2026, from 10:00 a.m. to 8:00 p.m. Friday and Sunday spaces are optional.

**Indoor Location and Access** — Sam Wainwright's 5&10 will be on the second floor of the National Women's Hall of Fame. A loading area and elevator provide access to the second floor. Please use the designated loading area when unloading merchandise.

**Space Assignment** — Each indoor vendor will be assigned an approximately 6' × 9' space with a 6' table. Outdoor vendors will be assigned a 10' × 10' space in the parking lot next to Chemung Canal Trust Company at 54 Fall Street or at selected spaces on Fall Street.

**Equipment and Power** — Indoor vendors must provide their own chairs. Electricity is limited; indicate your needs on the application. Outdoor vendors must provide their own tables, chairs, and tent. Electricity is not available for outdoor spaces.

**Weather** — The festival is a snow, cold, rain, or shine event. Outdoor vendors should prepare for inclement weather, including high winds. The festival is not responsible for loss or damage to merchandise or displays.

**Cleanup** — Vendors must remove all materials, garbage, and recyclables, including literature, cardboard, promotional items, and bagged trash.

**Noise** — The festival may provide music and entertainment. Vendor radios, megaphones, and loudspeakers are not permitted.

**Refunds** — Refunds for vendor space will be issued through November 28, 2026. No refunds will be issued after that date.

**Parking** — Vendor vehicles are not allowed on festival streets after 10:00 a.m. After unloading, move vehicles to off-street parking near the National Women's Hall of Fame for indoor vendors or behind Fall Street businesses for outdoor vendors.

**Special Equipment** — Indicate on the application any planned use of generators, helium, or equipment beyond the merchandise listed. Generators require a fire extinguisher on site.

**Compliance** — Vendors must comply with all local, state, and federal rules and regulations.

**Vending Restrictions** — Vending, solicitation, promotion, or distribution of merchandise, products, or information outside assigned spaces requires express written permission from the It's A Wonderful Life Festival Committee.

Please be considerate of those around you and help make the festival safe and enjoyable for everyone.

I have read and understand these rules and agree that my organization and anyone representing it during the It's A Wonderful Life Festival in Seneca Falls will comply with them.

Furthermore, I agree to hold the It's A Wonderful Life Festival Committee and its affiliates harmless from any injuries, damage, or losses to my organization's equipment, materials, or supplies that may occur while these items are placed on sidewalks or other festival areas in the Town of Seneca Falls in connection with the event.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_