

It's A Wonderful Life Festival Vendor Rules & Regulations

1. Weather Policy - The It's A Wonderful Life Festival is a snow, cold, rain, or shine event. Please plan accordingly for inclement weather, including high winds. IAWLF is not responsible for any loss or damage to merchandise or displays.
2. Space Assignment - Each vendor will be assigned a space of approximately 10' x 10' located in the parking lot next to Chemung Canal Trust Company at 54 Fall Street.
3. Equipment & Power - Vendors must provide their own tables, chairs, and tent. Electricity is not available.
4. Cleanup - Vendors are responsible for removing all garbage and recyclables. If you bring it in, you take it out—including literature, cardboard, promotional items, and bagged trash.
5. Noise - The festival may provide music and entertainment during the day. Radios, megaphones, or loudspeakers are not permitted.
6. Refunds - Refunds for vendor space will be issued through November 28, 2025. No refunds will be issued after that date.
7. Parking - Vendor vehicles are not allowed on festival streets after 10:00 AM. Vehicles must be moved to off-street parking lots behind Fall Street businesses after unloading merchandise.
8. Special Equipment - Please indicate on your application if you plan to use a generator, helium, or anything beyond the merchandise listed. Generators require a fire extinguisher on-site.
9. Compliance - Vendors must comply with all local, state, and federal rules and regulations.
10. Vending Restrictions - Vending, solicitation, promotion, or distribution of merchandise, products, or information is not permitted outside of assigned vendor spaces without the express written permission of the It's A Wonderful Life Festival Committee.

Please be considerate of others around you. Use this information as a guide to ensure a safe, profitable and fun festival for all.

I have read and understand the above rules and regulations and agree that my organization, as well as any individuals representing it during the It's a Wonderful Life Festival in Seneca Falls, will comply with these rules and regulations.

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 such items are placed on the sidewalks or other festival areas of the Town of Seneca Falls in connection with the event.

NAME: _____ DATE: _____ SIGNED: _____