



August 21-September 2, 2019
New York State Fairgrounds
Syracuse, NY
<http://nysfair.ny.gov>

Dear New York Food/Beverage Purveyor,

Taste NY™ is back at the State Fair!

This summer, you will once again have the opportunity to sample and sell your products at the Great New York State Fair.

Located in the Horticulture Building, Taste NY will showcase New York's vast array of food and beverage producers and/or processors. Each day, food, wine, beer, and spirits vendors will have the opportunity to sample and sell their products to fairgoers. The hours of sampling and selling are from 10 a.m. to 10 p.m. daily (except for Labor Day from 10 a.m. to 9 p.m.).

Participation in Taste NY at the Great New York State Fair requires a \$200 refundable deposit if you are a food or distilling company. If you are a winery, cidery, or brewery, the cost is a \$200 refundable deposit plus \$85 non-refundable vendor fee, as you will be allowed to sell by the glass. As space is limited, assignments will be made on a first-come, first-served basis.

If you would like to participate in Taste NY at the Great New York State Fair, please complete the attached agreement form and checklist and return it to Joseph.ganley@agriculture.ny.gov by June 14, 2019.

Please see the attached sheet for details on what to include with your application. If you have any questions, please contact Joseph Ganley at 518-457-7005 or Joseph.ganley@agriculture.ny.gov.



Agriculture
and Markets





Exhibitor Information

Aug. 21-Sept. 2, 2019
NYS Fairgrounds
Syracuse, NY

BOOTH

The exhibit day will run from 10 a.m. to 10 p.m. (except for Labor Day from 10 a.m. to 9 p.m.) You will be provided: 10'x10' booth space, 8' skirted table with vinyl tablecloth, and 2 chairs. Each vendor will be allowed to place their own signage at their location.

As booth space is highly sought after and limited, please take note of our new Cancellation Policy. **This year, you will be required to submit a \$200 refundable deposit. We will hold your credit card information in order to reserve your booth space. You will only be charged if you do not show for your scheduled exhibitor day, if you cancel or reschedule within 72 hours, or if you abandon your booth space before the close of your show day. Please be sure to check off the consent form acknowledging this policy.**

Cancellation Policy: All cancellations or reschedules require notice in writing 72 hours prior to your scheduled day. Cancelling with less than 72 hours or missing a scheduled day without giving written notice will result in a charge of full price of the booth space deposit (\$200). Rescheduling days with less than 72 hours' notice, subject to availability, or abandoning booth space before the close of your show day will result in a charge of half price of the booth space deposit (\$100). Cancellations or requests for rescheduling must be received in writing by e-mail to TasteNY@agriculture.ny.gov. After receipt of your written notice, you will receive confirmation from our office acknowledging the date changes with any charges incurred.

BEVERAGE EXHIBITORS

Breweries, wineries and cideries may sell alcohol by the glass for on premise consumption provided that they are NYS Licensed Entities. If you plan to do so, the vendor fee is \$85.00, and you must fill out the online Temporary Beer & Wine Permit, which costs \$36.00 per day. Please indicate on the Exhibitor Application if you wish to sell by the glass. Return the Exhibitor Application and further information and instructions will follow.

Additionally alcoholic beverage companies who do not qualify or do not wish to sell by the glass may sample and sell by the bottle for off-premise consumption. You must submit copies of your applicable NYS SLA License and valid Marketing Permit. Beverage exhibitors are to bring their own water pitchers, chilling containers, and dump buckets.

FOOD EXHIBITORS

Sampling of your product is expected to be "simple sampling" meaning, no preparation or cooking is required. Simple sampling is allowed under your Agriculture and Markets license. If any preparation or cooking of food is **needed** to sample your product you must consult with the NYS Department of Health at 315.477.8166 or email nysfairfoodpermits@health.ny.gov.

SALES

As a requirement of participating vendors are to submit daily sales to the New York State Department of Agriculture and Markets joseph.ganley@agriculture.ny.gov by September 4, 2019. Failure to submit sales numbers will disqualify vendor from participating in the 2020 Great NYS Fair.

ELECTRICITY

Electricity will be provided. Please indicate on your Exhibitor Application that you will need it. Be sure to bring enough cord to run from the power source to your booth.

WI-FI

Wi-Fi is generally available at the New York State Fairgrounds at no additional fee. The Department will not be held responsible for any loss of service, and makes no promise as to quality of service.

WATER

Water will be made available to you at select locations for hand washing, cleaning, etc. If you need water in your booth, you must bring your own containers for transport. Please be sure to include any water needs in discussions with the Department of Health.



EVENT DETAILS

ICE

Ice may not be brought with you. Vendors may purchase ice, which is delivered every morning from **Husted Ice Company, (315.450.1604)**. It is recommended that you contact the ice company prior to your scheduled day. It is warm in the Horticulture Building so if your product is perishable, you will be responsible to maintain a temperature at or below 45 degrees F. Mechanical refrigeration or insulated coolers with ice are acceptable and a food probe thermometer is needed to check the temperature of the perishable food.

PREPARING FOODS

If you need to cook or prepare foods, please indicate with detail on the Exhibitor Application and contact **the Department of Health for approval**. Also, be sure to include a description of your product and how you plan **to cook, prepare and serve it**. If any preparation or cooking of food is **needed** to sample your product and DOH pre-approval was not obtained, that product cannot be sampled at the event.

EXHIBITOR PARKING

You will be provided with on-site parking for one (1) vehicle. The **RED Parking Pass** will give you access to the **Red Parking Lot**. Please display the designated parking pass on your dashboard while your vehicle is parked in this area.

The 15- Minute Delivery Pass allows access before 9:30 a.m. for an additional vehicle for drop off/pick up on the Fairgrounds. After 15 minutes please move your car to the **ORANGE LOT** across the street.

LOCATION

The Taste NY Marketplace is located in the **Horticulture Building** on the NYS Fairgrounds.

MOVE IN

Enter the State Fairgrounds **Gate 7**. The Fairground Buildings are open to the public at 10 a.m. and close at 10 p.m. daily with the exception of Labor Day. You may enter the fairgrounds at 8 a.m. and must be fully set up by 9:30 a.m.

Prior to your scheduled day to exhibit at the Fair, you will receive parking passes and admission tickets. If you require additional tickets, you may purchase them at the entranceway or at <http://nysfair.ny.gov>.

MOVE OUT

All vendors are to remain open and in place until the close of the Fair at 10 p.m. (9 p.m. on Labor Day). No dismantling is allowed prior to 10 p.m.

BOOTH

Booth space includes:

- Pipe and Drape (10X10)
- 8' Skirted table with vinyl cover
- 2 Chairs
- shared trash receptacles



EVENT DETAILS

BEVERAGE EXHIBITORS

The licensee may sell alcohol by the bottle for off-premise consumption provided that such alcohol is placed in packaging and conspicuously sealed. Any violation of this policy will result in the confiscation of the bottle(s) of alcohol and possible removal of the Fairgoer in violation.

The vendor may sell alcohol by the glass for on-premise consumption provided that they have an approved Temporary Beer, Wine and Cider Permit as issued by the New York State Liquor Authority.

Each vendor must:

- Supply their own bags.
- Must have a current marketing permit **displayed** to sample and sell by the bottle.
- Must have a Temporary Beer, Wine and Cider Permit **displayed** to sell alcohol by the glass.

Please note: If you are an alcohol vendor scheduled on a Sunday (s) you will be allowed to sample starting at 10am.

STORAGE

A dry storage area and walk in cooler will be available for your use. Handcarts will not be available, so exhibitors should plan accordingly.

PRE-SHIPPING OF PRODUCTS

During the Fair, delivery of products is from 7:30 a.m. to 9:30 a.m. If you are shipping products for storage before your scheduled day, please contact Joseph Ganley so your products are stored in a secure location. Shipments should arrive 48 hours prior to your scheduled date. Be sure to have your tracking documentation available.

Product should be shipped to:

New York State Fair
Taste NY Horticulture Building
581 State Fair Blvd.
Syracuse, NY 13209

INSURANCE

Policy dates must be effective August 14, 2019 through September 12, 2019. Please list the following as Certificate Holder or Additional Insured:

New York State Fair
Dept. of Agriculture and Markets
581 State Fair Blvd.
Syracuse, NY 13209

ESTIMATED NUMBER OF ATTENDEES

We are estimating there to be 10,000 - 12,000 people per day.

CONTACT INFORMATION

Joseph Ganley – 518-457-7005 Office, 518-649-3711 Cell, joseph.ganley@agriculture.ny.gov

**EXHIBITOR
APPLICATION**



1. Please type or print clearly.
2. Fill in all sections of the form.
3. Make a copy of the application for your records.
4. Please sign form.

Please mail original form to:

NYS Dept. Of Agriculture and Markets
New York State Fair
c/o Joseph Ganley
10B Airline Dr
Albany NY 12235

COMPANY INFORMATION

List the company name, address, telephone and fax number where you would like your **ADMISSION, PARKING AND DELIVERY PASSES SENT**.

Company Name _____
Street Address _____
City _____ State _____ Zip Code _____
Telephone _____ Fax _____ Website _____
E-mail _____
Contact Name _____ Title _____
Contact Phone _____ Contact Fax _____
Contact E-mail _____

ASSIGNMENT INFORMATION

I am interested in offering samples and/or selling product at the Taste NY™ Marketplace on one (1) day during the 2019 Fair. Please indicate three (3) dates, in order of preference.

Wednesday 8/21 _____ Thursday 8/22 _____ Friday 8/23 _____ Saturday 8/24 _____ Sunday 8/25 _____

Monday 8/26 _____ Tuesday 8/27 _____ Wednesday 8/28 _____ Thursday 8/29 _____ Friday 8/30 _____

Saturday 8/31 _____ Sunday 9/01 _____ Monday 9/02 _____



PRODUCT DESCRIPTION

I will need to cook or prepare to sample my product.

I will be preparing my product using the following method: _____

My product is: _____

Please check off the following:

I will be cooking at the event
 I will need electricity

Alcohol Vendors:

I wish to sell by the glass
 I wish to sell by bottle only
 I wish to sell by both glass and bottle

ACCEPTANCE AS BINDING AGREEMENT FOR EXHIBITOR

Please read Exhibitor Details regarding payment for space. A \$200 refundable deposit must accompany Exhibitor Applications received before June 14, 2019. Full payment must accompany booth application after this date.

The total cost of booth space is computed as follows:

\$200 deposit + optional \$85 sell b glass fee (for Breweries, Wineries, Cideries only):

Visa _____ Mastercard _____ Discovery _____ American Express _____

Card #: _____

Expiration Date _____ Security Code _____ Name on Card _____

Billing Address on Card _____

Billing Zip Code _____

Signature _____

With this application, I have included:

General Liability Insurance (\$1,000.000 limit) _____ Proof of Workers' Compensation Disability Insurance or Exempt _____
(CE-200)

Products or Liquor Liability (\$1,000.000 limit) _____ Proof of Dept. of Health Approval (For cooking vendors only) _____

Applicable NYS SLA License and or Marketing Permit (Alcohol Vendors Only) _____



ACCEPTANCE FORM

I / We Agree:

To abide by all of the Exhibit Rules and Regulations governing the Taste NY™ Marketplace as stated in the included information.

To any charges which may be incurred as a result of abandoning our booth space or rescheduling outside of the required time frame.

Name (please print) _____

Title _____

Signature _____

FOR OFFICE USE ONLY

Date received

Deposit received

Date assigned

Order number

Booth received

