

**What the Fluff?
A Tribute to Union Square Invention
2010 Vendor Application**

**Saturday, September 25, 2010
3 pm to 7:00 pm
(raindate Sunday, September 26)**



Join us for a celebration of the genius of Archibald Query who invented Fluff here in Union Square in 1917. Artists, musical and theatrical performers, culinary geniuses and the general public pay tribute this great American creation in a madcap festival. The fifth annual event includes a performance stage and games stage, participatory activities, gallery show, and craft and food vendors.

THE BASICS

- Location is outdoors on Union Square Plaza and Central Parking lot.
- This is a juried vendor process. Application must be postmarked by Friday, August 27, 2010.
- Vendor spaces are approximately 15 x 15. Vendors must provide their own display *including tent (in case of rain or sun)*, tables and chairs.
- Selection of vendors is based on quality, creativity, product variety, appropriateness to the event and space availability.
- Craft vendors are strongly encouraged to present handmade products that relate to the festival's theme.
- Food vendors are strongly encouraged to present food products that use Marshmallow Fluff as an ingredient such as ice cream, whoopie pies and original recipes. Festival organizers reserve the right as sole purveyor at the festival of fluffernutter sandwiches and rice krispie treats.
- Food vendors must be licensed by the City of Somerville and must complete a Board of Health Temporary Service permit application. Vendors are expected to comply with all health department regulations. For foods needed to be kept hot, The City of Somerville requires propane fuel. Sterno is not permitted.
- Day of the event: Set up begins at 1:30 pm and all vendors must be ready for the festival start at 3 pm. Vendors must remain open until 7:00 pm. Close down and clearing the festival area must be completed by 8:00 pm.

**Send applications no later than Friday, August 27, 2010 to
Union Square Main Streets, P.O. Box One, Somerville, MA 02143**

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VENDOR FEES

Make checks payable to Union Square Main Streets

Craft Vendors\$75
Food Vendors\$175

APPLICATION CHECK LIST

For All Vendors:

- _____ Completed application
- _____ Vendor Fee payable to Union Sq. Main Streets. Fee refunded to those not accepted

For Craft Vendors:

- _____ 3 labeled photos that are well-focused & good detail of your items to sell.

For Food Vendors:

- _____ Copy of City/Town Food Permit
- _____ Completed City of Somerville Temporary Food Service Application Form

QUESTIONS

Union Square Main Streets – 617-955-0080 or USMS@unionsquaremain.org
www.unionsquaremain.org

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Please print clearly:

Name: _____

Business Name: _____

Phone: _____ Alternative phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____

List all and briefly describe the products to be sold at your booth. Include approximate pricing for each item. Use additional paper if necessary.

1.

2.

3.

4.

5.

6.

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