

ReadyFest Sponsor/Vendor Agreement

By submitting this application and participating in ReadyFest, the Vendor agrees to the following terms and conditions.

Terms:

1. Vendor Agreement & Authority

The Vendor certifies that the individual signing this agreement is authorized to bind the business or organization listed. The Vendor agrees to comply with all ReadyFest rules, policies, and instructions provided before and during the event. The Vendor accepts full responsibility for their business operations, staff, equipment, and conduct.

2. Event Hours & Early Departure

Vendors must remain fully set up and operational for the entire duration of ReadyFest unless prior approval is granted by event management. Early teardown or departure without authorization may result in removal from future ReadyFest or GSK Event Management Group events.

3. Load-In, Setup & Breakdown

- Vendor load-in will begin two (2) hours prior to the official event start time.
- Vendors must be completely set up and ready to operate no later than 15 minutes before the event opens.
- Vendors arriving within 30 minutes of event start may be denied setup and will forfeit all vendor fees.
- Vendors running late must immediately notify event staff via phone or text.

Tent & Safety Requirements

- All tents must be properly weighted, regardless of weather conditions.
- A minimum of 20 pounds per tent leg is required for all 10x10, 10x20, or larger tents.
- Vendors without proper weights will not be permitted to operate.

4. Booth Space & Assignment

ReadyFest will provide booth or space dimensions as specified in the vendor application. Booth placement is determined solely by event management.

- Booth sharing, subleasing, or reassignment is prohibited without written approval.
- Vendors may not assign or transfer booth space to another party.
- Exclusive product categories are not guaranteed, though reasonable efforts may be made to limit duplicate vendors.

5. Food Trucks & Food Vendors (If Applicable)

Food vendors and food trucks must:

- Comply with all Wisconsin Department of Health Services, local health department, and municipal permitting requirements.
- Maintain all required food licenses and permits.
- Provide their own power, water, and waste management unless otherwise stated.
- Ensure proper fire safety equipment is present (fire extinguisher, hood system if applicable).

6. Cleanliness & Waste Management

Vendors are responsible for keeping their booth and surrounding area clean at all times.

- All trash, food waste, grease, and packaging must be disposed of properly.
- Food vendors must provide their own trash receptacles within their space.
- Vendors may not dump waste on festival grounds, in public receptacles, or storm drains.
- Vendors will be charged for any cleanup, damage, or labor incurred due to noncompliance.

7. Promotion & Public Image

Vendors agree to participate in the spirit of community, civility, and good taste appropriate for a family-friendly municipal event.

- Vendors are required to promote ReadyFest on social media and tag ReadyFest / GSK Event Management Group at least two (2) weeks prior to the event.
- Political candidates, elected officials, and advocacy groups must conduct themselves respectfully and in a non-disruptive manner.

8. Display & Conduct Regulations

- All activities, displays, signage, and equipment must remain within assigned space.
- Vendors may not block neighboring booths, walkways, or emergency access routes.
- Nothing may be nailed, screwed, or affixed to trees, poles, or permanent structures.

9. Staffing Requirement

Vendor spaces must be staffed at all times during event hours with sufficient personnel to safely serve attendees.

10. Prohibited Activities

Smoking, alcohol consumption, illegal drugs, or intoxication of any kind are strictly prohibited during the event, including during setup and breakdown.

11. Insurance Requirements

Vendors must maintain Commercial General Liability Insurance with minimum coverage of \$1,000,000 per occurrence.

- A Certificate of Insurance (COI) naming GSK Event Management Group and ReadyFest as Additional Insureds must be provided no later than 30 days prior to the event.
- Additional insureds may be required, including the host municipality, city, county, or venue.

12. Indemnification & Hold Harmless (Wisconsin)

To the fullest extent permitted under Wisconsin law, the Vendor agrees to defend, indemnify, and hold harmless GSK Event Management Group, ReadyFest, the host municipality, and their respective officers, employees, volunteers, and agents from and against any and all claims, damages, losses, liabilities, costs, or expenses (including reasonable attorney fees) arising out of or related to the Vendor's participation in the event, including but not limited to bodily injury, property damage, or violations of law.

13. Liability & Assumption of Risk

The Vendor acknowledges that participation in outdoor public events involves inherent risks. Vendor assumes all risks associated with participation and agrees that event organizers are not responsible for loss, theft, damage, or injury.

14. Refunds & Cancellations

- ReadyFest is held rain or shine.
- Vendor fees are non-refundable unless the event is canceled by the host or organizer.
- No refunds will be issued for weather, acts of God, government orders, or unsafe conditions.
- Vendors who fail to attend forfeit all fees.

GSK Event Management Group reserves the right to revoke this agreement at any time by refunding the vendor fee. No additional liability shall be assumed.

15. Wisconsin Governing Law

This Agreement shall be governed by and interpreted in accordance with the laws of the State of Wisconsin, without regard to conflict of law principles.

Business Name _____

First Name: _____ Last Name: _____

Phone Number: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Please select one or more locations you wish to participate in:

Green Bay ☐ Appleton ☐ Neenah ☐ Oshkosh ☐ Fond du lac ☐

Wausau ☐ Stevens Point ☐ Madison ☐

IMPORTANT: Vendor fee is payable at signing. If no payment has been received or you have not made contact to discuss payment options within 15 days your place will be forfeited.

Presenting Sponsor \$2500 ☐

Village Sponsor \$500.00 ☐

Vendor (non food truck) \$250.00 ☐

Please make checks payable to: GSK Event management Group

Mail application and payment to: GSK Event Management Group 1042 Campbell St. Neenah WI, 54956

I, as evidenced by my signature below, have read, understood & agree to comply with all the show regulations in this contract. I expressly release the promoter and all other parties that are involved from any & all liability for any damage, injury, or loss to any person or good which may arise from participation. I understand no refunds will be granted for any reason including inclement weather or cancellation. I give permission to use my name, business name & any images of myself and my work for advertising & publicity. I further agree to comply with any other show regulations the Promoter deems appropriate. Failure to do so may result in immediate removal from the show & exclusion from future shows. I understand that payment is due upon submission of this application, or my application will be canceled.

Signature: _____

Print Name: _____ **Date:** _____