

AREA 8 CONSERVATION AREA

HOPS *and* **Harvest** **FESTIVAL**

OCTOBER 13-15

#HOPSANDHARVEST

2023 VENDOR APPLICATION PACKAGE



ABOUT HOPS & HARVEST

Hops & Harvest is a fall festival that features local beverages, food, marketplace vendors, and musicians in the great outdoors. Inspired by the changing fall colours on the escarpment and celebrating the season, Hops & Harvest is a unique opportunity to hike the trails, admire the spectacular scenery, and support local small businesses.

Hops & Harvest will be returning to Area 8 –Conservation Halton's newest rehabilitated park– in 2023, offering a unique landscape and breathtaking views along the turquoise shores of the quarry lake. The beauty of this setting serves as the perfect backdrop for the festival where visitors can enjoy live music and performers, beer and cider tastings, unique activities, **and** an extensive craft marketplace—all of this and this place will be a foodie's paradise! Hops & Harvest also puts a great emphasis on family fun, with an entire section of the festival dedicated to kids programming including family-friendly entertainment on our Kids Zone Stage, giant lawn games, a harvest maze, pumpkin painting, farm animals, and more! With so much to see, do, and enjoy, the event draws a truly diverse demographic in the GTHA so no matter what your small business, it will be right at home at Hops & Harvest!

Note: Guests pay admission to attend the event.



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WHEN & WHERE

Conservation Halton parks sees more than 1.25 million visits per year and we have more than 10,000 members who visit regularly. October is one of the most popular times of the year at our parks and in 2022, we welcomed close to 120,000 members and tourists from all over who came to admire the spectacular fall colours. "With this natural attraction bringing in more visitors this time of year, Hops & Harvest is a wonderful event that enhances an already busy time of the year at our parks.

DISCOVER OUR NEWEST PARK!

Area 8 is a part of the Conservation Halton network of parks in the Halton region. It is conveniently located just off the 401 in Milton, Ontario. Area 8 has always been a mysterious place for the Halton community - a location that people could see but never visit while conservation works were underway. After over 20 years of land and vegetation restoration, it finally opened to the public over two years ago, in a limited capacity.. Nestled against the Niagara Escarpment, Area 8's most distinct feature is its turquoise quarry lake which has an accessible trail that wraps around the sandy shores. Coupled with the incredible restoration story of this former quarry, the scenic views, accessibility, and ample space to welcome more visitors makes Area 8 a perfect home for Hops & Harvest.

FESTIVAL HOURS

Friday	1:00pm - 9:00pm
Saturday	11:00am - 9:00pm
Sunday	11:00am - 5:00pm

MARKETPLACE & CRAFT VENDOR HOURS

Friday	1:00pm - 6:00pm
Saturday	11:00am - 6:00pm
Sunday	11:00am - 5:00pm

FOOD & BEVERAGE VENDOR HOURS

Friday	1:00pm - 9:00pm
Saturday	11:00am - 9:00pm
Sunday	11:00am - 5:00pm



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MARKETING HOPS & HARVEST



Conservation Halton is committed to the success of Hops & Harvest, and we go to great lengths to spread the word to everyone in the GTHA to join in the fun! Our dedicated marketing team curates a robust plan each year that includes a broad scope of advertising and promotions that combine:

- **Radio ads across the GTHA**
- **Google Ads**
- **Social media ads**
- **Other digital ads (including The Weather Network and Starmetroland)**
- **Conservation Halton e-newsletter (Distribution to 30,000 members)**
- **Direct e-mails to past event and program attendees**
- **Social media contests**
- **Influencer programs**
- **Billboards/Transit**
- **...And more!**

This comprehensive marketing plan garners over 3 million impressions, drawing a wide audience to come and enjoy the Hops & Harvest Festival each year.

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WHY BECOME A VENDOR?

Whether you're a crafter, baker, or candlestick maker, Hops & Harvest is the perfect community event to sell your goods and gain exposure in the GTHA community. As one of our special guests and key components to the success of the event, vendors enjoy some exciting perks like:

- **Exclusive Vendor Lounge:** relax and take a break from the hustle and bustle in an area where you can hydrate and enjoy free snacks.
- **Onsite Vendor Ambassador:** Think of this daily contact as your onsite concierge - whatever you need, they will be happy to help!
- **Returning & Early Bird Pricing:** The earlier you apply to be a vendor, the more money you can save. Been with us before? Enjoy a 15% discount if you sign on before May 5, 2023!
- **H'OPTIMIZE Your Experience:** All vendors who sign up before June 30 for all 3-days will receive a coupon code unique to them to share through their channels. Vendors will receive 15% of each ticket sold using their code, up to a maximum of their total vendor fee. All coupon codes also offer 10% off the current ticket price.

	RETURNING VENDOR RATES		EARLY BIRD RATES		REGULAR RATES	
	2 DAYS	3 DAYS	2 DAYS	3 DAYS	2 DAYS	3 DAYS
Market & Craft Vendors <i>(including non-alcoholic beverage vendors)</i>	\$297.50*	\$397.31*	\$350.00*	\$446.25*	\$400.00*	\$510.00*
Alcohol Vendors & Tented Food Vendors	\$425.00*	\$541.88*	\$500.00*	\$637.50*	\$550.00*	\$701.25*
Food Trucks	\$675.00*	\$975.38*	\$900.00*	\$1,147.50*	\$950.00*	\$1211.25*

Deadline: May 5, 2023

Deadline: June 30, 2023

Begins: July 1, 2023

*Plus HST

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VENDOR APPLICATION

Each vendor is responsible for their own individual expenses incurred in the setting up and operating of their booth, including liability insurance. A copy of your Certificate of Liability Insurance (.pdf format) must be submitted to the event production team in order to get final approval to attend the event. Conservation Halton and Town of Milton must be listed as additional insured, as follows:

- | | |
|-------------------------------|--------------------------|
| 1) Conservation Halton | 2) Town of Milton |
| 2696 Britannia Road W. | 150 Mary Street |
| Burlington, ON L7P 0G3 | Milton, ON L9T 6Z5 |

Insurance requirements: \$2 million general liability insurance

NOTE:

- There are a limited number of spots.
- Applications will be reviewed and approved on a weekly basis.
- Application fees are non-refundable.
- Exclusivity in product category cannot be guaranteed.
- We operate rain or shine.
- You will receive a 10' x 10' area for the duration of the event (10' x 15' is available for an extra cost). Set up times will be communicated closer to the event date. All vendors must supply their own tents and any fixtures. Tents must be weighted to withstand wind.
- Vendors are responsible for providing their own power.
- Tear-down will follow immediately after the event.
- The event will be photographed and images may be used for future event promotion.
- Conservation Halton is not responsible for any loss or damage over the duration of the event.

HOW TO APPLY:

Step 1 of 2:

Complete a vendor submission [here](#) or via e-mail to carly@cbmeventproductions.com

Step 2 of 2:

Conservation Halton will collect credit card payment once your application has been approved.

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