

VINTAGE IN THE HUDSON VALLEY FESTIVAL

Vendor Information Packet

**July 10–11, 2026
Ulster County Fairgrounds
249 Libertyville Rd
New Paltz, NY**

Welcome

**Thank you for being part of Vintage in the Hudson Valley Festival
2027!**

We're thrilled to welcome more than 300 vintage vendors, live music and tribute performances, food and beverage vendors, and thousands of guests for an unforgettable weekend celebrating the style, music, fashion, home décor, collectibles, and nostalgia of the 1970s, 1980s, and 1990s.

Vintage in the Hudson Valley Festival has grown into one of the Northeast's largest celebrations of all things vintage, featuring eight distinct districts, immersive installations, and a carefully curated collection of vendors from across the region.

Please read this packet carefully, as it contains important information regarding check-in, setup, parking, event policies, operating hours, and load-out procedures. We can't wait to welcome you to the Ulster County Fairgrounds on July 10–11, 2027!

Festival Hours, Vendor Hours & Setup

Festival Hours (Live Music & Entertainment)

Saturday, July 10, 2027

10:00 AM – 7:00 PM

Sunday, July 11, 2027

10:00 AM – 6:00 PM

Please note that live music, food and beverage service, and festival activities continue beyond marketplace hours.

Vintage Marketplace Hours (Vendor Selling Hours)

Saturday, July 10, 2027

10:00 AM – 6:00 PM

Sunday, July 11, 2027

10:00 AM – 4:00 PM

All vendors are required to remain open and staffed during marketplace hours. Early breakdown is not permitted.

Vendor Setup & Restocking Hours

Optional Early Setup

Friday, July 9, 2027

6:00 AM – 4:00 PM

Vendors may continue arranging and decorating their booths until 4:00 PM; however, all vendor vehicles must be removed from the festival grounds by that time.

Saturday Morning Setup

Saturday, July 10, 2027

6:00 AM – 9:00 AM

All vendor vehicles must be removed from vendor areas by 9:00 AM.

Sunday Morning Restocking

Sunday, July 11, 2027

6:00 AM – 9:00 AM

All vendor vehicles must be removed from vendor areas by 9:00 AM.

Saturday Evening Product Removal

The festival remains open to guests until **7:00 PM on Saturday**. Beginning at **6:00 PM**, festival staff will rope off and secure the vendor districts from the music and entertainment areas.

Vendors who wish to remove high-value, fragile, or temperature-sensitive merchandise may begin doing so between **6:00 PM and 7:00 PM**.

For the safety of guests and vendors, all vehicles entering the festival grounds during this time must follow the directions of festival staff and use designated access routes only.

Please note:

- Vendor booths are not allowed to break down on Saturday evening.
- Vendors removing merchandise between **6:00 PM and 7:00 PM** should limit removal to items they do not wish to leave overnight.
- Professional security personnel will remain on-site throughout Saturday night.
- All vendors and vehicles must exit the festival grounds by **7:00 PM**.

LATE ARRIVALS

All vendor vehicles must be removed from the ground areas by 9:00 AM on Saturday, as we will be setting up our final festival displays.

Vendors arriving after 9:00 AM should report to their assigned vendor check-in gate and notify festival staff of their arrival.

Please note that vendors arriving after 9:00 AM will not be permitted to drive their vehicle onto the festival grounds, as attendee traffic and festival operations will be underway.

Late-arriving vendors should be prepared to transport their merchandise, displays, and supplies from the parking area to their booth space by hand cart, wagon, dolly, or similar equipment.

Vintage in the Hudson Valley Festival does not provide hand trucks, dollies, wagons, or other moving equipment, and festival staff are unable to assist with transporting merchandise to vendor spaces.

Vehicle access may not be available again until after the festival closes and load-out operations begin.

We strongly encourage all vendors to arrive during the designated setup hours to avoid delays and additional walking distances.

TRAFFIC ADVISORY – PLEASE READ

Many GPS systems will automatically route drivers through downtown New Paltz when traveling to the Ulster County Fairgrounds. Downtown New Paltz can experience significant traffic congestion, *especially during summer weekends*.

To help avoid delays, we recommend approaching the fairgrounds via Route 44/55 through Gardiner, then Albany Post Road and Libertyville Road, rather than traveling through downtown New Paltz.

Recommended Approach Route

Route 44/55 → Albany Post Road → Libertyville Road → Ulster County Fairgrounds

GPS Tip

If your GPS is routing you through downtown New Paltz, consider adjusting your route to approach the fairgrounds via Route 44/55 through Gardiner, then continue to Albany Post Road and Libertyville Road before proceeding to the fairgrounds.

While traffic conditions can vary, this approach often helps avoid the heavier congestion commonly experienced in downtown New Paltz.

Please allow extra travel time regardless of your route.

IMPORTANT ARRIVAL INFORMATION:

Vendor gates will open at 6:00 AM each day:

- Friday, July 9, 2027 (optional early setup): 6:00 AM–3:00 PM
- Saturday, July 10, 2027: 6:00 AM–9:00 AM
- Sunday, July 11, 2027: 6:00 AM–9:00 AM

Please note that Friday setup is completely *optional*. Vendors who choose not to participate in Friday setup may arrive on Saturday morning during the regular setup window.

Please do not arrive early expecting access to the grounds. Vendors arriving before 6:00 AM will be required to wait in their vehicles in the designated roadside staging area until the check-in gates open.

For the protection of vendors and their merchandise, overnight security personnel will be stationed at entrance gate A, and will not permit early entry under any circumstances. Vendors will not be allowed onto the festival grounds before the scheduled gate opening times.

Know Your Booth Number & District

Please have your booth number and assigned district readily available before arriving at the fairgrounds.

Vendors should have received an automatic email confirmation when purchasing their booth space that includes both their booth assignment and district location.

Please keep this information accessible on your phone or printed out before arriving. Festival signage will direct vendors to the appropriate check-in gate based on their assigned district.

If you are unsure of your booth number or district assignment, please contact the festival team prior to arrival, as staff at the entrance gates may not be able to look up booth assignments during peak check-in times.

Vendor Load-In & Setup Procedures (2027)

To ensure a safe and efficient setup process for all vendors, Vintage in the Hudson Valley Festival will utilize assigned check-in gates and designated arrival windows. Additional details, including district-specific arrival times, will be provided in the weeks leading up to the festival.

Arrival Windows

Each vendor will be assigned a specific load-in window based on their district location. Arrival times are to be decided and will be communicated prior to the festival. Vendors must arrive during their assigned time frame and enter through their designated gate.

Vehicle Access & Unloading

Vendor vehicles are permitted on the festival grounds for unloading purposes only. Once tents, merchandise, displays, and equipment have been unloaded, vehicles must be moved immediately to the designated vendor parking area before booth setup continues.

Vendors are welcome to remain on-site and arrange their booth spaces until 4:00 PM on Friday; however, vehicles may not remain parked within vendor districts, on grassy areas, or along festival roadways after unloading has been completed.

Please note:

- Vehicles may not park on booth spaces or drive over booth markers.
- Vehicles may not remain parked on fairground roads or access lanes.
- All festival roads must remain clear for vendor traffic and emergency access.
- Vendors who block roadways or fail to relocate their vehicles may be subject to removal from the grounds.

Required Windshield Pass

All vendor vehicles entering the fairgrounds must display a (provided) printed windshield pass containing the following information:

- **Business name**
- **Booth number**
- **District assignment**
- **Cell phone number**

Festival staff will use this information to direct traffic, verify booth assignments, and contact vendors if vehicles need to be relocated.

Important Reminder

For the smoothest setup experience, vendors should follow this order:

Unload first.

Park second.

Decorate third.

Additional information regarding check-in procedures, gate assignments, maps, and district arrival windows will be sent approximately two weeks before the festival.

Overnight Security & Grounds Access

Vendor gates will close promptly at 4:00 PM on Friday and 7:00 PM on Saturday. All vendors, vehicles, and guests must exit the festival grounds by these times unless prior authorization has been granted by festival management.

Once the gates have been secured, no unauthorized persons will be permitted onto the festival grounds.

Professional security personnel will be on-site throughout the evening and overnight on both Friday and Saturday nights to monitor the grounds and control access points.

Vendors may leave their booths, tents, displays, and merchandise set up overnight at their own risk. While overnight security will be present, vendors remain solely responsible for securing all merchandise, equipment, cash, valuables, and personal belongings.

Please note:

- Vendors must vacate the festival grounds by 4:00 PM on Friday and 7:00 PM on Saturday.
- Vendor gates will close promptly at the times listed above.
- Unauthorized access to the festival grounds after gate closure is strictly prohibited.
- Overnight security is intended to monitor the grounds and control access points only.
- The festival is not responsible for lost, stolen, or damaged property.

Vendors are encouraged to take appropriate precautions and remove cash, electronics, irreplaceable items, and other valuables before leaving for the evening.

Electricity

Outdoor Marketplace Vendors

Electricity is not available for outdoor marketplace vendors.

Any electrical outlets, power boxes, or electrical connections located throughout the fairgrounds are off-limits and reserved exclusively for approved food vendors and festival operations.

Outdoor vendors should plan accordingly and bring battery-powered solutions if power is required for lighting, charging devices, point-of-sale systems, demonstrations, or other equipment.

The Mercantile (Youth Building)

Electricity is available to Indoor Market Hall vendors.

Perimeter booths located along the building walls generally have easier access to power. Vendors assigned to center booths may require extension cords to be run by festival staff.

If you are assigned to a center booth and require electricity, you must notify us in advance by emailing team@studio22events.com.

The fee for electrical access is \$35 per booth and must be paid prior to Friday, July 10, 2026.

Festival staff will run the necessary extension cords to your booth location. Vendors are responsible for bringing their own power strip and any additional cords needed within their booth space.

Requests received after July 10, 2026, or on event weekend may not be able to be accommodated.

WiFi & Payment Processing

Please note that there is no public WiFi available on the festival grounds.

While we have personally not experienced significant cellular service issues at the Ulster County Fairgrounds, we cannot guarantee the strength, speed, or reliability of cell service during the event. With hundreds of vendors and thousands of attendees on-site, cellular networks may become congested at times.

We strongly encourage vendors who rely on internet connectivity for payment processing to plan accordingly.

Recommended Preparations

- Fully charge all phones, tablets, card readers, and mobile devices before arriving.
- Bring portable battery packs or charging solutions.
- Consider adding a mobile hotspot through your cellular provider if internet access is critical to your business operations.
- Have a backup payment plan in place in the event of connectivity issues.
- We strongly encourage vendors to have the ability to accept cash whenever possible.

For reference, the festival will be utilizing Square terminals, which are capable of accepting payments in offline mode and syncing transactions once connectivity is restored.

For the convenience of attendees and vendors, ATM machines will be available on the festival grounds throughout the weekend, allowing attendees to access cash if needed.

Ultimately, each vendor is responsible for ensuring they have an appropriate payment processing solution for the event.

ATM Services

For the convenience of attendees and vendors, mobile ATM machines will be available on the festival grounds throughout the weekend.

Attendees who prefer to pay with cash, or who experience issues with cellular service or card processing, will have access to on-site ATMs.

While we encourage vendors to be prepared to accept multiple forms of payment whenever possible, the availability of ATMs will help ensure attendees have access to cash during the event.

ATM locations will be clearly marked on the festival grounds.

Vendor Parking

Vendor parking will be located in the main festival parking lot, which is shared with attendees.

The parking lot is extremely large and can accommodate thousands of vehicles. Security personnel, parking attendants, and volunteers will be on-site throughout the weekend to assist with traffic flow and parking operations.

Once unloaded, all vendor vehicles must be moved to the designated vendor parking area within the main festival parking lot.

Gate B Parking Restrictions

Vendors may not park in the parking lot located next to Check-in Gate B (North Gate, near the pool).

This parking lot is not part of the festival grounds and is reserved for non-festival activities, including swim meets and other events taking place throughout the weekend.

The lot is also reserved exclusively for festival musicians, sound and production crews, artist transportation, tour buses, and sponsors.

Please note:

- Vendor parking is strictly prohibited in this lot.
- Vehicles parked in this area may be asked to relocate immediately.
- Vendors must use only the designated vendor parking areas identified by festival staff.
- Additional events may be taking place at the adjacent facilities during the festival weekend.

Please help us keep this area clear and accessible for production operations and neighboring events throughout the weekend.

Security personnel will be on-site throughout festival hours on Saturday and Sunday and will assist with parking operations and traffic management near the festival entrances.

Please follow all directions provided by security personnel, parking attendants, volunteers, and festival staff.

Vendor Camping

Vendor camping is available for vendors who wish to stay on-site Friday night, Saturday night, or both nights.

The Vendor Camping Area is located along Libertyville Road, directly in front of the main festival parking lot.

Please follow all posted signs and directions from festival staff upon arrival.

Camping Amenities

The Vendor Camping Area offers:

- 30-amp electrical hookups
- Water access

This is a basic camping area with limited amenities. Vendors should come prepared with any additional supplies needed for a comfortable stay.

Camping Fee

Vendor camping is available for \$30 per night.

Camping spaces are available to paid festival vendors only.

If you are interested in reserving a camping space, please email team@studio22events.com and we will provide the reservation link.

Check-In Procedure

Vendors who have reserved a camping space must notify festival staff during vendor check-in upon arrival. Please make sure to mention your camping reservation when checking in.

Important Information

- **Camping spaces must be reserved in advance.**
- **Camping spaces are intended for overnight lodging only.**
- **Please keep your camping area clean and free of trash.**
- **Quiet hours begin at 10:00 PM.**
- **Please be respectful of neighboring campers and vendors.**
- **Camping vendors should keep their vehicles within their assigned camping space whenever possible.**
- **Vehicles parked in Vendor Camping should not be moved into vendor booth areas during festival hours.**

Security

Please note that overnight festival security is responsible for monitoring the festival grounds and access points only.

There is no dedicated security provided within the Vendor Camping Area or main parking lot.

Vendors camping on-site are responsible for securing their own vehicles, RVs, campers, camping equipment, merchandise, and personal belongings.

The festival is not responsible for lost, stolen, or damaged property within the Vendor Camping Area.

Vendor Wristbands & Vehicle Passes

Each vendor booth will receive:

- One (1) designated vendor wristband
- Two (2) vendor weekend passes
- One (1) vehicle windshield pass

All wristbands and passes will be distributed at check-in upon arrival.

Vendor Wristband

Each booth will receive one designated vendor wristband for the booth owner or primary vendor. Wristbands help festival staff, volunteers, security personnel, parking attendants, and event staff quickly identify authorized vendors on the festival grounds.

Please keep your wristband on throughout the weekend.

Vendor Weekend Passes

Each vendor booth will also receive two (2) vendor weekend passes.

These passes may be used for:

- Family members
- Friends
- Booth staff
- Helpers working your booth

Additional passes may be purchased at the main ticket gate at regular admission prices.

Vehicle Windshield Pass

All vendor vehicles entering the festival grounds during setup and restocking hours must display the festival-issued windshield pass containing the following information:

- Business name

- Booth number
- District assignment
- Gate assignment
- Contact phone number

Windshield passes must remain visible whenever a vehicle is on festival grounds.

Important Access Information

After 9:30 AM on Saturday and Sunday, all vendors, booth staff, family members, and helpers must enter through the Main Entrance and proceed through the re-entry line.

The North and South Vendor Check-In Gates are designated for vendor setup, load-in, and festival operations only and will not be available for general vendor access during festival hours.

Anyone re-entering the festival grounds after 9:30 AM must present their vendor wristband or vendor weekend pass at the main entrance.

Please ensure that all booth staff, family members, and helpers have their passes before arriving to avoid delays.

Festival Hours

Saturday, July 10, 2027: 10:00 AM – 7:00 PM

Sunday, July 11, 2027: 10:00 AM – 6:00 PM

Vendor wristbands, weekend passes, and windshield passes help us maintain a safe and secure environment for vendors, attendees, musicians, volunteers, and staff throughout the weekend.

Booth Staffing & Breaks

Vendors are responsible for staffing their own booths throughout the festival weekend.

If you anticipate needing restroom, food, or beverage breaks, we strongly recommend:

- **Bringing an additional person to help staff your booth.**
- **Coordinating breaks with your booth partner or booth staff.**
- **Posting a "Be Right Back" sign if you need to step away briefly.**
- **Taking turns with neighboring vendors whenever possible.**

Please note that festival staff, volunteers, security personnel, and parking attendants are unable to watch booths, handle sales, or monitor merchandise while vendors are away.

Vendors are responsible for securing all merchandise, cash, valuables, and personal belongings at all times.

Thank you for your understanding and cooperation as we work to create a safe and enjoyable experience for vendors and guests alike.

Festival Attendance & Inventory Planning

Vintage in the Hudson Valley Festival welcomed more than 10,000 guests during our inaugural event in 2026, exceeding our attendance expectations and drawing visitors from across the Northeast.

As we continue to expand the festival in 2027 with additional vendors, live music, food and beverage options, interactive experiences, and new themed districts, vendors should arrive prepared for strong attendance throughout the weekend.

While actual attendance will always depend on factors such as weather and travel conditions, we encourage all vendors to plan accordingly and bring sufficient inventory for both days of the festival.

Our Recommendations

- **Bring enough inventory to last the entire weekend.**
- **Do not assume inventory can be replenished during festival hours.**
- **Offer a variety of merchandise and price points whenever possible.**
- **Bring extra packaging materials, bags, and payment supplies.**
- **Ensure you have adequate staffing if you anticipate high sales volume.**
- **Prepare for peak crowds, particularly during the afternoon and early evening hours.**

Many vendors at the 2026 festival sold through a significant portion of their inventory before the weekend concluded. We strongly encourage vendors to plan ahead to avoid running low on merchandise.

Our goal is to create a successful and memorable experience for both vendors and attendees, and we appreciate your participation as Vintage in the Hudson Valley continues to grow into one of the Northeast's premier vintage festivals.

Weather, Hydration & Festival Policies

Vintage in the Hudson Valley Festival is a rain-or-shine event. Please come prepared for a variety of weather conditions, including:

- Sun
- Heat
- Wind
- Rain
- Humidity

Vendors are responsible for protecting their own merchandise, tents, displays, inventory, equipment, and personal belongings from changing weather conditions. Outdoor vendors are strongly encouraged to use adequate tent weights and secure all displays, signage, and merchandise.

Hydration & Food Policies

The festival will offer a variety of food trucks, beverage vendors, alcohol vendors, and complimentary water refill stations throughout the fairgrounds.

For health, safety, and liability reasons, vendors may NOT distribute free water, beverages, food, samples, or other consumable products to attendees unless they have been specifically approved by festival management and meet all applicable health department requirements.

Important: Vendors may not distribute water, beverages, food, samples, or any other consumable products to attendees without prior written approval from festival management and any required permits or health department authorization.

The unauthorized distribution of consumable products—including bottled water, beverages, and food items—may constitute a violation of local health department regulations and festival policies.

For the safety of our guests, all food and beverage distribution must be coordinated through approved festival vendors and permitted operators.

Unauthorized distribution of consumable products is STRICTLY prohibited and may result in immediate removal from the festival grounds without refund.

Please note:

- **Vendors may not distribute water, beverages, or food to the public without written approval from festival management.**
- **Vendors may keep personal coolers and drinks within their own booths for personal use and booth staff only.**
- **Unauthorized distribution of food or beverages may result in immediate removal from the festival grounds without refund.**
- **Water refill stations and approved food and beverage vendors will be available throughout the weekend for attendees.**

Please monitor weather forecasts leading up to the festival and plan accordingly. Our goal is to provide a safe and enjoyable experience for all guests, vendors, musicians, and staff.

Weather Emergencies

In the event of severe weather or another emergency situation, festival staff will provide instructions through announcements and direct communication from staff, volunteers, and security personnel.

Emergency exits are located throughout the fairgrounds and will be clearly marked.

If a weather-related emergency occurs, vendors and attendees should remain calm and follow all instructions provided by festival staff, security personnel, emergency responders, and public announcements.

The safety of our vendors, attendees, musicians, volunteers, and staff is our highest priority.

Tent Requirements

Outdoor vendors are welcome to bring a tent for their booth space. While tents are not required, they are strongly recommended for protection from sun, heat, rain, and other weather conditions.

Most vendors utilize a standard 10' x 10' pop-up canopy tent, which can be purchased from a variety of retailers online or in stores.

Vendor Responsibility

Vendors are solely responsible for ensuring their tents, displays, signage, merchandise, and equipment are safely secured throughout the weekend.

For safety reasons, unsecured tents may be required to:

- Add additional weight
- Lower or remove sidewalls
- Temporarily close
- Be removed from the festival grounds

We appreciate your cooperation in helping us maintain a safe environment for all vendors and attendees.

Sales Tax, Permits & Insurance

As a business owner, you are responsible for complying with any applicable federal, state, and local laws related to your business.

If your products or services require a permit, license, certification, sales tax certificate, or other documentation, please ensure you have those items available and are operating in accordance with New York State requirements.

Sales Tax

Vendors are responsible for:

- **Collecting sales tax where applicable**
- **Maintaining any required permits or licenses**
- **Reporting and remitting taxes as required by law**
- **Following all applicable New York State sales tax regulations**

The festival does not collect, report, or remit sales tax on behalf of vendors.

Insurance

Vendor insurance is not required to participate in the festival, but it is always a good idea to have coverage for your business, merchandise, displays, equipment, and liability.

If you carry business insurance, we kindly ask that you list Studio 22 Events LLC as an additional insured on your policy for the event whenever possible.

No insurance documentation needs to be submitted to us unless specifically requested.

If you're new to vending, don't stress—just make sure you're operating your business legally and have any required documentation applicable to what you sell.

PACKAGED FOOD VENDORS

Vendors selling packaged food products are responsible for ensuring their products comply with all applicable federal, state, and local regulations.

If your products require permits, registrations, licenses, labeling, or other approvals, it is your responsibility to obtain and maintain them.

Vendors should be prepared to provide any required documentation if requested by the appropriate authorities.

Examples may include:

- **Sales tax certificates**
- **Food processing registrations**
- **Home processor or cottage food documentation (where applicable)**
- **Product labeling compliance**
- **Any permits or licenses required for the products being sold**

Please ensure all food products are properly packaged, labeled, and stored in accordance with applicable regulations.

The festival is not responsible for obtaining permits, licenses, registrations, inspections, or approvals on behalf of vendors.

Festival Rules

Please help us create a safe and enjoyable experience for everyone.

Allowed

- ✓ Vintage merchandise
- ✓ Antiques
- ✓ Collectibles
- ✓ Handmade goods
- ✓ Vintage-inspired products

Prohibited

- ✗ Illegal products
- ✗ Unauthorized alcohol sales
- ✗ Illegal substances
- ✗ Counterfeit merchandise
- ✗ Pets (service animals only)
- ✗ Firearms, weapons, or dangerous items (except law enforcement)

All displays and merchandise must remain family-friendly.

Smoking and vaping are permitted only in designated areas (away from the vendor area).

Smoking & Vaping Policy

Smoking is prohibited anywhere on the festival grounds.

Vendors, booth staff, and helpers who wish to smoke must exit the festival grounds entirely and may re-enter through the designated entrance upon their return.

While vaping is permitted in accordance with fairgrounds policies, vendors, booth staff, and helpers may not vape inside vendor booths, vendor districts, attendee gathering areas, food and beverage areas, or near building entrances.

Please note:

- **Smoking is prohibited anywhere on festival grounds.**
- **Smoking and vaping are not permitted inside vendor booths or while actively working your booth.**
- **Festival staff and security personnel reserve the right to ask individuals to extinguish cigarettes, cigars, e-cigarettes, and vaping devices immediately.**
- **Vendors who repeatedly violate these policies may be asked to leave the festival grounds without refund.**

We appreciate your cooperation in helping us maintain a clean, safe, and family-friendly environment for all attendees, vendors, musicians, volunteers, and staff.

During the festival

Vendors are expected to:

- Keep booths staffed during all festival hours
- Maintain clean and organized booth spaces
- Follow directions from festival staff, volunteers, security personnel, and emergency responders
- Treat fellow vendors, volunteers, musicians, staff, and attendees respectfully
- Operate within their assigned booth space
- Keep walkways and neighboring booths clear

Important

Vendors are expected to remain open and operating for the full duration of the festival.

Early breakdowns are not permitted without prior organizer approval. This includes packing merchandise, dismantling displays, taking down tents, loading vehicles, or otherwise preparing to leave before the official close of the festival.

Vendors who break down early, leave before the conclusion of the event without approval, or fail to attend the event without prior communication may be ineligible to participate in future events produced by Studio 22 Events LLC.

We understand that emergencies and unforeseen circumstances can occur. Vendors experiencing an emergency should notify festival staff as soon as possible so accommodations can be considered.

Vendor Cancellations & Withdrawal Policy

We understand that emergencies, family situations, illnesses, vehicle issues, and other unforeseen circumstances can arise. If you are no longer able to participate in the Vintage in the Hudson Valley Festival, you must notify us as soon as possible by email at team@studio22events.com.

All cancellation requests must be submitted in writing.

Please note:

- All vendor fees are non-refundable and non-transferable.
- Vendors who cancel within fourteen (14) days of the festival may not be permitted to participate in future events organized by Studio 22 Events LLC.
- Vendors who fail to notify festival management of their cancellation, regardless of the reason, may be prohibited from participating in future Studio 22 Events events.
- Vendors who do not arrive for the festival and do not provide written notice ("no-shows") may be permanently disqualified from future events.
- Festival management reserves the right to determine eligibility for future participation on a case-by-case basis.

Our vendor selection process is highly curated, and last-minute cancellations and no-shows often prevent us from filling vacant spaces and negatively impact the overall festival experience for attendees and fellow vendors.

We appreciate your professionalism and timely communication should unforeseen circumstances prevent your participation.

Important Reminder

Vintage in the Hudson Valley Festival is a two-day event, and all accepted vendors are expected to participate for the entire festival weekend.

One-day participation is not permitted.

Vendors are expected to remain open and fully operational during all festival hours on both Saturday and Sunday. Early departures, late arrivals, and partial-weekend participation disrupt the festival experience for guests and neighboring vendors and may affect eligibility for future Studio 22 Events events.

If an emergency or unforeseen circumstance prevents you from participating for the full weekend, you must notify festival management immediately at team@studio22events.com.

Refund Policy

All booth fees are non-refundable and non-transferable.

Vendor spaces are reserved specifically for approved participants, and festival maps, staffing, marketing, logistics, and operational planning are built around confirmed vendors. For this reason, refunds will not be issued for cancellations, no-shows, partial attendance, early departures, weather conditions, vehicle issues, illnesses, personal emergencies, low sales, or any other circumstances beyond the festival's control.

Please note:

- Vendors who cancel within fourteen (14) days of the festival may not be eligible to participate in future Studio 22 Events events.
- Vendors who fail to notify festival management that they will not be attending may be prohibited from participating in future events.
- Booth spaces may not be transferred, resold, or shared without prior written approval from festival management.
- Participation is required for the entire two-day festival weekend.

By submitting payment, vendors acknowledge and agree to this refund policy and all Vendor Terms & Conditions.

No-Shows

If a vendor is unable to attend, we ask that they communicate with us as soon as possible.

Vendors who fail to attend without notice ("no-shows") will be ineligible to participate in future events produced by Studio 22 Events LLC.

No-shows also create challenges for attendees, neighboring vendors, event planning, and the overall festival experience.

We greatly appreciate prompt communication and professionalism should your plans change.

Vendor Participation Requirements

By participating in Vintage in the Hudson Valley Festival, vendors agree to remain open and operating during all required vendor selling hours.

Festival Hours

Saturday, July 10, 2027: 10:00 AM – 7:00 PM

Sunday, July 11, 2027: 10:00 AM – 6:00 PM

Required Vendor Selling Hours

Saturday, July 10, 2027: 10:00 AM – 6:00 PM

Sunday, July 11, 2027: 10:00 AM – 6:00 PM

Vendors are expected to remain open and fully operational during all required vendor selling hours. Early breakdowns are strictly prohibited.

Beginning at 6:00 PM on Saturday, festival staff will rope off the vendor districts from the music and entertainment areas. Vendors wishing to remove high-value, fragile, or temperature-sensitive merchandise may do so between 6:00 PM and 7:00 PM in accordance with festival procedures.

Please note:

- One-day participation is not permitted.
- Vendors may not begin packing, dismantling displays, or vacating their booth spaces before the conclusion of required vendor selling hours without prior written approval from festival management.
- Full booth breakdown and load-out are not permitted until the festival concludes on Sunday at 6:00 PM.
- Vendors who leave the festival early without prior approval may be prohibited from participating in future Studio 22 Events events.
- Vendors who fail to attend the festival without prior written communication ("no-shows") may be permanently disqualified from future Studio 22 Events events.

Sunday Load-Out Procedures

Sunday, July 11, 2027

Vendor selling hours conclude at 4:00 PM on Sunday. Vendors must cease all sales activities and begin load-out preparations at that time.

Beginning at 4:00 PM, festival staff will rope off and secure the vendor districts from the main stage, food truck, beverage, and entertainment areas to allow vendors to begin loading out safely while festival activities continue elsewhere on the grounds until 6:00 PM.

Important

Security personnel will be stationed at both Gate A and Gate B, and festival staff will assist vendors and direct traffic throughout the load-out process.

For the safety of guests and vendors, vehicles will not be permitted onto the festival grounds until festival staff determine that pedestrian traffic has sufficiently cleared and load-out operations can safely begin.

The North and South Vendor Gates will remain staffed, and vendors will be directed through an organized load-out process once vehicle access is authorized.

Please note:

- Vendors must remain open and fully operational until 4:00 PM.
- All sales must cease promptly at 4:00 PM.
- Beginning at 4:00 PM, the vendor districts will be separated from the main stage, food truck, beverage, and entertainment areas.
- Vendors may not bring vehicles onto the festival grounds until directed by festival staff or security personnel.
- Attendees may remain on the grounds until 6:00 PM for food, beverages, and entertainment.
- Vendors must follow all traffic instructions and designated exit routes during load-out.
- Vendors are responsible for removing all merchandise, displays, tents, trash, and equipment from their booth spaces.

- Security personnel and festival staff reserve the right to temporarily delay vehicle access if pedestrian traffic remains heavy.

We appreciate your patience and cooperation as we work to ensure a safe and efficient departure process for everyone.

Sunday Load-Out Expectations

With more than 300 vendors participating in Vintage in the Hudson Valley Festival, load-out operations require careful coordination between festival staff, security personnel, and vendors to ensure everyone's safety.

Unlike Friday and Saturday morning setup, Sunday load-out will operate under a different traffic plan designed specifically to move vendors off the grounds as quickly and efficiently as possible.

Festival staff and security personnel will create designated pathways throughout the fairgrounds, allowing multiple vehicles to enter the grounds simultaneously to pack up and depart. Temporary traffic routes, access lanes, and loading areas will be established to maximize vehicle flow and reduce congestion.

Detailed load-out instructions, including gate assignments, traffic maps, and access procedures, will be distributed to all vendors approximately two weeks prior to the festival.

We strongly recommend that vendors bring at least one helper for load-out. If possible, we encourage one person to remain at the booth dismantling displays and packing merchandise while another retrieves the vehicle and waits for access to the grounds. This will help speed up the departure process for everyone and reduce unnecessary congestion.

Please note:

- **Vendors must remain open and fully operational until 4:00 PM.**
- **All sales must cease promptly at 4:00 PM.**
- **Vehicles may not enter the festival grounds until authorized by festival staff.**
- **Staff and security personnel will direct all vehicle traffic and create temporary loading routes throughout the grounds.**
- **Sunday traffic patterns will differ from Friday and Saturday setup procedures.**
- **Multiple vehicles may be allowed onto the grounds at the same time as staff work to move vendors out as quickly as possible.**

- Vendors are strongly encouraged to have one person packing the booth while another retrieves the vehicle.
- Vendors must follow all instructions provided by festival staff and security personnel.
- Vendors should expect delays, as more than 300 vendors will be departing the fairgrounds over a relatively short period of time.

We appreciate your patience and cooperation as we work to ensure a safe, organized, and efficient departure process for everyone.

Booth Cleanup & Site Restoration Requirements

Vendors are responsible for leaving their booth space in the same condition in which it was received. By submitting payment for a booth space, vendors acknowledge and agree that they are solely responsible for the complete removal of all merchandise, displays, tents, tables, trash, packaging materials, signage, fixtures, and personal property at the conclusion of the festival.

Under no circumstances may vendors leave behind unsold inventory, broken merchandise, boxes, pallets, tents, furniture, decorations, food waste, or garbage of any kind.

Booth spaces must be completely cleared and restored to their original condition before departing the fairgrounds.

Please note:

- Vendors are responsible for removing all merchandise, equipment, displays, and personal property from their booth space.
- Trash barrels located throughout the fairgrounds are intended for small, day-of waste only and may not be used for large-scale vendor cleanup.
- Vendors may not abandon unsold inventory, tents, tables, racks, shelving, or other materials on festival property.
- Vendors may not leave items beside dumpsters, along roadways, or in parking areas.
- Any vendor who leaves trash, inventory, or property behind will be immediately disqualified from participating in future Studio 22 Events events.
- Festival staff reserve the right to document abandoned property with photographs and maintain records of violations.
- Vendors may be held financially responsible for any cleanup, disposal, hauling, or restoration costs incurred by the festival as a result of their failure to properly clean their booth space.

Failure to comply with these requirements constitutes a violation of the Vendor Terms & Conditions and may result in permanent disqualification from future events.

Leave your booth space exactly as you found it.

Emergency Services

The safety of our vendors, attendees, musicians, volunteers, and staff is our highest priority.

EMS services will be on-site throughout festival hours on both Saturday and Sunday.

The festival will have:

- EMTs on-site
- A dedicated ambulance
- A paramedic on-site
- First Aid services available throughout the weekend

Emergency personnel will be stationed near one of the vendor check-in gates and will be available to respond quickly to medical emergencies occurring anywhere on the festival grounds.

If you experience or witness an emergency, please notify the nearest festival staff member, volunteer, security officer, or emergency responder immediately.

For life-threatening emergencies, call 911 and notify festival staff as soon as possible so emergency personnel can be directed to the correct location.

Emergency exits are located throughout the fairgrounds and will be clearly marked.

In the event of severe weather, a medical emergency, evacuation, or other emergency situation, please remain calm and follow instructions provided by festival staff, security personnel, emergency responders, and public announcements.

CODE OF CONDUCT & RESPECT POLICY

Vintage in the Hudson Valley Festival is committed to providing a safe, professional, and respectful environment for vendors, staff, volunteers, security personnel, entertainers, sponsors, and guests.

By participating in the festival, vendors acknowledge and agree to conduct themselves in a professional and respectful manner at all times.

The following behavior will not be tolerated under any circumstances:

- Harassment, intimidation, threats, or abusive language directed toward festival staff, volunteers, security personnel, attendees, performers, sponsors, or fellow vendors.
- Yelling, aggressive behavior, verbal altercations, or disruptive conduct.
- Refusal to comply with instructions provided by festival staff, volunteers, security personnel, emergency personnel, or festival management.
- Entering restricted areas or bypassing traffic, load-in, or load-out procedures.
- Disorderly conduct that interferes with festival operations or creates an unsafe environment.
- Physical violence, threats of violence, or damage to festival property or the property of others.
- Discriminatory, hateful, or offensive behavior of any kind.

Festival staff, volunteers, and security personnel are acting on behalf of Studio 22 Events LLC and are authorized to enforce all festival policies, traffic plans, safety procedures, and operational decisions.

Studio 22 Events LLC reserves the absolute right, in its sole discretion, to revoke a vendor's participation privileges and require the immediate removal of any vendor, employee, helper, or representative whose conduct is deemed unsafe, disruptive, abusive, threatening, or otherwise detrimental to the operation of the festival.

Please note:

- Festival management reserves the right to remove any vendor from the festival grounds immediately and *without* prior warning.
- Removal from the festival shall result in the forfeiture of *all* booth fees, vendor passes, and participation privileges.
- Vendors removed from the festival may be permanently disqualified from future Studio 22 Events events.
- Festival management's decisions regarding safety, operations, vendor conduct, and policy enforcement are final and binding.
- Vendors are responsible for the conduct of their employees, family members, assistants, and anyone working within or representing their booth.
- Any vendor removed from the festival waives any claim for refunds, compensation, lost profits, or damages arising from such removal.

Participation in Vintage in the Hudson Valley Festival constitutes acceptance of this Code of Conduct and all Vendor Terms & Conditions.

Treat festival staff, volunteers, security personnel, and fellow vendors with respect. Failure to do so may result in immediate removal from the festival grounds without warning, and without a refund.

Zero-Tolerance Policy: Threats & Harassment

Any threat—whether verbal, written, physical, or implied—directed toward festival staff, volunteers, security personnel, attendees, performers, sponsors, or fellow vendors is strictly prohibited.

Prohibited conduct includes, but is not limited to:

- **Threats of physical harm or violence.**
- **Threats of property damage.**
- **Intimidation, harassment, stalking, or aggressive behavior.**
- **Threatening language communicated in person, by telephone, text message, email, or social media.**
- **Attempts to coerce, intimidate, or interfere with festival operations.**
- **Encouraging or inciting others to engage in threatening or disruptive behavior.**

Studio 22 Events LLC reserves the right, in its sole discretion, to immediately remove any vendor, employee, helper, family member, or representative from the festival grounds for any threatening, intimidating, or harassing conduct, without prior warning and without refund.

Festival management also reserves the right to involve fairgrounds security, local law enforcement, or emergency personnel whenever conduct is believed to pose a threat to the safety, well-being, or operations of the festival.

Any vendor removed for threats, harassment, or intimidation may be permanently prohibited from participating in future Studio 22 Events events.

Emergency Powers & Festival Authority

The safety of festival guests, vendors, staff, volunteers, performers, and emergency personnel is the highest priority of Vintage in the Hudson Valley Festival.

Studio 22 Events LLC reserves the right, at any time and in its sole discretion, to implement emergency procedures and make operational decisions deemed necessary to protect public safety, maintain order, preserve festival operations, or respond to unforeseen circumstances.

Festival management may, without prior notice and without refund, take any action it determines necessary, including, but not limited to:

- Closing, restricting, or reopening sections of the festival grounds.
- Relocating vendors, booths, vehicles, or equipment.
- Modifying traffic patterns, gate assignments, setup procedures, or load-out operations.
- Delaying or suspending vendor access to the grounds.
- Restricting entry to specific areas of the fairgrounds.
- Suspending or terminating festival activities.
- Directing vendors, guests, and staff to shelter in place or evacuate.
- Requiring the immediate removal of any vendor, employee, helper, vehicle, or personal property from festival property.
- Coordinating with security personnel, emergency responders, law enforcement, and fairgrounds management.

All vendors, employees, helpers, and representatives must immediately comply with instructions issued by festival staff, volunteers, security personnel, law enforcement, or emergency responders.

Failure to comply with emergency directives or safety procedures may result in immediate removal from the festival grounds and disqualification from future Studio 22 Events events.

Festival management's decisions regarding safety and emergency operations are final and binding.

Vehicle Removal Authorization

Studio 22 Events LLC reserves the right to require the immediate relocation or removal of any vehicle, trailer, camper, box truck, golf cart, or other equipment that, in the sole judgment of festival management, obstructs traffic flow, emergency access routes, vendor operations, pedestrian safety, setup activities, load-out procedures, or festival operations.

Vehicles may be ordered to move immediately if they are:

- **Blocking roadways, intersections, or emergency lanes.**
- **Parked in unauthorized areas.**
- **Preventing other vendors from loading or unloading.**
- **Interfering with emergency personnel or festival operations.**
- **Creating unsafe conditions for guests, vendors, staff, or volunteers.**

Failure to comply with instructions to move a vehicle may result in removal from the festival grounds, revocation of vendor privileges, and disqualification from future Studio 22 Events events.

Studio 22 Events LLC, the Ulster County Agricultural Society, festival staff, volunteers, and security personnel shall not be responsible for any delays, losses, damages, or expenses arising from the relocation or removal of vehicles necessary to maintain festival operations and public safety.

Photography, Video & Social Media Release

By participating in Vintage in the Hudson Valley Festival, vendors, their employees, assistants, family members, representatives, and guests acknowledge and consent to being photographed, filmed, livestreamed, or otherwise recorded while on festival property.

Studio 22 Events LLC, its employees, contractors, media partners, photographers, videographers, sponsors, and authorized representatives reserve the right to capture and use photographs, video recordings, audio recordings, and other media depicting vendors, booths, merchandise, displays, and festival activities.

Such media may be used, without limitation, for:

- Social media content and promotional campaigns.
- Website content and digital advertising.
- Print materials, brochures, and marketing collateral.
- Press releases and media coverage.
- Future festival advertising and promotional materials.
- Television, radio, streaming, and other commercial or non-commercial uses.

Participation in the festival constitutes the vendor's irrevocable consent to the use, reproduction, publication, distribution, and display of such media in any format, whether now known or later developed, without compensation, notification, inspection rights, or additional approval.

Vendors acknowledge and agree that Studio 22 Events LLC shall retain all rights, title, and interest in any photographs, videos, recordings, or other media captured during the festival.

Vendors waive any claim, demand, or cause of action against Studio 22 Events LLC arising out of the use of such media, including claims relating to privacy, publicity rights, defamation, or compensation.

Nothing in this policy grants vendors ownership rights or approval authority over any photographs, videos, or other promotional content created by Studio 22 Events LLC or its authorized representatives.

Quick Reminders Before You Go

Thank you for being part of Vintage in the Hudson Valley Festival 2027! Before arriving at the Ulster County Fairgrounds, please review the following important reminders.

ARRIVAL & CHECK-IN

- ✓ Optional Friday setup: Friday, July 9, 2027, from 6:00 AM–4:00 PM
- ✓ Saturday setup: Saturday, July 10, 2027, from 6:00 AM–9:00 AM
- ✓ Sunday restocking: Sunday, July 11, 2027, from 6:00 AM–9:00 AM
- ✓ Vendors must enter through their assigned gate (Gate A or Gate B), which will be provided approximately two weeks before the festival.
- ✓ Please have your booth number and district assignment ready before arriving.
- ✓ Festival staff will verify your booth assignment and direct you to your designated district.
- ✓ Vendors choosing to set up on Friday may remain on the grounds until 4:00 PM. All vendors, helpers, and vehicles must exit the fairgrounds by 4:00 PM or will be asked to leave.

TRAFFIC & ARRIVAL ADVISORY

- ✓ More than 300 vendors will be arriving and departing throughout the weekend. Please allow extra travel time.
- ✓ Detailed arrival instructions, traffic maps, and gate assignments will be emailed approximately two weeks before the festival.
- ✓ Please follow all instructions provided by festival staff and security personnel.

UNLOADING & PARKING

- ✓ Vendor vehicles are permitted on the grounds for unloading only.
- ✓ After unloading, all vehicles must be moved to designated vendor parking area (main parking lot for attendees across the street)
- ✓ Windshield passes must remain visible at all times while on festival property.
- ✓ Vendors may not park in roadways, emergency lanes, or inside vendor districts.
- ✓ Staff and security personnel will direct all traffic throughout setup and load-out.

BOOTH SETUP

- ✓ Outdoor booth spaces measure approximately 10' × 10' unless otherwise noted.
 - ✓ Vendors are responsible for providing their own tents, tables, chairs, displays, and setup materials.
 - ✓ Outdoor tents are strongly recommended.
 - ✓ Tent weights are required.
 - ✓ Please remain within your assigned booth boundaries and keep all aisles and walkways clear.
 - ✓ Vendors are responsible for securing all merchandise and displays against wind and weather conditions.
-

ELECTRICITY

- ✓ Electricity is not available for standard outdoor vendor booths.
 - ✓ Vendors requiring electricity must receive prior approval from festival management.
 - ✓ Please bring battery-powered lighting or charging solutions if necessary.
-

BOOTH STAFFING

- ✓ Festival staff and volunteers are unable to monitor vendor booths or merchandise.
 - ✓ Vendors are responsible for staffing their own booths throughout the weekend.
 - ✓ We strongly recommend bringing additional staff or helpers to assist with setup, breaks, and Sunday load-out.
 - ✓ If you need to step away briefly, please arrange for someone to watch your booth or leave a "Be Right Back" sign.
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SECURITY & GROUNDS ACCESS

- ✓ Overnight security will patrol the fairgrounds on both Friday and Saturday nights.
- ✓ Vendor gates will be secured outside of setup and festival hours.
- ✓ Vendors leave merchandise, cash, displays, and personal belongings on the grounds at their own risk.
- ✓ Vendors are strongly encouraged to remove valuable, fragile, and temperature-sensitive inventory on Saturday evening.

FESTIVAL HOURS VS. VENDOR SELLING HOURS

Festival Hours

Saturday, July 10, 2027: 10:00 AM–7:00 PM

Sunday, July 11, 2027: 10:00 AM–6:00 PM

Vendor Selling Hours

Saturday, July 10, 2027: 10:00 AM–6:00 PM

Sunday, July 11, 2027: 10:00 AM–4:00 PM

Please note:

- ✓ Vendors must remain open and fully operational during vendor selling hours.**
- ✓ All sales must cease promptly at 6:00 PM on Saturday and 4:00 PM on Sunday.**
- ✓ Early breakdowns are strictly prohibited.**
- ✓ Vendors who leave early without organizer approval may be disqualified from future Studio 22 Events events.**

SATURDAY EVENING INVENTORY REMOVAL

- ✓ Beginning at 6:00 PM on Saturday, vendor districts will be separated from the main stage, food truck, beverage, and entertainment areas.**
- ✓ Vendors may remove valuable, fragile, or temperature-sensitive inventory between 6:00 PM and 7:00 PM.**
- ✓ Overnight security will remain on-site Saturday night.**

SUNDAY LOAD-OUT

- ✓ Beginning at 4:00 PM on Sunday, festival staff will rope off the vendor districts from the entertainment areas.
- ✓ Sunday traffic patterns will differ from Friday and Saturday setup procedures.
- ✓ Staff and security personnel will create temporary traffic routes and loading lanes to move vendors off the grounds as quickly and safely as possible.
- ✓ Detailed load-out instructions will be emailed approximately two weeks before the festival.
- ✓ We strongly recommend that one person remain at the booth packing merchandise while another retrieves the vehicle.
- ✓ Vendors must remain patient, as more than 300 vendors will be departing over a relatively short period of time.

CLEANUP REQUIREMENTS

- ✓ Vendors must leave their booth space completely empty and in the same condition in which it was received.
- ✓ All merchandise, displays, tents, tables, trash, boxes, and equipment must be removed from festival property.
- ✓ Vendors who leave behind inventory, garbage, or personal property may be permanently disqualified from future Studio 22 Events events and may be held responsible for cleanup costs.

SALES TAX & PERMITS

✓ Vendors are solely responsible for complying with all applicable sales tax laws, permits, licenses, and business requirements.

✓ Please keep all required documentation readily available during the festival weekend.

We appreciate your cooperation and look forward to welcoming you to Vintage in the Hudson Valley Festival 2027!

THANK YOU

Thank you for being part of the inaugural Vintage in the Hudson Valley Festival.

We appreciate your support and look forward to welcoming you to New Paltz for a fantastic weekend of vintage shopping, live music, food, community, and nostalgia.

Safe travels, and we'll see you in July!

Studio 22 Events LLC
Vintage in the Hudson Valley Festival

