

VINTAGE IN THE HUDSON VALLEY FESTIVAL

Vendor Information Packet

**July 11–12, 2026
Ulster County Fairgrounds
249 Libertyville Rd
New Paltz, NY**

Welcome

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

We're excited to welcome over 250 vendors, live music, food vendors, and thousands of attendees for a weekend celebrating vintage culture, music, fashion, collectibles, art, and nostalgia.

Please read this packet carefully as it contains important information regarding check-in, setup, parking, event policies, and load-out procedures.

Festival Hours

Saturday, July 11

10:00 AM – 6:00 PM

Sunday, July 12

10:00 AM – 4:00 PM

VENDOR SETUP TIMES

Friday Setup

Friday, July 10

6:00 AM – 4:00 PM

Saturday Morning Setup

Saturday, July 11

6:00 AM – 9:00 AM

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

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.

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 12:00 PM on Friday.

Please do not arrive early expecting access to the grounds. Vendors arriving before 12:00 PM will be required to wait in their vehicles in the designated roadside staging area until the check-in gates open.

KNOW YOUR BOOTH NUMBER

Please have your booth number ready before arriving at the fairgrounds.

Vendors should have received an automatic email confirmation when they purchased their booth space that included their booth assignment.

Your booth number will indicate your section. For example:

- A22 = Section A, Booth 22
- C15 = Section C, Booth 15
- IMH19 = Indoor Market Hall, Booth 19
- E12 = Section E, Booth 12

If you are unable to locate your confirmation email, you can find your booth assignment on the Vendor Lineup page of our website (under your business name):

<https://www.vintageinthehudsonvalley.com/2026vendorlineup>

Please have your booth number available before arriving. Signs will be posted directing vendors to the appropriate check-in gate based on their assigned section.

CHECK-IN LOCATIONS

Please have your booth number ready before arriving.

We will have directional signs posted throughout the fairgrounds identifying the correct check-in location for each vendor section.

SOUTH GATE CHECK-IN

For vendors located in:

- **Section A**
- **Section B**
- **Section C**
- **Indoor Market Hall**

NORTH GATE CHECK-IN

For vendors located in:

- **Section D**
- **Section E (Camper Van Village)**
- **Section F**

***Festival staff will verify your booth assignment and direct you to your section.**

UNLOADING PROCEDURES

To keep traffic moving and ensure a smooth setup experience, all vendors must follow our unload-and-move procedure.

After checking in with a staff member:

1. Drive onto the festival grounds using the paved one-way access road.
2. Proceed to the area closest to your assigned section and park along the paved roadway as directed by staff.
3. You will not be permitted to drive onto the grass or park directly in front of your booth.
4. Vendors will have approximately 10–15 minutes to unload their merchandise, tent, displays, and supplies into their booth space.
5. Return immediately to your vehicle once unloading is complete.
6. Move your vehicle to the designated Vendor Parking Area.
7. Return to your booth and complete your setup.

To keep traffic moving for all vendors, unloading should be completed as quickly as possible. Festival staff may ask vendors to relocate their vehicles if unloading is taking longer than expected or if traffic begins to back up.

Please note:

- Vehicles may not remain parked in front of booths.
- Vehicles may not drive onto the grass within vendor sections.
- Vehicles may not block aisles, roadways, or neighboring booths.
- Do not leave your vehicle unattended in traffic lanes.

The same procedures will be used during both Friday setup and Saturday morning setup.

OVERNIGHT SECURITY

Vendor gates will close promptly at 4:00 PM on Friday.

After the gates are secured, no unauthorized persons will be permitted onto the festival grounds.

Professional security personnel will patrol the festival grounds throughout the evening and overnight on both Friday and Saturday nights.

While security will be present, vendors remain responsible for securing their merchandise, equipment, displays, cash, and personal belongings.

Vendors may leave their booths set up overnight at their own risk.

The festival is not responsible for lost, stolen, or damaged property.

Please note that overnight security is intended to monitor the grounds and control access points. Vendors should take appropriate precautions to secure valuables and sensitive inventory.

SATURDAY EVENING INVENTORY PICKUP (AFTER 6:00 PM)

Vendors with temperature-sensitive, weather-sensitive, perishable, or high-value inventory may request access to retrieve those items after the festival closes on Saturday.

Examples may include:

- Candles
- Wax products
- Chocolates
- Perishable goods
- Live plants
- Temperature-sensitive merchandise
- Other valuable inventory

If you anticipate needing Saturday evening access, please email us no later than Wednesday, July 8, 2026, so we can add your name to the approved access list.

Please note:

- Security will begin securing vendor gates after the festival closes on Saturday (6:00 PM).
- Only pre-approved vendors will be permitted vehicle access to the grounds after closing.
- Vendors must use the same gate assigned to their section during load-in.
- Security or festival staff will verify your approval and direct you to your booth area.
- Vendors should load inventory promptly and carefully. Festival staff will assist with vehicle access and exiting the grounds.

SUNDAY MORNING RETURN

Vendors who remove inventory on Saturday evening may return beginning at 7:00 AM on Sunday to restock their booth before the festival opens at 10:00 AM.

Vendor vehicles will be permitted onto the festival grounds between 7:00 AM and 9:00 AM for unloading and restocking. As with Saturday morning setup, vendors should unload promptly and then move their vehicle to the main vendor parking area.

For the safety of vendors, volunteers, staff, musicians, and attendees, all vendor vehicles must be removed from the festival grounds by 9:00 AM. Vendor check-in gates will close at 9:00 AM as festival preparations begin for the day.

Vendors arriving after 9:00 AM will need to park in the main parking area and transport inventory to their booth using a wagon, cart, dolly, or hand truck.

This accommodation is intended only for vendors removing select inventory items Saturday evening. Full booth breakdown and load-out will take place after the festival closes on Sunday at 4:00 PM.

BOOTH ASSIGNMENTS

When you arrive at your assigned location, you will find a wooden stake marker displaying your booth number.

Please set up only within your designated booth space.

Outdoor vendor spaces measure approximately 10' x 10' unless otherwise noted.

Vendors are responsible for providing their own:

- **Tent (optional but strongly recommended)**
- **Tables**
- **Table covers**
- **Chairs**
- **Displays**
- **Tent weights**

While a tent is not required, we highly recommend bringing one for protection from sun, wind, and rain.

Please be respectful of neighboring vendors and do not extend merchandise, racks, displays, tents, inventory, vehicles, or signage into neighboring booth spaces or walkways.

Festival staff reserve the right to require adjustments to booth layouts that create safety concerns or obstruct pedestrian traffic.

INDOOR MARKET HALL INFORMATION

The Indoor Market Hall is located inside the Youth Building on the festival grounds.

The building has one main public entrance for attendees.

Indoor booth spaces measure approximately 10' x 10'.

Perimeter booths are located along the building walls (wooden).

Center booths are arranged in rows with black pipe-and-drape dividers separating vendors. You are able to hang banners from the pipe-and-drape with your own S-hooks.

Booth locations will be marked with tape on the floor indicating the boundaries of each booth space. A booth number sign will also be placed within each booth location.

Vendors are responsible for providing their own:

- Tables
- Chairs
- 10'x10' tent (if you choose)
- Displays
- Shelving
- Lighting
- Any additional equipment needed for their setup

Please remain within your assigned booth space and be respectful of neighboring vendors and walkways.

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.

Indoor Market Hall Vendors

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.

Important Parking Restriction

Vendors may not park in the parking lot located next to the North Check-In Gate.

This lot is reserved exclusively for festival musicians, sound crew, production staff, artist transportation, and tour buses.

Please help us keep this area clear for artist and production operations throughout the weekend.

Parking & Security

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.

Camping vendors will receive a camping parking pass that must be displayed in their vehicle throughout the weekend.

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 PASSES & BADGES

Each vendor booth will receive:

- One (1) Vendor Badge
- Two (2) Vendor Weekend Passes

Vendor badges and passes will be distributed at check-in upon arrival.

Vendor Badge

The Vendor Badge is intended for the booth owner or primary vendor and should be worn or displayed throughout the weekend.

Vendor badges help festival staff, volunteers, security personnel, parking attendants, and event staff quickly identify authorized vendors on the festival grounds.

Please keep your badge with you at all times during the event.

If your business has multiple owners who require Vendor Badges, please contact us in advance so we can make appropriate arrangements:
team@studio22events.com

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 (regular ticket prices).

Important Access Information

After 9:00 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 vendor access during festival hours.

Anyone re-entering the festival grounds after 9:00 AM must present their Vendor Badge or Vendor Pass at the main ticket entrance.

Please ensure your booth staff, family members, and helpers have their passes before arriving to avoid delays at the entrance.

Festival Hours:

Saturday, July 11: 10:00 AM – 6:00 PM

Sunday, July 12: 10:00 AM – 4:00 PM

Please note that Vendor Badges and Vendor Passes help us maintain a safe and secure environment for vendors, attendees, musicians, volunteers, and staff throughout the weekend.

BOOTH STAFFING & BREAKS

To help keep booth fees as affordable as possible during our inaugural year, the festival will not be providing booth runners.

Vendors are responsible for staffing their own booths throughout the event.

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

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

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

Thank you for your understanding and cooperation as we work to keep vendor costs affordable while creating a great experience for everyone.

FESTIVAL ATTENDANCE

As this is the inaugural year of the Vintage in the Hudson Valley Festival, attendance projections are difficult to predict with certainty.

Since the beginning of 2026, we have been actively marketing the festival through social media advertising, event listings, community outreach, sponsorship partnerships, print advertising, and advance ticket sales. While early interest and engagement have been encouraging, this is our first year hosting the event and there is no historical attendance data available.

Because of this, we encourage vendors to arrive prepared for a wide range of attendance outcomes.

We anticipate welcoming several thousand attendees throughout the weekend, but actual attendance may be higher or lower depending on weather, travel conditions, and other factors outside of our control.

Our Recommendation

- **Bring sufficient inventory for both days of the festival.**
- **Do not assume inventory can be replenished during event hours.**
- **Bring a variety of merchandise and price points whenever possible.**
- **Be prepared for busy periods, particularly during peak afternoon hours.**
- **Ensure you have adequate staffing if you anticipate high sales volume.**

Our goal is to create a successful, well-attended event for both vendors and attendees, and we appreciate your flexibility and participation as we build what we hope will become a long-standing annual tradition in the Hudson Valley.

WEATHER POLICY

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 weather conditions.

Outdoor vendors are strongly encouraged to use adequate tent weights and secure all displays, signage, and merchandise.

Please monitor weather forecasts leading up to the event and plan accordingly.

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.

Please do not smoke or vape inside vendor booths, near booth entrances, in attendee gathering areas, food vendor areas, or near building entrances.

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.

IF YOU CAN NO LONGER ATTEND

We understand that emergencies, family situations, illnesses, vehicle issues, and other unforeseen circumstances can arise.

If you are unable to participate in the Vintage in the Hudson Valley Festival, please notify us as soon as possible by email at:

team@studio22events.com

All cancellation requests must be submitted in writing.

Important Reminder

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

Participation for only one day is not permitted unless approved in advance by festival management.

Refund Policy

As outlined in our Vendor Terms & Conditions, booth fees are non-refundable.

Vendor spaces have been reserved and held for participants, event planning and marketing expenses have been incurred, and space allocations, maps, staffing, logistics, and advertising have been built around confirmed vendors.

For these reasons, we are unable to issue refunds for cancellations, no-shows, partial attendance, early departures, weather conditions, or other circumstances beyond the festival's control.

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 the Vintage in the Hudson Valley Festival, vendors agree to be open and operating during all advertised festival hours.

Festival Hours

Saturday: 10:00 AM – 6:00 PM

Sunday: 10:00 AM – 4:00 PM

Early breakdowns are NOT permitted. Vendors may not begin packing, removing merchandise, dismantling displays, or vacating their booth space prior to the official close of the festival without prior organizer approval.

Vendors who fail to attend the event without prior communication ("no-shows") or who break down and leave before the conclusion of the festival without organizer approval will be ineligible to participate in future events produced by Studio 22 Events LLC.

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

LOAD-OUT PROCEDURES

Sunday, July 12, 2026

The festival officially closes at 4:00 PM on Sunday.

We understand that many of our vendors travel significant distances and are eager to begin their journey home. To help everyone load out safely and efficiently, we ask for your patience and cooperation during the departure process.

Important

Attendees will continue shopping, dining, and enjoying the festival until the advertised closing time of 4:00 PM on Sunday. For this reason, vendors are expected to remain open and operating until the festival officially concludes.

When vendors begin packing up early, dismantling displays, taking down tents, or loading merchandise before the event ends, it creates the impression that the festival is over and can negatively impact the experience of attendees who paid to enjoy the event through closing time.

We ask all vendors to remain open, welcoming, and fully operational through the official close of the festival so every attendee receives the experience they were promised when purchasing a ticket.

For safety and traffic control purposes, vendor vehicles will not be permitted onto the festival grounds until festival staff determine it is safe to begin load-out operations.

The North and South Vendor Gates will be staffed, and vendors will be directed through an organized load-out process once attendee traffic has cleared and vehicle access can safely resume.

Before Retrieving Your Vehicle

We strongly encourage vendors to begin packing their merchandise, displays, inventory, and booth materials immediately after the festival closes at 4:00pm.

Before retrieving your vehicle:

- Pack all merchandise and inventory.
- Break down displays and fixtures.
- Collapse tents (outdoor vendors).
- Prepare your booth for loading.

Having your booth packed and ready *before* retrieving your vehicle will help us move hundreds of vendors out of the fairgrounds more quickly and efficiently.

Vehicle Access

Once the majority of attendees have safely exited the festival grounds, festival staff will open the North and South Vendor Check-In Gates.

Announcements will be made from the Main Stage informing vendors when vehicle access is permitted.

Please wait for staff instructions before entering any load-out area.

Load-Out Process

Once your booth is packed up and ready to be loaded into your vehicle:

1. Retrieve your vehicle from the main vendor parking area.
2. Proceed to the appropriate vendor gate as directed by staff.
3. Enter the festival grounds only when instructed.
4. Park near your booth section along the designated roadway.

5. Load your merchandise, displays, and equipment as quickly and safely as possible.
6. Exit the festival grounds promptly so additional vendors may enter for load-out.

This process will operate similarly to Friday and Saturday vendor load-in procedures.

Cleanup

Before departing, please ensure that:

- All merchandise has been removed.
- All displays, tables, tents, and equipment have been removed.
- All trash and debris have been collected.
- Your booth space is left clean and free of personal belongings.

We greatly appreciate your cooperation and patience as we work to safely load out hundreds of vendors following the conclusion of the inaugural Vintage in the Hudson Valley Festival.

ATTENDEE POLICIES

Please be aware of the following festival policies:

- Free attendee parking
- Re-entry permitted with wristband
- Service animals only
- One sealed water bottle permitted per person
- No coolers
- No outside alcohol
- No weapons except law enforcement

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.

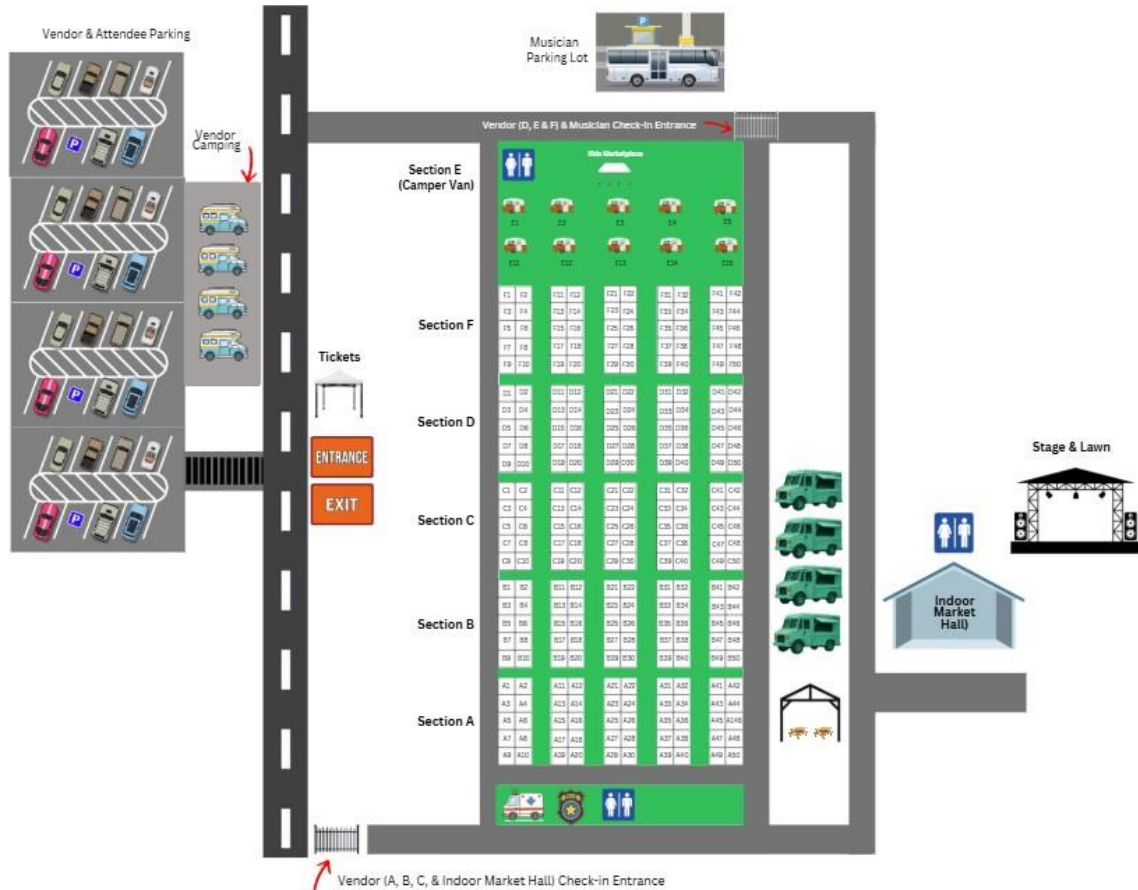
For life-threatening emergencies, call 911 and notify festival staff as soon as possible so emergency personnel can be directed to the correct location.

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.

FESTIVAL MAP

Please review the festival map prior to arrival:



- Vendor Sections A–F
- Indoor Market Hall
- Camper Van Village
- Main Stage
- Food Vendor Area
- Restrooms
- First Aid / EMS
- Main Entrance
- Main Exit
- Vendor Check-In Locations
- Vendor Parking
- Vendor Camping

QUICK REMINDERS BEFORE YOU GO

Thank you for being part of the inaugural Vintage in the Hudson Valley Festival! Before heading to New Paltz, please review the following reminders:

ARRIVAL & CHECK-IN

✓ Vendors may set up:

Friday, July 10

6:00 AM – 4:00 PM

Saturday, July 11

6:00 AM – 9:00 AM

- ✓ Vendor gates will remain closed until 6:00 AM on Friday.
 - ✓ Please have your booth number ready before arriving.
 - ✓ Follow the posted signs directing you to the correct vendor check-in gate for your section.
-

TRAFFIC ADVISORY

✓ Many GPS systems route drivers through downtown New Paltz, which can experience significant congestion.

✓ Whenever possible, we recommend approaching the fairgrounds via:

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

✓ Please allow extra travel time regardless of your route.

UNLOADING & PARKING

- ✓ You will not be permitted to drive onto the grass or park directly in front of your booth.
 - ✓ Vendors will have approximately 10–15 minutes to unload.
 - ✓ After unloading, all vehicles must be moved to main parking lot.
 - ✓ All vendor vehicles must be removed from vendor areas by 9:00 AM Saturday.
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BOOTH SETUP

- ✓ Outdoor booth spaces are approximately 10' x 10'.
 - ✓ Outdoor booth locations will be marked with wooden stake markers displaying booth numbers.
 - ✓ Indoor Market Hall booth locations will be marked with tape on the floor and a booth number sign.
 - ✓ Vendors are responsible for providing their own tent, tables, chairs, displays, and setup materials.
 - ✓ Outdoor tents are not required but are strongly recommended.
 - ✓ Please bring adequate tent weights.
 - ✓ Please remain within your assigned booth space and do not extend displays into neighboring booths or walkways.
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ELECTRICITY

- ✓ Electricity is not available for outdoor marketplace vendors.

- ✓ Please plan accordingly and bring battery-powered lighting or charging solutions if needed.
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BOOTH STAFFING

- ✓ There will be no booth runners available during the festival.
 - ✓ To help keep booth fees affordable during our inaugural year, vendors are responsible for staffing their own booths.
 - ✓ If you need a restroom, food, or beverage break, please arrange for someone to watch your booth or leave a "Be Right Back" sign.
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SECURITY

- ✓ Vendor gates will be secured after setup hours.
 - ✓ Overnight security will patrol the grounds on both Friday and Saturday nights.
 - ✓ The fairgrounds will be closed to the general public outside of festival operating hours.
 - ✓ Vendors remain responsible for securing their own merchandise, cash, equipment, and personal belongings.
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SATURDAY EVENING INVENTORY PICKUP

- ✓ Vendors with temperature-sensitive or valuable inventory requiring Saturday evening pickup must notify festival staff in advance.
- ✓ Requests must be submitted no later than Wednesday, July 8, 2026.

✓ Only pre-approved vendors will be permitted vehicle access to the grounds after Saturday's closing.

FESTIVAL PARTICIPATION

✓ Vendors are expected to remain open and operating during all advertised festival hours.

✓ Early breakdowns are not permitted without prior organizer approval.

✓ Vendors who no-show or leave before the conclusion of the festival without organizer approval may be ineligible to participate in future Studio 22 Events LLC events.

SALES TAX & PERMITS

✓ Vendors are responsible for complying with all applicable sales tax, licensing, and permitting requirements.

✓ Please have any required sales tax certificates, permits, or business documentation available if needed.

FESTIVAL HOURS

Saturday, July 11

10:00 AM – 6:00 PM

Sunday, July 12

10:00 AM – 4:00 PM

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