

BITTERSWEET BLESSINGS FARM

EXHIBITOR HANDBOOK

Version 8.1-c19 – updated 12/26/2024

2025 Season Schedule:

Sunday, September 21st 2025

7am – 4pm

(Apple Festival)

All shows held at **Bittersweet Blessings Farm**

4509 State HWY 73, Deerfield, WI 53531

Conveniently located between Madison and Milwaukee, on State Highway 73, lies the small town of Deerfield, WI. And sitting only ½ mile south of Interstate 94, at 4509 Hwy 73, is the Bittersweet Blessings Farm, home of the [DEERFIELD APPLE FESTIVAL](#).

- All information contained in this handbook shall apply to all applicants/vendors at events held at Bittersweet Blessings Farm, including, but not limited to, the Deerfield Apple Festival.

All events held are 'RAIN or SHINE'

(please plan accordingly)

**** SPECIAL CORONAVIRUS COVID-19 UPDATES ****

Due to the current worldwide pandemic caused by this virus, we at Bittersweet Blessings Farm have been forced to take special precautions to protect our vendors, patrons & ourselves. All vendors will be required to follow all current Dane County, WI regulations that are in place at the time of their event(s), in addition to any extra safety precautions that we at Bittersweet Blessings Farm feel are necessary.

Some of these requirements **may** include:

- social distancing
- wearing of masks
- hand sanitizer (personal and for public use)
- wearing of gloves (latex, nitrile, etc.)
- possible booth lay-out/display configurations
- number of booth attendees at any given time

In addition to these guidelines we, Bittersweet Blessings Farm, will be providing:

- Extra porta-potties (more than in the past), and spread out around the farm
- Multiple locations for public hand sanitizer stations
- Extra trash receptacles
- Inside traffic patterns
- Vendor booth spacing requirements
- Fewer tables in the food Court area
- Less seating near the live entertainment stage
- Etc.

We understand that some of these requirements were not in effect in the past and ask that all vendors please understand the necessity for them.

Thanks to all of you for agreeing to meet &/or exceed our expectations.

Here's hoping for a great season!

Hello!

Thank you for being a part of the BITTERSWEET BLESSINGS FARM events.

Please read this entire handbook as it details important information regarding being a vendor at our upcoming events. This handbook is effective as of 12/26/2024 and pertains to the 2025 season.

Bittersweet Blessings Farm, LLC, reserves the right to make changes or modifications to this handbook. Any changes will be posted to the website and distributed via email, at the time of change, to all currently registered vendors.

Purposes of this Handbook

- To answer frequently asked questions
- To promote consistency from show to show
- To provide guidelines for vendors as to what is expected of them
- To outline what vendors can expect from the Deerfield Market Expo, Deerfield Apple Festival & Bittersweet Blessings Farm.

Vendor Qualifications

BITTERSWEET BLESSINGS FARM Management is always on the lookout for quality vendors. The focus of the event is to promote vendors selling cash and carry merchandise.

The following criteria is used to determine which vendors are best suited to sell at Bittersweet Blessings Farm events.

1. Vendors who engage patrons and have a positive attitude
2. Vendors who take pride in the attractive display of their merchandise
3. Vendors who sell quality items, whether new or used
4. Vendors who sell items that cannot be easily found elsewhere
5. Vendors who sell antiques, vintage, repurposed or upcycled goods and supplies
6. Vendors who provide direct sales of quality merchandise

Prohibited Items

Bittersweet Blessings Farm is a family friendly venue. All items on display should be suitable for children of all ages. Items with nudity, profanity, and sexual content are not allowed.

Should merchandise in your booth be deemed not appropriate, you will be asked to put those items away and are not allowed to sell them at any time during the show. Should most of your items be deemed not appropriate you will be asked to tear down your booth immediately and to leave the grounds, without refund.

All vendors are explicitly prohibited from selling the following items:

- Alcohol
- Firearms or ammunition
- Knives or weapons of any type without prior written consent of Bittersweet Blessings Farm
- Fireworks or firework novelties
- Stolen or illegal items
- “Knock off” merchandise
- Food without prior consent of Bittersweet Blessings Farm
- Anything unlawful to sell without proper license and/or papers
- Anything deemed inappropriate or offensive by Bittersweet Blessings Farm Management

BITTERSWEET BLESSINGS FARM Management reserves the right to demand the immediate removal of any items that are illegal, deemed inappropriate, or in poor taste.

Space Rentals

Inside Booth spaces cost \$75 and are 12' x 6' or 10' x 10' in size (sizes are approximations, should you need an exact/specific size, please contact the director personally).

If you need a larger area, you will need to pay for additional spaces. Each vendor is allowed a maximum of 2 inside spaces. To facilitate better traffic flow for our patrons and vendors, all buildings have been set-up in a 'walk through' design pattern, prompting patrons to walk past every vendor! In 2025 there are only 52 inside spaces available. If you require inside display area, please register early as spaces fill up fast and are leased on a first-come-first-serve basis.

Outside Booth Spaces are 10' x 10' and cost \$50 (We can be a bit more flexible in sizes outside).

Outside vendors are allowed to rent multiple spaces, in a variety of configurations. Please contact event director prior to registration to confirm that your request for multiple space needs can be met.

Placement of booths will be determined by Bittersweet Blessings Farm staff. We will make every effort to avoid locating competing vendors (vendors selling the same or similar merchandise) next to each other.

You will be notified by email if you have been accepted as a vendor. If you are NOT accepted, your application fees will be returned to you.

Sadly, due to current conditions, we will be enforcing a \$2.00 processing fee, per booth, for those vendors who wish to pay their registration fee(s) with a credit card.

Vendors are responsible for their own merchandise and booth area. Bittersweet Blessings Farm is not responsible for any damage or theft. Bittersweet Blessings Farm does offer complimentary 'booth sitters' to allow vendors time to use the restroom, grab some lunch at the food court or visit other vendors. Booth sitters will not make sales of your merchandise in your absence but will provide a presence of someone watching your things while you are out.

Electricity

Limited electrical services are available, in 120 volts – 1800 watts – 15amp circuit. Apply early if you need electricity: additional fee of \$10.

Due to noise, **NO generators will be allowed**. Strictly enforced!

Table Rentals

We have a limited number of 8' banquet tables for rent. We will deliver these to your booth(s) prior to check in. You may request any number of tables until we are sold out. Table rental is \$10.00 per table.

Payments

Accepted forms of payment for vendor spaces will include cash, check, or credit card. Payment is due upon completion and submission of application. Please make checks out to Bittersweet Blessings Farm.

Sadly, due to current conditions, we will be enforcing a \$2.00 processing fee, per booth, for those vendors who wish to pay their registration fee(s) with a credit card.

Applications with full payment and required paperwork must be returned to:

BITTERSWEET BLESSINGS FARM

4509 State Road 73

Deerfield, WI 53531

Applications may also be submitted by email to bittersweetblessingsfarm@gmail.com

Booths will be assigned as applications are received and until all the available spaces are filled.

Paid receipts are available upon request.

Vendors are not required to pay admission to the event.

If a vendor chooses to leave the Expo during the day, he or she should have their hand marked, for re-entry to the event.

Cancellation and Refund Policy

Fees must be included with the application and are non-refundable after notification of acceptance, unless the space can be reassigned. In which case, there will be a 50% cancellation fee withheld from your refund. There are NO REFUNDS for cancellation within 4 weeks prior to your event. All refunds (if any) will be paid via company check issued by Bittersweet Blessings Farm.

*** Due to the COVID-19 virus and current uncertainties of group gatherings, should an event need to be cancelled due to this pandemic, we, Bittersweet Blessings Farm, will be providing full registration refunds.**

*** Furthermore, should a cancellation be eminent, Bittersweet Blessings Farm shall provide vendors with as much advanced notice as possible, in hopes that the vendor(s) may secure another show for the cancelled date(s).**

Set-Up

Although these are one-day Markets on Sundays, vendors may arrive on Saturday between 2pm and 9pm to set up. Buildings will be locked at 9pm and gates will be closed at 10pm.

Gates will re-open at 4am on Sunday morning for final outdoor vendor set-up. Buildings will also re-open at 4am Sunday for final set-up. All set-up, and vehicle removal, needs to be completed by 6:45am Sunday. **NO** vehicles will be allowed in the event grounds after 6:30am Sunday morning. We open the doors at 7:00am sharp for guests holding VIP tickets. General public entrance begins at 8:00am.

If a vendor has not checked in, and on site, 30 minutes (or more) prior to the start of the show, they will not be allowed to enter and will forfeit their registration fee, with no refund. We highly recommend that you set-up on Saturday.

During set-up hours, vendors should take care to be quick and considerate of others. Please move your vehicles to vendor parking areas once unloaded, do not wait until you are completely set-up prior to moving your vehicle. With patience and consideration every vendor should be able to park within 60 feet of their booth space(s) to unload/re-load their merchandise. There is always the possibility of 'traffic jams' and tempers can soar. If everyone can be patient and considerate of others, the set-up and tear-down process goes quite smoothly.

No set-up will be allowed during show hours.

Vendor Parking

Free vendor parking is available to the north and west of the Market, on the Bittersweet Blessings Farm property. Specific parking directions will be available upon arrival.

Space Etiquette

During the show, vendors must keep all tables, chairs, merchandise, and 'check-out' area within the lines of their designated space. All sales should take place within a vendor's allotted space.

Vendors cannot sit in the aisle. Please arrange your space set-up to accommodate this.

All booths must be 'manned' (staffed) at all times. If you need coverage, we will have Event Staff available to cover your booth for a limited time. Vendors must be open for business by 7:00am and may **NOT tear down** or bring vehicles onto Market grounds until after 4pm on Sunday. Vendors who close early will not be invited to participate in future events. All vendor space clean-up must be completed no later than 8pm Sunday September 21, 2025.

Vendors must clean up and appropriately discard ALL trash in their area to trash receptacles, including flattened cardboard boxes, packing materials, electrical ties, beverage and food containers, etc.

Vendors may not cause excessive noise. The use of sound amplification devices, loud music, etc., without advanced written approval from Bittersweet Blessings Farm Management is prohibited.

Vendors shall show courtesy and respect to patrons and other vendors at all times throughout the event. **ANYONE who is Rude or Disrespectful to workers/volunteers of Bittersweet Blessings Farm will be required to leave immediately without refund!**

SMOKING: There shall be NO smoking within 30 feet of any building. Some of these buildings are over 120 years old and cannot be replaced. Also, please do not smoke in your booth. Not only is this unprofessional, but it is disrespectful to your neighboring vendors. You may request a 'booth sitter' or ask a neighbor to watch your booth and proceed to a designated smoking area.

Bittersweet Blessings Farm does not condone hawking, yelling, or pressuring patrons to make a purchase under any circumstances.

Event Marketing

Bittersweet Blessings Farm, Deerfield Market Expo & Deerfield Apple Festival will be promoted via a combination of print and broadcast media. Including, but not limited to: social media; newspapers; highway billboards; traffic signs; shoppers; flyers; posters; radio; etc.

For past events (Bittersweet Blessings Farm) advertised on:

10 different radio stations (totaling over 22,000 spots)

8 different newspapers

24 billboards on major state & interstate highways

300 highway signs with directions to event

700 posters at various business

598,000 full-page, front-page ads in weekly shoppers

62 different crafter websites/social media sites

Jefferson Speedway featured race-Deerfield Apple Fest 50 lap feature

Facebook and

WWW.Bittersweetblessingsfarm.com

Focus will be on the greater Madison and Milwaukee area, while also targeting northern Illinois and upwards to central Wisconsin.

Vendors are welcome to tag and/or connect with Bittersweet Blessings Farm on the following social media platforms:

Website: www.bittersweetblessingsfarm.com

Facebook: BittersweetBlessingsFarm

Prior to each event, an electronic version of a Vendor Promotion Kit will be available for download; providing logos, samples, and links to help promote each vendor's presence at events at Bittersweet Blessings Farm.

Bittersweet Blessings Farm will attach vendor information, including social media links, to the Bittersweet Blessings Farm website.

To further promote this event(s), Bittersweet Blessings Farm requests that each vendor posts/shares information about their involvement in the event(s) at Bittersweet Blessings Farm on their various media platforms prior to the event.

Booth Subletting

When a vendor signs up and pays for a space, and then allows someone else to use that space, this is known as subletting. Subletting is NOT allowed without prior written permission from Bittersweet Blessings Farm Management and will be grounds for immediate dismissal.

Exhibitors who do not comply with these rules will be required to remove their work immediately, be required to tear down and leave festival grounds, without refund of fees and will not be invited back.

NO ANIMALS (dogs, cats, etc.) allowed on the Bittersweet Blessings Farm premises, without a pre-approved written exception (disability companions and service animals welcomed).

Permits / Insurance / Licensing: Vendors should provide Bittersweet Blessings Farm with an up to date:

1. Copy of your valid Wisconsin Seller's Permit, unless exempt.
2. Copy of your general liability insurance coverage with Bittersweet Blessings Farm listed as an additional insured.

***Only FOOD vendors are REQUIRED to carry liability insurance.** However, all vendors are encouraged to get liability insurance to protect them/their business. Bittersweet Blessings Farm is doing everything possible to make every event as safe and enjoyable as possible. But accidents do happen. All vendors are required to sign a release of liability (hold harmless) agreement as part of their application. We, the Bittersweet Blessings Farm Management, highly recommend getting liability insurance.

You may obtain a Wisconsin Seller's Permit by contacting:
Wisconsin Dept. of Revenue, Income, Sales, Inheritance & Excise Tax Division
P.O. Box 892, Madison, WI 53708

Each applicant is responsible for their own liability insurance.

If you do not have insurance, many vendors were able to obtain a reasonably priced policy from Stratus Insurance 1-888-568-0548 or www.actinspro.com. However, other options do exist.

Disclaimers

- Bittersweet Blessings Farm cannot guarantee the number of patrons or show attendees.
- Bittersweet Blessings Farm cannot guarantee that the vendors will profit from the event.
- Bittersweet Blessings Farm is not responsible for any lost or stolen items.
- Bittersweet Blessings Farm is not responsible for the cancellation of any show due to circumstances beyond the promoter's control, including but not limited to; natural disaster, severe weather, acts of war, acts of God, Covid-19, etc.
- Bittersweet Blessings Farm reserves the right to photograph and video record people and merchandise at each event, to be used for documentation and promotional purposes. By participating in Bittersweet Blessings Farm event(s), vendors agree to allow such photography and video recordings, without compensation.

Any Questions?

Further communication can be made through BittersweetBlessingsFarm@gmail.com

Executive Director: Jeff Moerke
4509 State Road 73
Deerfield, WI 53531
608-444-4244

ADDENDUM A:

The following applies to **'FOOD VENDORS'** only.

For the purposes of all events at Bittersweet Blessings Farm, food vendors are defined as:

Vendors whose primary purpose is the sale of edible food-stuffs that are primarily prepared at the event. Those vendors will be located, in or around the Food Court. Food vendors DO NOT include vendors selling pre-packaged food-stuffs (IE: nuts, mixes, snack items, etc.). If in doubt, please contact the Bittersweet Blessings Farm DIRECTOR prior to registration.

Food Court Booth Space Information:

Booth space: (12' x 12') cost: \$50. If you need a larger area, you will have to buy an additional space. Maximum number of spaces per food vendor is 3.

Limited electric service is available, sign up early if you need electricity. Also, **please contact the Director with your specific electrical needs:** cost \$25

Due to noise, **NO generators will be allowed.** This rule will be strictly enforced.

Placement of booths will be determined by the Bittersweet Blessings Farm staff. You will be notified by email if you have been accepted. If you are NOT accepted, your application fees will be returned to you.

Your business must follow all health code guidelines as set according to the Wisconsin State Department of Health.

No later than 2 weeks prior to the event, you must provide Bittersweet Blessings Farm with:

- Copy of your valid Wisconsin Seller's Permit, and food license
- Copy of your general liability/equipment insurance coverage, with Bittersweet Blessings Farm listed as an additional insured.

You may obtain a Wisconsin Seller's Permit by contacting: Wisconsin Dept. of Revenue, Income, Sales, Inheritance & Excise Tax Division P.O. Box 892, Madison, WI 53708

Liability/Equipment Insurance Coverage: Food product liability insurance as well as equipment liability insurance, with limits no less than \$1,000,000 must provide coverage to customers and all other third parties and their property. Up to date certificates of insurance must be provided to Bittersweet Blessings Farm.

If you do not have insurance, many vendors were able to obtain a reasonably priced policy from Stratus Insurance 1-888-568-0548 or www.actinspro.com. However, other options do exist.

ADDENDUM B:

The following applies to **EVENT SPONSORS** only:

Our sponsorships include:

- *One (1) annual fee for the Deerfield Apple Festival
- *Exposure to 15,000+ in person contacts (2024 numbers)
- *Your logo on our website, as a sponsor with a link to your website
- *Your logo on our posters which have a QR code to our website
- *Your logo on our Full page, Front page, Full color newspaper advertisements with QR code (582,000+ in 2024)
- *Complimentary 10x10 booth at event to promote your products/services
- *Opportunity to hang your company banner from our main stage, max size 2'x10' (optional, not required)
- *Opportunity to introduce, from the stage, one of our entertainment groups with chance to highlight you/your company, 2 min max. (optional, not required)
- *Additional advertising options as we finalize our marketing strategy for the year

As you can see, this is a great opportunity to promote your business.

We are offering these sponsorships at only \$500 for 2025.

I agree to provide Bittersweet Blessings Farm with an electronic/digital image of our company Logo.

I agree to allow Bittersweet Blessings Farm to use our Logo for advertising and promotional purposes.

I agree to allow Bittersweet Blessings Farm to create a 'link' to our website, from their advertising media, for promotional purposes.
