

Palefest 2026 — Official Vendor Information & Pricing Guide

Event Dates: Friday, July 24 – Saturday, July 25, 2026 Vendor Load-In: Wednesday, July 22 at 2:00 PM Vendor Unload: Sunday, July 26 by 2:00 PM

Palefest is excited to welcome vendors for 2026! This guide explains everything you need to know to participate as a vendor. Please read carefully — all rules, pricing, and requirements are mandatory.

1. Vendor Tiers & Pricing

A. Mask Vendors Pre-Registration Price: \$200 (Prices increase after pre-registration) Booth Package Includes: - 10' x 10' space - 1 - 8' table - 3 - Folding chairs - Drape and pole backdrop - Electricity access - Vendor camping space Requirements & Rules: - Must sell mask-related merchandise only - Cannot sell Palefest-branded merchandise - Responsible for bringing additional staff/helpers if needed - Each booth includes 3 worker wristbands; additional wristbands can be purchased - Full access to all festival events (day & night) - Encourage helpers to tag in and out so vendors can enjoy the festival while their booth remains staffed

B. Arts & Crafts Vendors Pre-Registration Price: \$100 (Prices increase after pre-registration) Requirements: - Must provide their own 10' x 10' canopy, tables, and chairs - Optional Table + 2 chairs: \$50 - Optional Canopy rental: \$50 Product Rules: - All items must be handmade/artisan - No single item may exceed \$40 - Cannot sell Palefest-branded merchandise Included Amenities: - 3 worker wristbands per booth - Access to all festival events (day and night) Live Demonstration Option: - Vendors who want to do a live demonstration may be eligible for free participation with no booth fee depending on the demonstration's quality and relevance. - Applications will be reviewed individually. - Vendors should bring helpers for shifts; with access to all events, you may want to tag in/out.

1. Load-In & Load-Out Schedule

2. Load-In: Wednesday, July 22 at 2:00 PM

3. Festival Hours: Friday, July 24 – Saturday, July 25 from 11:00 AM – 2:00 AM

4. Unload: Sunday, July 26 by 2:00 PM All vendors are responsible for setting up, maintaining, and breaking down their own booth safely.

5. Worker Wristbands & Staffing

6. Each booth comes with 3 worker wristbands.

7. Additional wristbands can be purchased upon request.

8. Helpers are fully responsible for themselves, including safety, conduct, and compliance with festival rules.

9. Legal & Waiver Requirements All vendors must sign a full liability waiver that includes the following:

10. Release of Liability: Vendors release Palefest, its founders, organizers, employees, volunteers, affiliates, and Land of Illusion from any liability, claims, or damages, including personal injury, property loss, or death.

11. Responsibility for Staff & Helpers: Vendors are fully responsible for the safety and actions of all staff and helpers.
12. Business Responsibility: Vendors are responsible for all business reporting, taxes, permits, and licenses required for their sales.
13. Compliance: Vendors agree to comply with all rules regarding merchandise, booth setup, festival property, and safety. No Palefest-branded merchandise is allowed. Mask vendors must sell only mask-related merchandise. Arts & Crafts vendors must follow the \$40 per item cap.
14. Acknowledgment of Risk: Vendors acknowledge that festival activities, attractions, and any equipment carry inherent risks. Vendors participate at their own risk, including during setup, takedown, and festival hours. Summary: Palefest and its partners are not responsible for anything — accidents, injuries, theft, damage, or any other incident. Vendors and their helpers participate entirely at their own risk.

15. Payment & Registration Details Mask Vendors:

16. Pre-registration: \$200
17. Includes booth, table, chairs, drape & pole, electricity, and camping Arts & Crafts Vendors:
18. Pre-registration: \$100
19. Optional Table + Chair Package: \$50
20. Optional Canopy Rental: \$50
21. How to Register: Complete the vendor application form on the Palefest website.
22. Submit payment for your tier/package to secure your spot.
23. Waivers must be signed prior to load-in.

24. Final Notes & Recommendations

25. Vendors should plan helpers for shifts — festival access is unlimited.
26. Booths must remain staffed and compliant at all times.
27. Respect festival property, other vendors, and the crowd.
28. Bring everything you need for setup, breakdown, and sales.
29. Live Demonstrations: Vendors may apply for free participation if they want to do live demos, depending on the demonstration's quality and relevance. We are excited to see your creativity at Palefest 2026!