



LITTLE FALLS CHEESE FESTIVAL

New York State's Premier Gathering of Cheesemakers
Saturday, October 5, 2024
10am to 5pm—Rain or Shine!

YOU ARE INVITED to be a vendor at our 9th Annual Little Falls Cheese Festival on Saturday, October 5, 2024!

This festival was created to showcase New York artisan cheesemakers and to celebrate the historic roots of the Little Falls' cheese market, which once set the price of cheese nationwide. We attract an appreciative audience from Central New York and beyond. Our largest festival day saw an estimated 10,000 attendees, and many vendors sold out early.

APPLY EARLY: Our festival fills up fast! Vendors are reviewed by jury, with priority given to cheesemakers. New York State artisan products only. Vendors do not have exclusive rights to the sale of any product. Applications will be considered incomplete until payment and all supporting documents have been received. Vendors may be placed on a waitlist.

YOUR BOOTH/FOOD TRUCK: All vendors must supply their own attractive shelter with proper signage and adequate tie-downs. All booths and food trucks are on blacktop. Vendors must supply table(s), seating, ice, adequate change, and any other amenities that you or your products may need.

Garbage receptacles are placed throughout the festival layout; however, vendors are responsible for managing their own refuse during the event and are encouraged to provide trash bins for used sampling paraphernalia (toothpicks, napkins, small cups, etc.)

WE DO NOT PROVIDE ELECTRICITY. Vendors are allowed to bring and maintain their own quiet inverter/suitcase-type generator(s). Loud generators are expressly prohibited.

Vendors must meet all NYS regulations and conspicuously post any required permits, licenses, and sales tax authority, as appropriate. Food trucks and any vendor preparing food or drinks on-site (other than simple sampling) must apply for a **Temporary Food Service Permit** from the Herkimer County Department of Health at least 3 weeks prior to the festival date. *For more information, call the Herkimer County Department of Health at 315-866-6879.*

DAY-OF-FESTIVAL: Each vendor will be assigned **ONE** parking spot close to the festival. Vendors with multiple or oversized vehicles will be sent to overflow lots. Set-up for all vendors is from 7:30am to 9:30am—the earlier the better! Booths must stay in place and be staffed for the duration of the festival. No early teardowns allowed. A no-show or early teardown will result in no further Cheese Festival invitations.

PUBLICITY: We promote the event via print, radio, and tv ads throughout Western New York, the Capitol District, Hudson Valley, New York City, and Central New York. Regular press releases are sent to regional media outlets. We run a dynamic social-media campaign. We provide vendors with promotional postcards to share with their home audience. Our website spotlights vendors with links to their websites, answers FAQs, and provides directions to Little Falls.

Questions? Please email us at littlefallscheesefestival@gmail.com, visit our website littlefallscheesefestival.com, or find us on Facebook and Instagram.