



FESTIVAL BY THE LAKE NONFOOD VENDOR FORM | JULY 12TH, 2025 | BAYFRONT

BUSINESS NAME: _____
 CONTACT PERSON: _____
 EMAIL ADDRESS: _____
 PHONE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 DAY OF SHOW CONTACT PERSON & PHONE: _____
 TYPE OF BUSINESS (What you'll be exhibiting): _____

We're excited to have you as part of Festival by the Lake Please make sure to review the rules on the second page of this form.

Festival by the Lake is at Bayfront Festival Park on Saturday, July 12th, 2025.

Please include an ST-19 with your completed form.

EMAIL COMPLETED FORM AND PAYMENT TO:
 office@lundeenproductions.com

OR

MAIL COMPLETED FORM AND PAYMENT TO:

Lundeen Group LLC
 PO Box 161664
 Duluth, MN 55816

Questions? Call 218-727-1177

PLEASE SEND ME : _____ 2025 SPONSORSHIP PACKAGES _____ GIVEAWAY OPPORTUNITIES

SELECT YOUR SPACE TYPE

10X10 SPACE (\$80)	\$ _____
10X20 SPACE (\$120)	\$ _____
10x30 SPACE (\$170)	\$ _____
OPTIONAL ADD-ONS:	
Electrical - \$20	\$ _____
Social Media S/O - \$30	\$ _____

CHOOSE PAYMENT TYPE
 ___ Check ___ Credit Card

NAME ON CARD:

CARD NUMBER:

EXPIRATION DATE: _____ / _____ **CVV:** _____

Includes: *Two Sponsored Posts introducing your business and another post with your space number (closer to the event).*

Total Due: \$ _____

Advertiser/Authorized Exhibitor Signature:

Date: _____

Accepted by Lundeen Productions - Lundeen Group, LLC

Date: _____

OFFICE USE ONLY:

___ EF ___ MA ___ BS ___ ST ___ ES

By signing this agreement I am agreeing to participate in Festival by the Lake at Bayfront in duluth, MN for the fee listed above and paid by the option acknowledged above. I acknowledge that I have read, understand, and will abide by the terms and conditions set forth with this agreement either on the reverse side, page 2, or as an attachment. Please submit an ST-19 with this form.

ADDITIONAL TERMS & CONDITIONS PLEASE READ CAREFULLY

Subletting & Distribution

Exhibitors cannot sublet their space or distribute literature or display products from any person or business that is NOT exhibiting at the Festival by the Lake without the sole permission of Management. Additionally, exhibitors are prohibited from distributing or promoting any other events considered to be in direct competition with Festival by the Lake. Any exhibitor who violates this policy will be asked to stop immediately. Continued violations may result in expulsion from the event without a refund of exhibitor fees.

Payment & Cancellations

If the exhibitor fails to pay balances by the agreed dates, deposits, and/or fees paid shall be forfeited, and the exhibit space reservation will be cancelled. This agreement cannot be cancelled within 90 days of the event date without forfeiting all previously paid fees and deposits. If cancelled within 90 days of the event, any unpaid balances will still be due and payable in full. If cancelled 91 days or more in advance, only the \$150 deposit is non-refundable.

Exhibit Space

The Festival by the Lake will provide only the basic space outlined in the agreement. Any additional furnishings, internet services, decorations, or other items required for the exhibit are the responsibility of the exhibitor.

Staffing & Display Removal

Exhibitors are required to staff their exhibit space during all hours the show is open. Under no circumstances are goods or displays to be removed from the exhibit during show hours. Any exhibitor who removes items prior to the 3:00 PM conclusion of the event will incur a \$300 early removal fee.

Exhibitor Space Location

Management reserves the right to change the location of any exhibitor's space without prior notice.

Approval of Exhibits

Management reserves the right to prohibit or decline any exhibit or exhibitor not approved by them. Only approved items, displays, and conduct will be allowed at the event.

Decorations & Safety Compliance

All decorations must be flameproof and must pass inspection by all designated authorities. Additionally, management reserves the right to designate official decorators.

Responsibility for Property

The Lundeen Group, LLC is not responsible for any materials or items left in the exhibitor's booth during setup, the event, or after the expo.

Insurance, Liability & Indemnification

All exhibitors, contractors, and suppliers must carry liability and property insurance. Exhibitors agree that the Lundeen Group, LLC, its officers, directors, employees, and agents (hereafter referred to as "Indemnities") are not responsible for any loss or damage to exhibitor property, whether in storage, in transit, or within the confines of the venue. Exhibitors also agree to indemnify and hold harmless Indemnities from any damages or charges imposed due to violations of law or ordinances by the exhibitor or their agents.

Indemnification

Exhibitor shall indemnify, defend, and hold harmless Indemnities (the Lundeen Group, LLC, their officers, directors, employees, agents, and event producers) against any and all losses, costs, damages, liabilities, or expenses (including attorney's fees) arising from any accident, bodily injury, property damage, or other claims to any person, including the exhibitor, its employees, agents, or invitees, arising out of or related to the exhibitor's occupancy or use of the event premises.

Premises Destruction or Inaccessibility

In the event that the premises are destroyed by fire, the elements, or other causes (including but not limited to labor disputes/strikes, storms, or pandemics) that prevent the Festival by the Lake from taking place, or if circumstances make it impossible for exhibitors to occupy the premises, Festival by the Lake and the Lundeen Group, LLC are released from any and all claims for damages or losses incurred by the exhibitor.

Event Cancellation or Non-Rescheduling

If the event is not rescheduled for any reason, Festival by the Lake and the Lundeen Group, LLC are released from any and all claims for damages, except for the refund of any exhibitor fees paid.

Event Postponement or Rescheduling

Should the event be postponed or rescheduled due to inclement weather, strikes, pandemics, or other circumstances beyond the event producers' control, all fees paid will be transferred to the new event date or, in the case of a cancellation, to the following year's Festival by the Lake. No exceptions.

Attendance Disclaimer

The projected number of attendees expected at the Festival by the Lake is an estimate based on previous events. The number of actual attendees is not guaranteed.

Display & Advertising Restrictions

All displays, distribution of literature, sales, live models, etc., must be conducted inside the assigned exhibitor space unless approved in advance by Management. Exhibitors are prohibited from sending staff around the event to distribute materials or advertise outside their assigned space. Audio and visual equipment at booths must not disrupt other exhibitors. Excessive noise levels are a violation of the exhibitor agreement.

Exclusive Sponsors

Management reserves the right to designate exclusive sponsors for the Festival by the Lake.

Food & Beverage Sampling

Any samples of food or beverage (both alcoholic and non-alcoholic) distributed at the event must be pre-approved by Management and must comply with all applicable regulations set forth by Bayfront Festival Park, the City of Duluth, St. Louis County Health Department, and the State of Minnesota. Samples must be in accordance with sample portion sizes only. Sales of food or beverage for on-site consumption are not permitted. must be in sample portions only. No sales for on-site consumption are permitted.