

crocodile dog marketing

2016
vendor brochure

NEW FOR 2016

lower prices

we have lowered the price of our two day festivals and removed the complicated discount system. It should be a wash for most of you when signing up for multiple events. As part of this, we have no intention of raising our vendor prices in the foreseeable future. So you can count on this for a while.

yorktoberfest is one day

Based on your feedback, we've moved Yorktoberfest to a single day festival. This will also free up substantial money to use on advertising.

What The Food Trucks!



For us, Foodstruck was never about the trucks. It was about bringing 20k people into a neighborhood that people frowned upon and a city with "parking problems" and having NO ONE complain about either. We lent our full support for 2 years and now we are taking over full time so the original team can go do other great things.

our festivals

TASTE OF PENNSYLVANIA



230+ PA wines for unlimited sampling, 50 vendors, local food, music, and the Brew Kids on the Block beer garden at night featuring the newest brewers in the state.

DATE: may 14-15th 2016

LOC: york - fairgrounds infield



A collection of ciders and wines from all corners of pennsylvania brought together in a beautiful field for your express enjoyment.

DATE: july 23rd 2016

LOC: lisburn community fire company

WHAT THE
FOOD
TRUCKS

TREASURE ISLAND



40 Food trucks, a Beer Garden, and an entire city park. I'm not sure what else you can say except show up early and beat the 18k+ crowd.

DATE: sept 4th 2016 (labor day sunday)

LOC: york - penn park



Yorktoberfest
beer and wine festival

120 wines, 60+ craft beers, and german music. Everything in one place, at one time, so everyone can stay together and enjoy the day.

DATE: october 15th 2016

LOC: york - fairgrounds infield

HIBREW NATION
FESTIVAL OF BEER



100+ craft beers with a generous portion of truly rare and hard to find. A real craft festival.

DATE: november 19th 2016

LOC: farm show complex

DATE: january 21th 2017

LOC: gettysburg - allstar complex

DATE: february 18th 2017

LOC: york - memorial hall east

our attendees



The primary (38%) age ranges represented by ticket buyers is 25-34y, with an additional 20% between 35-44, 35.7% between 45-64, and another 13% from 21-24 years of age.



40% of parties include individuals with an annual income of \$30-50k.

Additionally, 31% represented \$50-75k, 25% represented \$75-100k, and 18% represented annual incomes greater than \$100k.



Geographically, 72% are located within PA, 7% MD, 5% NY, and 2% NJ. The top 3 metro areas represented are Harrisburg-Lanc-Lebanon-York, Philadelphia, and DC.



Primary affinity categories include: news junkies, tv lovers, music lovers, cooking enthusiasts, travel buffs, and sports fans.

Most Attendees find out about the festival through word of mouth and social media.

vendor FAQ

What comes with my registration?

Vendors are given the space allotted to them as well as two (2) passes to the primary event. During registration you are given the chance to purchase extra tickets.

How much does it cost?

Standard vendor prices are \$100 for single day events, and \$150 for 2 day events. When you fill out the registration interest form on the website, we will take all of your information into account when we send you the final registration form.

What about the weather?

Outdoor festivals are rain or shine. We all take a chance on weather and no refunds will be given.

Registration Process

Registration is complete upon payment. Space selection is based on registration date.

Cancellation Policy

We understand things go wrong. Trust us...we understand that. While vendor cancellations are considered on a case-by-case basis, there are a few general rules you can work with. (1) If you cancel early enough, you are likely to get more or all of your money back. (2) Exclusive cancellations require you to find a replacement. (3) If you cancel after vendor registration has ended, you can either find a replacement or we will apply your registration fee to the next festival you attend. Early registration discounts are not refunded.

Employees

Events are free for employees. When you arrive at the event, a packet will be given to you containing a map of the event, your free passes, and any additional passes you purchased. Only those with passes can drink and passes will not be reissued on the second day of a 2 day event.

vendor FAQ

Communications

The following is a list of important communications you can expect from us. If you have not received them, it is your responsibility to contact us and let us know as your email may be filtered. We cannot be help responsible for any important information you may have missed that was made available.

- Registration Confirmation Email (Immediately after registration)
- Registration Follow-up (within a week of registration)
- Site Selection (2 months away)
- Rules and Guidelines follow-up (1 month away)
- Final site selections, Guidelines and rules (1 month away)
- Final Vendor Packet (One week prior to the event with Maps and rules)

Exclusivity

In some cases, we may be limited in who we can accept as a vendor (ie. exclusivity contracts). That said, the earlier you register, the better chance you have to avoid that situation. Exclusivity contracts are usually established during yearly registrations

Set-up and Breakdown

- Set-up and Breakdown times are sent in an email prior to the festival
- Early Breakdown is not permitted

Extras

- Electricity, Chairs, and Tables are not included, but can be provided at cost
- Electricity is run as close as possible. Bring a 50ft extension cords.

Lastly, since each vendor has the option to register early, and each vendor is given the opportunity to choose their spot based on a first-come-first-serve basis, refunds are not given for vendors who do not like their space. Exceptions may exist where environmental conditions outside of our control or knowledge may warrant a portion of your balance being returned, but at most it will be prorated to the time you spent in the space.

contact

brian dudley

brian@crocodiledogmarketing.com

Brian handles **vendors, wineries, sponsors**, and most things **money**. Talk to him if you want to participate in the festival as a company, or if you are interested in contributing on a larger scale.

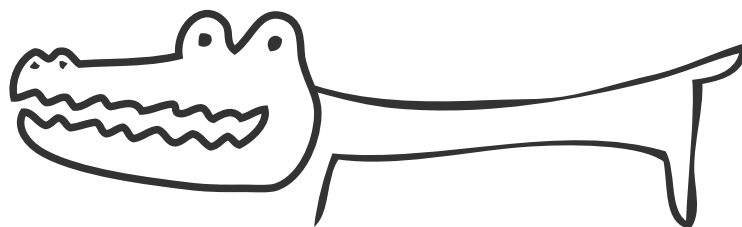
matthew davis

matthew@crocodiledogmarketing.com

As our local guy in **York**, Matthew handles **beer, marketing, design**, the **website, cross-promotion**, and most things local. Talk to him if you are interested in contributing to the festival, looking to buy **Group Rate** tickets, or if you are interested in being a volunteer or sponsor!

717.814.8087

www.crocodiledogmarketing.com



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