



Appalachian Trail Days Festival Damascus, Virginia

The Appalachian Trail Days Festival includes exhibitors with hand-crafted items; works of art; manufactured goods that pertain to the Trail, Hikers, and Outdoor Recreation; Non-profit Organizations; and Sponsors appropriate to the nature of the event. The Appalachian Trail Days Committee and the Town of Damascus reserve the exclusive right to review and either accept or reject any and/or all applications, as well as the right to assign and/or reassign exhibitor booth space placement.

Trail Days Exhibitor Agreement

1. Exhibitor space reservations are assigned upon exhibitor acceptance and receipt of payment in full. Only completed applications with payment in full will be considered.
2. Subleasing of spaces is prohibited; all exhibitors must complete the event application and agreement. A shared lease is permitted for a 15ft space, and all parties' names, contact information, and descriptions of all items must be listed on the application.
3. There will be a \$25 service charge on all returned checks.
4. Cancellation: If for any reason you cancel your exhibit space prior to March 31st you will receive 70% of your exhibit fee paid. Beginning April 1st any cancellation will forfeit all fees paid. If we cancel the event, you will receive a full refund.
5. Liability: The Town of Damascus, Virginia and the Appalachian Trail Days Festival assume NO liability for damage, theft, personal injury, weather conditions, or otherwise.
6. Festival Hours: All exhibitors are expected to be present at their booth space for the full weekend: for at least 3pm to 6pm on Thursday, and 10am to 6pm on Friday and Saturday. You are welcome to stay open additional hours if you would like; many exhibitors choose to stay open until dark. No-shows and/or exhibitors not staffing their booth space during the stated festival hours are subject to expulsion from future events. NOTE: Sunday is no longer required, effective 2027. However, exhibitors are welcome to continue sales on Sunday morning if you'd like to offer discounts, wholesale orders, etc. before departing.
7. Setup: begins on Wednesday at 1pm. Exhibitors are to provide their own tents, displays, chairs, tables, and all other equipment. An orderly space is expected from all exhibitors. The exhibit space lease is for the Thursday thru Sunday of Trail Days weekend. Vendors must check in at the Town of Damascus Information Tent no later than 1pm on Thursday.
8. Vendor Parking: in the Town Park is very limited on a first-come, first-served basis. Public parking should be left open for festival attendees. Vendor overflow parking is provided in the Wilson Street lot by the Damascus

Library and can accommodate oversized vehicles and trailers. You may park by your booth only if there is space to do so. Vehicles blocking foot traffic or vehicle access lanes may be towed.

9. Vendor Vehicle Traffic: in the Town Park is limited to the following: after 1pm on Wednesday and until 1pm on Thursday for event setup; Friday and Saturday 7:15-9:15am for booth resupply, and anytime on Sunday for event tear down. There will be absolutely no driving in the exhibitor area outside of these designated times unless there is an emergency.

10. Alcohol & Drugs Prohibited: in the Town Park. Please remember that Appalachian Trail Days is a family-friendly event in a public park. Alcohol is prohibited except in designated areas at Tent City and at local businesses with an ABC license.

11. By attending the Appalachian Trail Days Festival, you consent to the use of any photos, videos, recordings, or any other record of this event with you in it for any legitimate purpose, including by the Town of Damascus, Virginia Tourism Corporation, and other organization partners.

12. Collecting and remittance of the Virginia Sales Tax is the responsibility of the vendor. Tax reporting forms will be emailed to you and are available for pickup at the Town of Damascus Information Tent at the Town Park.

Retail Vendors are placed in the Town Park on a (payment) first-received, first-reserved basis. If all spaces in the Town Park are filled, exhibitors may be placed in the extended vendor section by the Damascus Library.

Exhibitors shall be held responsible for the actions of their employees, agents, or persons working their exhibit space. It is the responsibility of the exhibitor point of contact to communicate festival requirements and procedures to on-site representatives.

By signing the vendor application, vendor applicants/lessees agree to protect and hold the Appalachian Trail Days Festival (lessor) and the Town of Damascus harmless and to indemnify lessor from any and all claims, demands, suits, actions, judgments, and recoveries for or on account of damage, theft, or injury (including death) to property or person occurring as a result of lessee's use of the leased property and any other cause whatsoever.

Trail Days Exhibitor Reminders

- Creative activations, giveaways, and guest appearances in your exhibitor space are encouraged!
- Exhibitor displays must fit entirely within the reserved booth space.
- Please do what you can to minimize waste.
- Exhibitors who pay for access to an electrical outlet (\$40 for 110V) are responsible for bringing their own long, heavy gauge extension cords. None will be provided on-site.
- The Damascus Town Park is relatively level but is still a grassy park area with uneven terrain. Be prepared to level your display if needed.
- Do not move festival flagging.
- This is a Thursday/Friday/Saturday event. Although event sales are officially from 10am to 6pm on Saturday, vehicle traffic is not permitted until after the music ends and foot traffic subsides, after 8pm (and you're welcome to continue sales as late as you'd like!). We encourage you to stick around and enjoy the Saturday evening of Trail Days, then use Sunday as your travel day.
- Exhibitors must communicate with the Town of Damascus in advance for special requests and accommodations. Returning exhibitors, please list any recurring requests on the application *every year*.

Exhibitor Timeline

- July - Reservations open for returning sponsors and exhibitors
- December 15 - Reservation deadline for returning sponsors and exhibitors
- March 1 - Deadline to submit print-ready ads for the Festival Guide
- April 1 - Deadline to add events to the print schedule in the Festival Guide
- Spring - Spaces open to new exhibitors on the waitlist on a limited basis

Frequently Asked Questions

I'm interested in becoming a new sponsor or exhibitor. How do I come to Trail Days?

Space is limited and in high demand. Exhibitors from the previous year are invited to return first before space is offered to any new exhibitors. Once that deadline has passed, we begin filling the unreserved spaces with prospective exhibitors from this waitlist. There is a limit of one 15x15 foot space for new exhibitors. We cannot guarantee a spot for everyone who expresses interest.

To be considered for Trail Days, get on the waitlist at VisitDamascus.org/TrailDays. Please complete the form only once per new exhibitor, per year. Due to the volume of requests, we do not send email confirmations or general updates. If we have space for you, someone from the Town of Damascus will reach out and offer an application. Thank you for your interest in participating in Trail Days!

What are the exhibitor space sizes?

We offer spaces for sponsors, retail vendors, and craft vendors in sizes 15x15ft or 25x15ft. The Title Sponsor receives a 45x15ft space. Nonprofit/informational exhibitor spaces are 15x15ft. Food vendor spaces are 20x20ft and 40x20ft.

The Authors' Area tables are 6ft. The Authors' Area is the only section where tables and chairs are provided.

Why is the subleasing of spaces prohibited?

In order to manage the event, we must have a direct point of contact with all exhibitors. This allows us to do our part in creating the best event possible, by standardizing processes, communicating information (event logistics, tax forms, etc.), and measuring the impact of Trail Days for Damascus and the greater trail community.

Over the past few years, we've noticed an increase in exhibitors inviting other brands to come sell their own items in the exhibitor's booth space. This does several things: it bypasses the waitlist, subverts the formal written application and exhibitor agreement, and can create confusion and a breakdown of communication. We want to do our best in promoting the event and all of the brands present but we can't do that if we don't know about subleased brands.

Shared leases are permitted for the smallest size exhibitor space, 15x15 feet, if multiple brands have a small footprint and/or limited volume of product and would like to share a space. For shared leases, all parties must still be listed on the application.

Can I set up on private property during Trail Days?

The Town of Damascus offers an Itinerant Merchants or Peddlers Business License for \$250 per year. Licenses are issued after approval by the Town Manager and must meet any applicable health department regulations. Food and/or beverage sales are also subject to a 7% meals tax, which must be paid monthly. The

property owner must be listed on the application and approve of the use of their property. Itinerant Merchants or Peddlers do not have permission to set up on public property or rights-of-way.

Where do exhibitors park?

There is limited parking available behind some of the exhibitor rows at the Town Park on a first-come, first-served basis. You may park near your booth only if there is space to do so. Vehicles blocking foot traffic or vehicle access lanes may be towed. All public parking should be left open for festival attendees.

The long-term lot on Wilson Street by the Damascus Library is reserved for exhibitor overflow parking for the weekend and allows entry and exit at any time. If you do not require a vehicle at your booth space during the event for backstock, etc., or if you may need to move your vehicle throughout the day, please park in the Wilson St lot instead. Parking passes for the Wilson Street lot will be provided at exhibitor packet pickup.

Part of the exhibitor overflow lot is large enough to accommodate oversized vehicles and trailers. No RVs or campers, please. If you are staying at lodging nearby, we encourage you to walk, bike, and/or carpool so that we can maximize the space available for others.

Where do exhibitors stay?

As an exhibitor, you are welcome to discreetly camp by your booth space if you'd like. Please do not block the vehicle access lanes. Only exhibitors are permitted to camp at the Town Park.

Damascus has a variety of lodging options which can be found at VisitDamascus.org. We recommend booking early if you want to get lodging nearby. The Town of Damascus also offers a large primitive camping area, called Tent City, which is about half a mile from the main festival footprint at the Town Park.

Can I ship my exhibitor setup to you?

If you will be shipping your festival supplies and booth/tent equipment beforehand, use the following address, and mark the outside of the packages with 'TRAIL DAYS' and 'COMPANY NAME' so we can easily identify them.

Ship to: Damascus Town Hall
 208 W. Laurel Ave.
 Damascus, VA 24236

(Please keep in mind that we can store these items for you in the Council room at Town Hall, but we cannot be held responsible for them. We can NOT accept and store pallets of goods.)

When you get to Town, you can bring your vehicle to Town Hall to pick up your packages on Wednesday or Thursday and take them over to the Park for setup.

If you need to ship your supplies from the festival to another location after the event, you will need to plan a time to meet Julie or myself back at Town Hall to drop them off on Sunday, and have them packaged back up with preprinted labels.

What is the Manufacturer Rep Area at Tent City?

The Manufacturer Representatives Area by Tent City is open from Thursday to Saturday to assist hikers with equipment repairs, gear advice, and specialized services. These reps generously donate their time and skills to provide FREE gear repairs, expert fitting, and other services to the AT community. This area operates

independently from the main exhibitor area at the Damascus Town Park and does not have any openings for new spaces.

How do I donate to the Hiker Talent Show or the live auction for The Place Hostel?

If you are donating items for Trail Days/Town of Damascus prizes (hiker talent show winners, contest winners, etc), please drop those off at the Town Info Tent by Thursday at 1pm. The Trail Days Committee organizes the Hiker Talent Show, which is always on Saturday at 4pm at the Gazebo in the Town Park.

If you are donating items for the auction for The Place, please drop those off at the Auction tent by Thursday at 1pm as well (it will be beside the Town tent, but is not the Town tent, these booths are for different organizations and purposes). If nobody is at the Auction tent when you go to drop off your donations for them, please ask at the Town Info tent to label it "Auction" and hold it for them, which we will gladly do. The Trail Days Live Auction is always on Saturday at 3pm at the Gazebo in the Town Park. All proceeds benefit The Place Hostel, the oldest hostel on the Appalachian Trail, operated by the Damascus United Methodist Church. Contact TK Waters at tkpratt47@gmail.com for more information and/or to make donations.

Please use your own discretion and feel free to decline any other solicitation for donations during Trail Days. In the past few years, we've noticed an uptick in our sponsors and vendors repeatedly being asked for free items by organizations during the event when we are all busy, so in order to avoid that, we ask that all donations be brought by you/your booth staff over and dropped off at the appropriate location instead.

What if it rains?

Appalachian Trail Days continues, rain or shine! Be prepared to keep yourself and your display dry. Pop-up showers are not uncommon in Damascus in mid-May but they usually don't last long.

Photography/Multimedia Disclaimer

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