



Merrimack Fall Festival Business Expo 2008

September 27, 2008 – 10am to 4pm
“Support the Home Team”

The Merrimack Town Council has once again approved a Fall Festival/ Business Expo. Planning is currently underway. The event will take place on September 27, 2008 from 10:00 a.m. to 4:00 p.m. Anyone interested in participating in the event should call Betty Spence at 424-2661 or Dave McCray at 424-2282 or, fax their commitment form to 424-0516 Attn:-Maureen Atwood. The deadline for submitting commitment letters is June 30, 2008. We will not accept any commitment letters after that so that there will be sufficient time for the coordinators to plan the event.

Since we have several months to plan, we hope to do a lot of marketing leading up Business Appreciation Week: September 21st through September 28th. We will be having a weekly cable show to showcase Merrimack Businesses, as well as a page on the town web site with links to websites of Merrimack Businesses that are participating in Business Appreciation Week. We also expect that Merrimack Businesses will heavily promote the event with signage and literature at their places of business

The theme for this year’s festival is “Team Spirit”. The Expo has been moved to late September instead of late October, in hopes that our odds of getting warmer weather will be better. Although some space will be available inside, this event is geared toward being an outside event, with 90% of the activities and entertainment being outside. We are encouraging participants to set up outside and we are asking you to provide a tent or canopy for your area. The town will have some tents and canopies available, but only a limited number. In the event of heavy rain, we have made arrangements to move everyone inside but, the hope is that everyone will be enjoying a beautiful New England Fall afternoon

Event Coordinators are committed to working tirelessly to have a great event, but we need participants to work just as hard, have great presentations, and to help publicize the event. This has enormous potential and we ask that if you sign up, you do more than just show up. We would like to see as many business demonstrations and fun exhibits as possible. By providing a demonstration or fun exhibit, you will have everyone wanting to stop by your display. You have several months to plan, so “Be Innovative”. Please do everything possible to make the Merrimack Fall Festival/ Business Expo a great one for everyone.

- 1- **Eligibility**--- Merrimack business or out of town business owned by Merrimack citizens, as well as, town departments, Merrimack Civic Organizations, regional agencies and teams that serve Merrimack.
- 2- **Cost to participate in Fair** – Free
- 3- **Commitment** – A signed letter of intention to participate in the fair with a commitment to provide own tables and fixtures and to make an effort to decorate with a fall or “Team Spirit” theme and to be completely set up by 9:30 a.m. with full staffing from 10:00 a.m. to 4:00 p.m.. The letter of intent must be signed before space is reserved.
- 4- **Space/Venues** – 10’x10’ spaces at Abby Griffin Park/Church Parking Lot, American Legion outside area, Town Hall Grounds (some tents may be available but it is suggested that participants bring their own tents/canopies) and 10x10 spaces in James Masticola All Purpose Room with the gym and John O’leary Adult Community Center as back-up available to house the outside vendors in the case of torrential down pours. **This is a rain or shine event.** Exhibitors must list their preference for an inside or outside space. Specific location assignments will be made by the coordinators. Larger spaces can be made available if it is needed. Electricity and other special needs must be noted on letters of intent. Businesses get priorities over Non Profits for inside space. Locations will be assigned with a balance between order of commitment letters received and diversity for making the festival a success. The event coordinators are committed to working with all participants, but reserve the right to do whatever is needed to make the festival successful.
- 5- **Goods to be sold**— New items and food normally served by the business at their location. Non-profits may sell goods for fundraising if they are not competing with a business for sales of the same or similar items. Non-pProfits must get permission from coordinators before selling items. No used items. This is not a flea market.
- 6- **Time** –Set-up begins at 6:30 a.m., set up complete by 9:30 a.m. . The event begins at 10:00 a.m. and lasts until 4:00 p.m. In some cases, set up can be done the night before. Contact event coordinators to make arrangements.
- 7- **Admission** – Free
- 8- **Parking** – at school lots on O’Gara Drive, James Masticola and the American Legion. Shuttle Buses will be running all day to transport attendees.
- 9- **Entertainment- Stage 1**-Abbie Griffin –Non Stop Country, Blue Grass and folk music. Act coordination by Curley Jones of Merrimack Blue Grass Club
Stage 2 –Masticola All Purpose Room -Merrimack Idol Karaoke Contest
- 10- **Activities**- Raffles, sports clinics by professional teams and colleges, classic car show, NFL sponsored Pass, Punt and Kick Contest, softball games, Home Run Derby, free throw shooting contest, three legged races, sack races, 50-yard dashes, tug of wars, professional team mascots, scavenger hunt, and football pep rally, Parade of Champions of past and present Merrimack High state champions.