33rd ANNUAL PEOPLE'S CHOICE FESTIVAL
of PENNSYLVANIA ARTS & CRAFTS
JULY 8-11, 2027

(10am - 7pm THURSDAY - SATURDAY; 11am - 4pm SUNDAY)
On the grounds of the Pennsylvania Military Museum, 51 Boal Ave, Boalsburg, PA, 16827

Winery Application Deadline: February 28, 2027 — Notification: by March 31, 2027

Processing Fee **(Required)**	$35	Issued as check separate from booth fee
10' frontage / midway	$650	
15' frontage / midway	$825	
20' frontage / midway	$925	
Late application fee	$35	Issued as check separate from booth fee

Vending is only permitted out of the frontage / midway portion of the booth (not from sides). All winery sales areas are 10' deep, with an additional 10' rear area buffer for product storage or one stock trailer. (See rules regarding vehicles and stock trailers.)

There will be a 16" buffer between winery booth spaces for weights and tie-downs. If you might be unable to set up your booth with a minimal buffer (e.g. positioning a trailer into place when tents are set up on either side), then you should reserve the next size larger space and also plan to arrive for setup early.

Only wineries, cideries, meaderies, and spirits producers with production and headquarters physically located in Pennsylvania are eligible to participate.

Application form: Complete the application, providing all required information, and email it to peopleschoicefestival@gmail.com before February 28th, or mail it postmarked by February 28th.

Rules & Regulations: Review the accompanying Rules & Regulations. Some things have changed from previous years.

PLCB Permit: The People's Choice Festival must have a copy of your PLCB vendor permit on file. Please email to peopleschoicefestival@gmail.com by June 1st. If a PLCB vendor permit is not on file, you will not be permitted to set up.

Liability Insurance: The People's Choice Festival must collect a Certificate of Liability for each vendor in the amount of $1,000,000. The Certificate Holder or Additional Insured section must list the following: The People's Choice Festival, P.O. Box 407, Pine Grove Mills, PA 16868. All Vendor Certificates of Insurance must be received at the People's Choice Festival by June 1st. Please email to peopleschoicefestival@gmail.com. If a Certificate of Liability is not on file, you will not be permitted to set up.

Acceptance: We will notify you by MARCH 31st of your acceptance status. An application can be withdrawn until March 15th by notifying us in writing for a refund (minus processing fee). We will not issue refunds for any reason after acceptance notices are sent out.

Mailing Deadline: Mail application and checks (payable to "People's Choice Festival") by February 28th to:

PEOPLE'S CHOICE FESTIVAL
P.O. Box 407
Pine Grove Mills, PA 16868

WINERY VENDOR RULES & REGULATIONS

1. **Eligibility:** The business must be owned by a Pennsylvania resident and physically located in the state of Pennsylvania. The products offered for sale must be grown, produced, or manufactured in the state of Pennsylvania.
2. **Acceptance:** Acceptance is for the current year's Festival only and is not automatically renewable for any future year's Festival. Acceptance of a vendor to the festival is non-transferable.
3. **Set-Up**: Set-up is Wednesday, July 7, 2027 between 9:00am and 6:00 pm. Check in with festival staff at the main entrance of the Pennsylvania Military Museum grounds, and present a valid driver's license for proof of residency. Then wait for an escort to your booth location (even if you know where it is). Specific booth locations are not guaranteed and may change from year-to-year.
4. **Signs:** All signage must be within the footprint of your paid booth area. The festival does not permit freestanding, staked or sandwich board signage on the festival grounds. Nothing can be placed in or obstruct the midway.
5. **Sales Area:** The sales area is the footprint of your booth. All winery sales areas are 10' deep.
6. **Tents:** Vendor tents should be square profile, professional grade, clean, and well-secured to the ground. Winery tents can have branding and identity colors associated with the vendor's business; otherwise, tents must be white.
7. **Stock Trailers:** If it fits within the 20' depth, one stock trailer can be parked behind the sales tent.
8. **Backdrops:** All tents must have a backdrop; there must be visual obstruction (e.g. tent panel, large canvas sign) between the midway and the area behind the booth. Branded (with the company logo or identity colors) stock vehicles or trailers are acceptable backdrops for wineries. Non-branded vehicles (e.g. a rental truck or plain white van) are not.
9. **Drive-on/off:** No vehicles may operate on the festival grounds, including in the areas behind tents, from 30 minutes before the festival opens until the festival closes each day. This means that stock trailers must be parked before the festival opens and remain stationary all day until the festival closes. Vehicles parked in one of the general parking lots may come and go. You are encouraged to have your booth ready 30 minutes before the listed festival start time.
10. **Staffing:** Vendor booths must remain open and staffed all four days of the festival regardless of inventory status. Your booth must be open for the full open hours of the show each day. Exceptions will be made in the case of genuine emergencies (where life or property are at risk).
11. **Sales:** Vendors may only sell the specific category of product listed in their application (e.g. "wine") and closely related items. Samples (2 oz.) are permitted. "Wine by the glass" or open-beverage sales are not permitted.
12. **Code**: Vendors must comply with all local, state and Pennsylvania Liquor Control Board Rules and Regulations. Vendors may not share their space with any other businesses or parties not listed on the application.
13. **Electricity**: Winery vendors may operate one small, whisper-quiet generator, placed immediately behind the stock area of their booth. If the generator creates a sound or odor nuisance, or is deemed to be a safety hazard, then it will not be permitted to operate. This will be at the sole and complete discretion of the PCF directors.
14. **Ice:** Ice is available for purchase from Rick Snyder (Food Court Director, 814-280-2793), and should be arranged with him individually and separately. Ice delivery is not available.
15. **Trash:** Vendors are responsible for properly disposing of their own trash. Please break down cardboard boxes and place them in the recyclables container provided. Vendors must take away pallets and other bulky or high volume items. Other trash should be bagged and placed in the provided dumpster behind the food court. Please pick up and dispose of all trash in the area of your booth, no matter how small; we aim to leave the Museum grounds cleaner than we found them.

RETURN POSTMARKED BY FEBRUARY 28th DO NOT LEAVE BLANKS! (Please print clearly)

BUSINESS NAME _____

OWNER NAME_____

MAILING ADDRESS _____

PHYSICAL ADDRESS _____

HOME PHONE ( ) _____ CELL ( ) _____

E-MAIL _____

WEB SITE _____

PA SALES TAX # _____ COUNTY: _____
(NOT FEDERAL EIN or TIN)

Primary category of product (check **one**): __ Wine __ Cider __ Mead __ Spirits

PLEASE CHECK APPROPRIATE BOOTH SIZE:

□ Processing Fee – Separate Check	$	**35**
□ 10’ frontage sales area	$	**650**
□ 15’ frontage sales area	$	**825**
□ 20’ frontage sales area	$	**925**
□ Late Fee if mailed after February 28th	$	**35**

COMMITTEE USE
ck# _____
ck# _____
ck# _____
ck# _____
ck# _____

We must have copies of the following before setup day, or setup won’t be allowed. Please include them with your application materials or email them when they become available.

□ Certificate of Liability Insurance
□ Pennsylvania Liquor Control Board Permit

I agree that the People's Choice Festival and the Pennsylvania Military Museum are NOT RESPONSIBLE for theft, bodily injury, or damage to property and are absolved and released from any legal proceedings for whatsoever reason.

I have read and agree to comply with the attached Rules and Regulations. I also certify that I am a Pennsylvania resident.

Name / Title _____

(Must be a business owner who will be present at setup day.)

Signature _____

Date _____

Questions or concerns may be directed to: peopleschoicefestival@gmail.com.

Website: www.peopleschoicefestival.com