

Atlanta New Earth Festival
Atlanta, Indiana
September 27 & 28, 2025

Mission Statement

Founded in 1974, The Atlanta New Earth Festival is dedicated to promoting quality arts and crafts of all mediums, in addition to first class entertainment in a fun, family-oriented environment.

GENERAL FESTIVAL RULES

1. Show dates and times for the 2025 festival are Saturday, September 27 from 9:00am to 6:00pm and Sunday, September 28 from 9:00am to 5:00pm. **All booths must be open for business during these hours.** **Food vendors may open for business on Friday at their own discretion.**
2. Vendors must comply with all local, state, and federal safety requirements and regulations.
3. Each vendor space is subject to inspection for compliance with safety requirements and festival rules at any times.
4. Violation of the vendor requirements listed herein may be a violation of town ordinance, and is grounds for immediate expulsion, forfeiture of all fees submitted, and exclusion from subsequent shows.
5. **Trash Disposal: Please read carefully. During Friday set up vendors are to use the dumpster that will be provided behind the Town Hall (just north of Main Street, by the railroad tracks). Saturday and Sunday evenings, vendors are to break down boxes, bag trash and put it with the public trash containers placed throughout town. Moving of town trash containers is forbidden.**
6. Vendor vehicles must be off city streets from 7:30am till end of show. Fee based parking is available in private parking areas throughout town. **No assigned vendor parking (nor free parking) is reserved for vendors.** Parking is not allowed in alleys, or in booth display areas. Violators of parking rules and regulations are subject to fine and towing.
7. Driving tent stakes or other devices into any paved surface is strictly forbidden.
8. All cords, hoses, and other items crossing pedestrian pathways must be protected in a manner that prevents a tripping hazard. All vendor trailer hitches must fit within the assigned booth space.
9. Professional, courteous conduct is required by all vendors (and helpers) at all times.
10. Vendors may request the same booth space occupied last year or request a change. Such request should be noted on the application form. Requests are subject to review and final assignment by our committee. Return booth spaces are not guaranteed.
11. You should receive your Vendor Booth Identification Tags no later than July 15, 2025. These tags must always be clearly displayed in your booth. If you have not received your vendor tag by this date, please contact the Town Clerk at 765-292-2626.
12. Sub-letting of spaces is strictly forbidden.

13. The Town of Atlanta controls the rental of vendor spaces in four areas – Main Street, Broadway Street, and Dolles Park. Please review the “Specific Area Rules” for detailed information concerning each area, including specific requirements, set-up times and rental fees.
14. All non-food vendor spaces rented by the Town are 12 ft. wide by 10 ft. deep. Food vendor spaces are 24 feet wide by 10 feet deep.
15. Set up for craft vendors will be Friday, September 26th. Food vendors with trailers are required to set up on *Thursday, September 25th*, *food vendors with tents may set up Thursday or Friday, September 26th*. **NO vendor will be permitted to set up prior to the designated times.** Please do not arrive early.

Set up times are detailed in the “Specific Area Rules” portion of this application. To keep an orderly flow of traffic, these times are strictly enforced.

In the event of an emergency, you may set up *after* the last set up time for each area. You may not set up during alternate set up times. **If you anticipate that you will be arriving late, *due to an emergency*, please notify the clerk’s office that you still plan to attend.**

All booths must be set up and ready prior to 8:00am on Saturday, September 27th. Vendors arriving after this time will not be permitted to set up and submitted fees will be forfeited.

16. **Generators are not permitted in or around booth spaces.**
17. Live animals in booth spaces are strictly forbidden.
18. Over night camping is strictly forbidden in booth spaces.
19. No vendor will be permitted to rent more than 4 booth spaces, subject to availability.

SPECIFIC AREA INFORMATION

MAIN STREET DISPLAY AREA

The Main Street portion of the Atlanta New Earth Festival is reserved for vendors who offer quality *fine art* or other *handcrafted* work, as well as a limited number of food concessions. Craft vendors who do not provide these types of items (as determined by our committee) will be assigned to display in areas other than Main Street. No kits, mass produced, or manufactured items will be permitted on Main Street. Any non-hand-crafted items may be used for display purposes only and may not be sold.

Each Main Street booth will be checked by members of the Festival Committee during the show, to verify compliance with Main Street rules.

Main Street CRAFT VENDOR SPACE (SET UP TIMES)

Each Main Street craft space is 10' X 12'. **These spaces do not include electricity or water service.** All equipment and supplies must fit within your assigned space.

- **EVEN numbered booths (South side) shall set up from 12:00 noon to 4:00 PM.**
- **ODD numbered booths (North side) shall set up from 4:00 PM to 8:00 PM.**

Main Street FOOD VENDOR SPACE (SET UP TIMES – WATER IS PROVIDED)

Each food vendor space is 24 ft. long by 10 ft. deep. All equipment and supplies must fit within your assigned space, including trailer tongue. Main Street food vendors with trailers are required to set up on *Thursday, September 25th, between 8:00 AM and 6:00 PM.* Food vendors with tents may set up on *Thursday, September 25th, between 8:00 AM and 6:00 PM or Friday, September 26th, between 8:00 AM and 11:00 AM.* Vendors arriving after this time will not be permitted to set up and submitted fees will be forfeited. Signage or other materials may not extend past the booth area.

PEASE READ CAREFULLY

Food booths include water and electrical service (**220 volt/50amp**) which is included in the base fee. Vendors should bring **175 ft.** of heavy-duty extension cords, along with the approved electrical connector. Each vendor will have access to **one 220 volts** and **one 110-volt** outlet. **Extension cords for 110 volts shall be 10 AWG. Cords for 220 volts shall be 6 AWG.** Direct wiring or tampering with electrical service panels is strictly forbidden and is grounds for immediate expulsion from the show. Electric cords **MUST NOT** be placed in a fashion which will cause a trip hazard to pedestrians.

Inspection of your electrical connections will be required before power is turned on.
Vendors who do not have proper electrical cord will not have their power turned on.

WATER SERVICE Water service is provided to all food vendors. This is included in the base fee. Each vendor should bring at least **175ft** of hose.

The dumping of cooking oil or grease into our sewers is strictly forbidden. Violators will be reported to the Indiana Department of Environmental Management, and permanently removed from the Atlanta New Earth Festival. A grease trap is provided behind the Town Hall.

Gray water must be contained and disposed of in a proper fashion. Gray water is **NOT to be dumped in the street or down storm sewers. Violators will be reported to the Indiana Department of Environmental Management, and permanently removed from the Atlanta New Earth Festival.**

PROVIDING ELECTRICITY TO OTHER VENDORS IS STRICTLY PROHIBITED

FOOD HANDLERS PERMITS:

All Food Vendors must have a food handler's permit from the Hamilton County Health Department. Vendors who do not have this permit will not be allowed to set up or sell. Hamilton County requires you to have the permit at least **two weeks** prior to the event. The Health Department will not issue permits during an event. For more information, please contact:

Hamilton County Health Department
317-776-8500
<http://www.hamiltoncounty.in.gov>

BROADWAY STREET AND DOLLES PARK DISPLAY AREA

Each Broadway and Dolles Park vendor space is 10' X 12'. **These spaces do not include electricity or water service.** All equipment and supplies must fit within your assigned space.

Broadway Street:

- **EVEN numbered booths (West side) will set up from 8:00AM to 1:00PM**
- **ODD numbered booths (East side) will set up from 1:00PM to 5:00 PM.**

Dolles Park:

- **Numbered booth 001-022 (North Side) will set up from 1:00pm to 5:00pm**
- **Numbered booth 023-031 (South side) will set up from 9:00am to 1:00pm**

• ***Please make sure to READ and RETAIN this sheet for future reference.*** •

Additional festival information may be obtained by visiting the Town of Atlanta website at <http://www.atlantaindiana.com>, by calling the Town Clerk at (765) 292-2626 weekdays between the hours of 8AM and 2PM or emailing jfarley@atlanta.in.gov