



2019 Artisan Information

Festival Overview

Kentucky's Edge is a two-day bourbon conference and festival in Northern Kentucky. To be successful, we need high quality artisans. Hopefully, that's YOU!

We're sure you have a lot of questions, so please take a few minutes to read this document before sending questions or registering for consideration online.

Festival Location, Dates and Times

Northern Kentucky

Mainstrasse, Covington

- Friday, October 4 – The Artisan Market opens at noon and other activities and events open throughout the day.
- Saturday, October 5 – The Artisan Market, Free Music Fest as well as the Block Party start at noon.

Festival Attendance

We anticipate 20,000+ people per day in the four "activation" areas: The Free Music Fest along the river just east of Clay Wade Bailey Bridge, the Block Party at Roebling Point, the KY Artisan Market at Mainstrasse, and the Entertainment District on Seventh between Madison and Washington.

Selection Process

- Friday, June 7 – Online submissions close.
- Artisan notification begins the following week.
 - All artisans will be notified of their status by Friday, June 21.

Your submission does NOT guarantee an invitation. After you receive your invitation, you have three (3) business days to accept. If you do not respond, you will forfeit your invitation.

Paperwork

Once you've accepted your invitation, you must complete your paperwork as well as pay your e-invoice in five (5) days:

- Signed contract.
- Payment in full.
- Extra requests (e.g., power, water, etc.) and payment for these requests.
- Certificate of Insurance

You will also have to provide a certificate of insurance by Friday, July 26.

Certificate of Insurance

Each artisan will be required to carry Commercial Liability Insurance provided by a Primary Commercial Liability or in combination with a Commercial Umbrella Liability policy in the minimum amount of \$1,000,000 for Bodily Injury or Property Damage Liability Combined. The following must be named additionally insureds (excluding Workers’ Compensation): City of Covington, NKY Chamber, NKY Event Fund, and ESK Presents LLC. All insurance policies must include a “Waiver of Subrogation” endorsement in favor of all additional insured listed above. A copy of this policy must be submitted by Friday, July 26.

Artisan Options & Fees

Non-Food

Size + Number of Workers	KY Artisan Market
10’x10’ space + up to 2 worker badges	\$500
10’x20’ space + up to 4 worker badges	\$750
20’x20’ Space + up to 4 worker badges	\$1,000

Fees Include

- Festival booth (no side walls), counter/table, two (2) chairs, lighting, one (1) 110V 20-amp circuit and garbage receptacle. You can upgrade to a tent and/or your electric for an additional charge.
- Parking is not included; however, there is a load-in area that can be used to bring in product throughout the day.

Load-in and Load-out

- Wednesday, September 30 – Assigned booth and load-in time.
- Thursday, October 3 – Load-in (per assigned time).
- Saturday, October 5 – Load-out begins at end of event.

Product Guidelines

- Artisans can only sell what has been approved by the festival and can’t give away food and beverages. If there is an item that we cannot permit, we will notify you before you sign the contract and pay your fees.
- Artisans may not sell any item with the Kentucky’s Edge logo. Additionally, artisans may not sell any item with the name or image of any act performing at the festival. Drug paraphernalia, weapons or studded jewelry of any kind is also prohibited.

Rules & Regulations

- Kentucky's Edge is a rain or shine event and fees are not refundable.
- Booth space may not be subleased or combined with a business other than the company doing-business-as (DBA) named on the application and contract. This includes other operating business owned under the same corporation operating under a different DBA.
- No soliciting of festival patrons by use of bull horns, oral solicitation, customer incentives or perceived added value in exchange for business. This behavior is grounds for immediate dismissal and you will not receive a refund.
- No motorized vehicles are permitted during event hours. We recommend using dollies, carts, etc. If pre-arranged, artisans may be able to leverage festival golf carts.
- Overnight security is provided, but Kentucky's Edge is not liable for theft or damage to equipment and/or inventory when artisan booths are not attended by artisan staff.
- Staff credentials are non-transferable and are to be used by working staff only.
- Distribution of stickers is prohibited.