

June 7-9, 2024



**BANTAM
JEEP**



VENDOR INFORMATION

www.BantamJeepFestival.com

Coopers Lake Campground 205 Currie Road, Slippery Rock, PA 16057



Coopers Lake Campground is the location for Festival activities including the vendor area, on-site trails, an obstacle course, our Jeep history exhibit and more.

Downtown Butler - Jeep Invasion

Butler, PA 16001



The Jeep Invasion will take place on Main Street in downtown Butler on Friday evening. This is the only activity that takes place in downtown Butler.

Bantam Quarry at Kildoo

989 Kildoo Road, Portersville, PA 16051



The Friends of the Bantam Jeep Assn. purchased property in June 2020. Only the Quarry at Kildoo Trail sessions, Bantam Bootcamp & Babes of Bantam Trail ride take place at the property.

Event Details

Location

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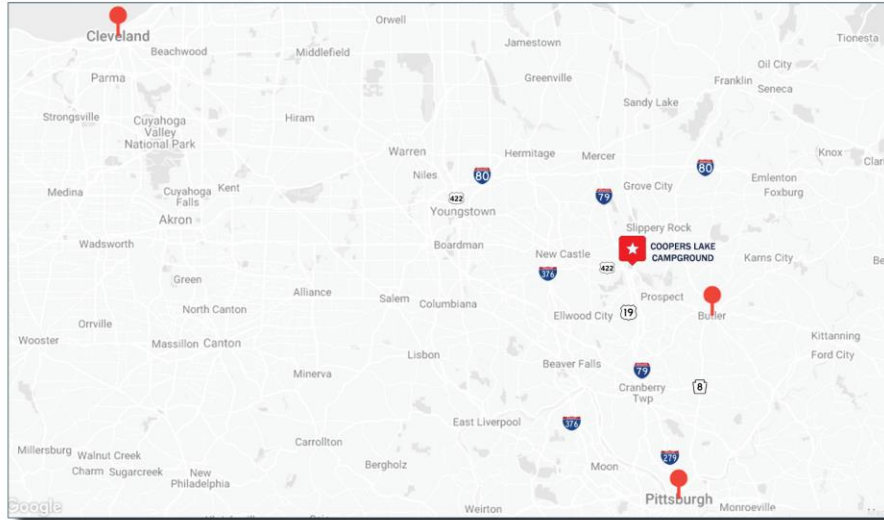
Promotional Opps

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Event Location

Butler is located about one hour north of Pittsburgh, PA. It is easily accessed from the Pennsylvania Turnpike, Interstate 79, Interstate 80 and Route 8. Coopers Lake Campground is located along Interstate 79. The Festival is approx. 2.5 hours east of Cleveland and approx. 4 hours west of Harrisburg.



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Bantam By The Numbers

2,530



registered Jeeps at Bantam 2023, with thousands more in the parking lot

29,000+



overall attendance at Coopers Lake Campground at Bantam 2023

27



states represented at Bantam in June 2023, plus Canada

15,000+



attendance at the Jeep Invasion at Bantam 2023

top 10 represented states

Pennsylvania	Virginia	Michigan
Ohio	West Virginia	Indiana
New York	Maryland	North Carolina
	New Jersey	

37K+



8.5K+



130K+



e-blast subscribers

top represented models



JL/JT • 44%



JK • 37%



TJ • 15%



CJ • 6%
various models



Cherokee/Grand
Cherokee • 5%
various models



YJ • 4%

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Why Get Involved?

Generate Revenue & Sell Product

Our 2023 Participant Survey received numerous comments that they wish our vendors brought more merchandise to sell versus display.

New Customers

After more than ten years, 27% of our participants are first-time attendees—this number has been consistent which means you're seeing new Jeepers each time you come to Bantam!



“ It is a great event for interacting with a lot of great people. There will be secondary sales created because of those interactions and the people that run Bantam are as top notch as they come!



“ Everyone was so helpful & the event was so well organized. Made our 1st year one to remember!

“ Bantam is one of the favorites from almost 50 shows per year we attend.

- Past Vendor Representatives

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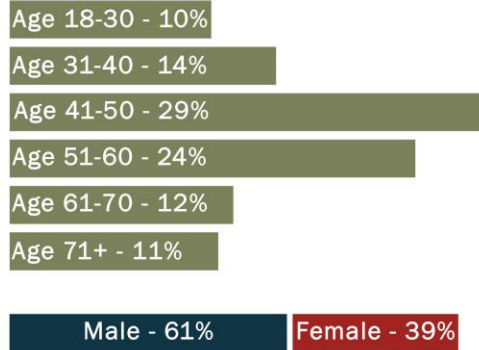


Past Participant Survey Results

Below is the most popular comment from attendees about the vendor area from our 2023 participant survey.

“ Great vendors and great atmosphere. Just wish more Jeep and off-road vendors actually have some products for sale. ”

Participant Survey Demographics



How many Jeeps do you currently own?



55% spent 2-3 hours visiting vendors (according to participants who responded to the survey)

29% spent 4 hours or more visiting vendors (according to participants who responded to the survey)

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How Your Company Can Participate

BE A SPONSOR

You'll receive priority location for your booth plus other valuable marketing benefits to help showcase your company to Jeep enthusiasts! Benefits include priority booth space, logo on website and volunteer t-shirts, promotion in eblasts and social media, signage at event, participant registration data at select sponsorship levels, and more. Sponsorships range from \$2,000 - \$10,000. Don't miss the great benefits that sponsors receive—email info@bantam.org for more details.



ADD THE PREMIER VENDOR OPTION TO YOUR VENDOR REGISTRATION

Sign up as a merchandise vendor, then add the premier vendor option for additional benefits. For an extra \$500, you will receive priority booth location and some marketing benefits, including your logo instead of simply a link on the Vendor web page, Facebook mentions, rotating live announcements during the Festival and your logo linked to your website in one e-blast to Festival subscribers.

REGISTER AS A MERCHANDISE OR SWAP MEET VENDOR

Purchase booth space available in sizes 10x10 to 80x40. More details to come in the following pages.



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Show Information

All vendors must have their booths open all three Festival days (June 7-9, 2024) and hours (Friday 9-4, Saturday 9-6 and Sunday 9-3). Closing of your booth early is prohibited.

Deadline to register is May 24, 2024.

Booth locations are determined annually. While we do our best to provide returning vendors with same or similar locations, it is not guaranteed. Booth assignments will be determined based on sponsors, premier vendors, registration date, booth size and electrical requirements.

All merchandise vendors promoting/selling non-automotive/outdoor-related items will be located together in an area called The Marketplace.

Please note: Retail vendors are not permitted to share booth space – only one company per space. Multiple retail brands that are owned by the same parent company may share space (no more than three brands). The second and third brands will be charged \$100 each which will provide a listing on the Vendor page of the website, inclusion in an eblast promoting registered vendors, and a mention for each brand on our Facebook page. Contact us at info@bantam.org if you wish to do this.

Retailers who wish to share a booth with one of their partner manufacturers may do so at no additional charge. Only the retail company name will be promoted on the Festival's website and in promotional efforts. Only one retailer and one manufacturer may share the booth.

If you would like to have your company's booth located next to another retailer's booth, you may make that request in the comments section in vendor registration and we will do our best to accommodate your request.

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Booth Sizes & Costs

MERCHANDISE VENDOR BOOTHS

10' wide x 10' deep = \$200	40' wide x 20' deep = \$650	80' wide x 40' deep = \$1,000
20' wide x 10' deep = \$300	40' wide x 40' deep = \$800	100' wide x 40' deep = \$1,200
20' wide x 20' deep = \$450	60' wide x 40' deep = \$900	

- *Please choose the 100' x 40' size if you are bringing a tractor trailer and your tailgate needs to be down.*
- *Tents must fit inside the booth size you select in your registration (not including anchor ropes).*
- *If you plan to park a vehicle in your booth space, it must fit in the booth dimensions you have reserved.*
- *110v electric is available for \$100 (some electric will be provided via generator)*

SWAP MEET VENDOR BOOTHS

10' wide x 10' deep = \$75
10' wide x 20' deep = \$100
20' wide x 40' deep = \$150

- *The swap meet/flea market area is for individuals selling used parts only.*
- *Electric is not available*
- *Limited spacing is available*

NON-PROFIT BOOTHS

Nonprofit organizations who are selling items may reserve a 10' x 10' space for \$125 or provide volunteers for the event (two volunteers, two four-hour shifts each) and get a free booth. Email info@bantam.org to register your non-profit group through providing volunteers. Proof of non-profit status is required upon registration.

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Additional Opportunities

- **Bantam Bingo:** We will be offering Bantam Bingo to generate traffic to your booth. The first 30 vendors who select this item when they register for their booth space will be given a spot on our Bantam Bingo Card. Every registered attendee and general admission guest will receive a card that they can take to participating vendor booths. Vendors will be given a stamp to validate their square on the card. Once the card holder has filled the card, they can turn it in to win cash prizes. Vendor cost to participate is \$30.
- **Vendor Map:** A basic vendor map will be distributed to spectators as they enter the Festival gate so they can easily find your location. Vendors will also receive a copy at check in. The map can be photographed and uploaded to your social media so you can let your customers know where to find you.
- **Jeep Invasion Vendor Area:** Merchandise vendors will have a special parking area at the Jeep Invasion. Each vendor may purchase one spot in the preferred vendor area for \$40 while spaces last. A special entry decal for this area will be provided at vendor check in. If you would like to purchase additional Invasion parking places, please email INFO@Bantam.org.

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Vendor Guidelines and Rules

- Set-up is Thurs., June 6 from 9 a.m. – 5 p.m. or Fri., June 7 between 8 - 9 a.m.
- Vehicles may not move inside the vendor area during Festival hours. If you arrive after the Festival opens at 9 a.m., you will not be permitted to park in your booth. You must park in the vendor parking area.
- Parking for vendors is located near the Vendor area. Vendors will be given a limited number of mirror tags for all vehicles that need to be parked in the booth space or vendor parking area. Tags will have license plates written on them and are not transferable. If you plan to park a vehicle in your booth space, it must fit in the booth dimensions you have reserved. Otherwise it needs to be parked in the vendor parking area during Festival hours.
- All vendor booths must be properly anchored in case of high winds or storms.
- Electric - An extra fee will be charged for those who need electric. There is minimal permanent electric service at Cooper's Lake and the bulk of electric is provided by whisper quiet generators. Electric is provided ONLY to run lights, computers, music, etc. and may ONLY be used during Festival hours (food vendors are the only exception). It is not available for after-hours personal use such as air conditioners, etc. Those who need that type of service must bring their own generators. Whisper-quiet generators are required. Anyone in violation of these rules will be required to disconnect and find their own power source and fuel.
- Vendors are not permitted to bring their own side by sides, quads, golf carts, etc. without prior approval.

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- Retailers who wish to share a booth with one of their partner manufacturers may do so at no additional charge. Only the retail company name will be promoted on the Festival's website and in promotional efforts. Only one retailer and one manufacturer may share the booth.
- Each merchandise vendor will be given up to 8 wristbands for employees. Each swap meet vendor will be given 2 wristbands for employees. Additional wristbands must be purchased at \$10/day.
- Aggressive marketing tactics are not permitted. All staff must remain in your booth space.
- All amplified sound from a booth must be at a reasonable volume so as not to impede personal discussions at neighboring booths.
- If you choose to stay overnight in your booth, you must request permission in advance. Access to restrooms/showers is not available unless you pay the daily camping fee to Coopers Lake Campground.

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Vendor Guidelines and Rules

- If your booth set up requires shipment of a pallet or large containers that must be unloaded with a forklift, Coopers Lake Campground charges \$50 each time they move your item. Arrangements for large shipments must be made in advance and cannot arrive prior to the Monday before the Festival. They must be picked up the Monday after the Festival. You must notify the Festival if you are shipping items and provide tracking numbers for each package
- Food & Beverages (including bottled water) are not permitted to be sold by merchandise or swap meet vendors' booths. These items are only permitted to be sold by our approved food vendors.
- Cancellation Policy: Vendors who cancel before May 15th will receive 90% refund, or 100% of their vendor fee can be credited for following year's June Festival only. Cancellations after May 15th will forfeit any refund or rollover.

Failure to abide by all rules will result in expulsion from the Festival with no refund.

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Vendor Registration/Booth Space Questions

- Info@Bantam.org
- 724-256-4050
- Registration is available starting mid-January on the Festival website— payment is made via credit card during registration. Check our website vendors page (www.BantamJeepFestival.com/get-involved) and homepage for the link to register.

Rental Companies

- Tents, tables and chairs can be rented from our preferred rental companies.
 - General Rental Company, Cranberry Township, Pa, 724-776-6990
 - KenMac Rentals, Butler, Pa., 724-282-2020

Where to Stay

- Visit our Where To Stay page on our website for links to local hotels and campground accommodations:
<http://www.bantamjeepfestival.com/info/where-to-stay>

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