

What is Town Day?

Winchester's 29th annual Town Day in 2010 will have many special events in addition to the traditional activities that have always made Town Day such a success. Several Winchester Center streets will be closed to traffic to accommodate the many displays and activities and the thousands of people who will attend and participate. The Town Day Committee is now accepting registration for booth permits.

Locations will be allocated on a first-reserved, first-placed basis.
We cannot guarantee space or reservations received after Friday, May 28th.
FOR INFORMATION, go to www.townday.org or call 781-729-8870

What should I know?

FOR 2010!: Download and print the Exhibitor Registration form at our website: www.townday.org. You can pay fees with a major credit card. You can promote your Town Day event in our new program guide, to be distributed before and during Town Day.

CHAMBER OF COMMERCE DISCOUNT: If you are a current, paid up member of the Winchester Chamber of Commerce, you may take a 10% discount off your booth fee. We do this to support the Chamber and its members.

LATE REGISTRATION PENALTY: Registrations received after **MAY 21st** will not be accepted without a \$75 late registration fee. **NO REFUNDS WILL BE MADE AFTER MAY 21st.**

RAIN DATE: Sunday, June 6th. If weather is questionable, call 781-729-8870 after 7:00 AM on Town Day. The decision of the Winchester Town Day Committee to hold or cancel Town Day is final. Refunds of fees will only be made if the event is canceled on both June 5th and 6th.

RESTRICTED SALES: Articles detrimental to public health or safety, or to the appearance of the Center, such as caps, "silly string" or toy firearms may not be sold or dispensed. Violators will have their Town Day permit revoked.

HOURS: Set-up 8:00 AM. Vehicles will not be allowed in the booth areas after 9:00 AM. Clean-up from 4:00 - 5:00 PM. Streets re-open at 5:00 PM. Evening hours (7:00 - 9:30PM) (Concert and fireworks) require an additional permit.

BOOTH SPACE: Approximately 10' X 10'. Utilities are not provided. Carts must operate within the assigned booth area or additional fees will be required. **10' x 10' canopies** are available for a rental charge of \$75.00 or **\$85.00 on Town Day** (including setup and removal). Availability of canopies without advance reservation is not guaranteed. **30' x 72' Tables** are available, by advance reservation, for \$15 each, delivered and picked up at your booth.

CONFIRMATION: Postcards confirming your registration will be sent out by the week before Town Day. You can also check the exhibitor listings at our web site, updated weekly, to see if your registration has been processed.

Fees and options

Booth Fees:

Winchester Residents:

Non-Food (Organizations, Merchants, Clubs, etc.)
\$40.00

*Novelty Retail & Food Vendors** **\$250.00**

Winchester residency is established by a listing in Book of Residents or business certificate on file with Town Clerk

Non-Winchester Residents:

Non-Food

\$100.00

*Novelty Retail & Food Vendors**

\$300.00

**(Food Vendors must obtain Winchester Board of Health permit and Fire Dept. permit if using propane)*

Canopies:

\$75.00 or 85.00

(on Town Day, if available)

Tables: **\$15.00**

Program Ads:

\$50/\$75/\$150
qtr/half/full page

Late Fee: **\$75.00**

*Applications received after
May 21, 2010*

**Complete the
2010 Town Day
Application and return it
TODAY!
Avoid the \$75 late fee!**

Winchester Town Day...

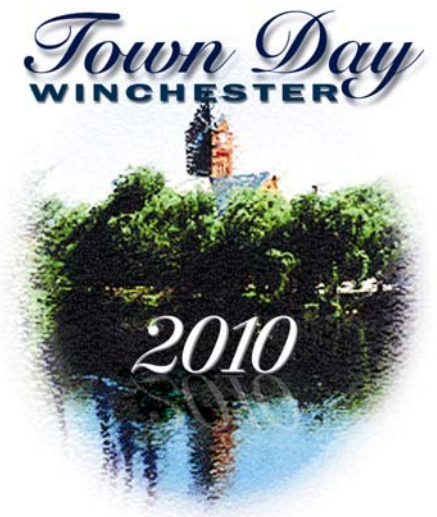
...had it's beginning in the mid 1970's when a group of residents of the town decided that a late spring community party would be a great way to start off the summer. Although the original Town Day was held in 1974-1976, it was revived in 1982 by the Winchester Jaycee chapter. It is now overseen by the Winchester Town Day Committee, a group of volunteers who come together each year with sole purpose of holding a celebration of the Winchester community. Funding to run the event comes from sale of T-Shirts, Booth Fees and sponsor donations. The thousands of individuals and families who attend can enjoy a day of browsing exhibits, playing games, competing in athletics, eating(!), listening to different types of music, attending the health fair, and watching the grand finale fireworks. The Winchester Chamber of Commerce provides valuable assistance to the Committee by answering inquiries and mailing information. Now in its 29th year, Town Day continues to grow in popularity as a great way to kick off the summer in a New England town!



Winchester Town Day Committee
P.O. Box 933
Winchester, MA 01890

2010 Winchester Town Day Exhibitor Permit Appplicaton

June 5, 2010



**Registration deadline:
Friday, May 28th**

www.townday.org