

THE 53RD

ROCHE DE BOEUF FESTIVAL

Roche De Boeuf Festival Vendor,

Thank you for your participation in the 53rd Annual Roche De Boeuf Festival! We are so excited to welcome both our new vendors and those of you returning!

Please carefully review all the instructions below since everyone's compliance will ensure a smooth and safe day for all.

To be admitted to the festival area, you **MUST** bring your vendor map also attached to this email and **know your route color**. The map can be printed out, or you can show it on your phone. Please have it readily available to show the barricade attendant at your designated entrance so traffic is continuously moving. **It will be required to enter, and the barricade attendant will ask for your assigned color.** We kindly request adhering to the assigned color route to enter and exit the festival area. Barricade attendants have been instructed to only allow specified colors to enter at their specific locations. Please plan to arrive between 6am and 7am.

All streets will be one way. Your vendor pass is color coded to match your entrance/exit route, and your booth number will be marked on the street.

Once you locate your number, please unload your vehicle and move it to the vendor parking area **immediately**. A shuttle bus will be available to take you back to the festival area. You can then return to your location and set up your display.

DO NOT SET UP YOUR BOOTH WHILE YOUR VEHICLE IS STILL IN THE FESTIVAL AREA.

We will have staff walking around to enforce this.

For the safety of all, all vehicles must be moved off the streets by 8am, so please arrive early enough to unload, and have your vehicle moved by that time. No exceptions will be made. ALL STREETS ARE CLOSED TO ALL CARS AT 8AM.

Please review the enclosed map with the location of your booth along with the parking areas. It also displays the traffic flow pattern. PLEASE NOTE: Those of you that are following the PINK route, we are aware that South Second Street is a one-way street, and you will be going in the wrong direction. That is permitted for festival set-up. Please ignore the one-way sign while following your route.

The designated vendor parking area is at Rydr Powersports located at 305 Anthony Wayne trail. Once that is full, vendor parking will start at Waterworks Park located at 231 South River Rd. Both are in Waterville. An announcement will be made over the city PA system once Rydr Powersports is full. PLEASE NOTE: Waterworks Park has plenty of additional parking spaces in the back by the pond. Follow the curve around to get back there. The front will fill quickly.

Vendor shuttle service will be available from 6am until 8am and then again from 4pm until 5pm for teardown. **NO TEARDOWN WILL BE PERMITTED PRIOR TO 4PM.....NO CARS ARE ALLOWED IN THE FESTIVAL AREA UNTIL 4PM. THERE WILL BE NO EXCEPTIONS.**

WI-FI INFORMATION –

A Wi-Fi network will be set up for our vendors again this year. Vendors will have 2 available networks to utilize on the day of the event.

Network 1 = Roche 2G

Network 2 = Roche 5G

The password for both networks will be: RDB@2026

You will be able to log into either network using the same password BUT.....

If your device is older, and you are having trouble connecting to the 5G, you will have to utilize the 2G network.

We will have an individual walking around providing Wi-Fi assistance for a couple hours in the morning. Please also note the location of the chamber office and info booth on the map if you have any questions/issues the day of the event.

Also, since it was so well received last year, you will again have a 12x10 space unlike the 10x10 space provided in previous years. We hope having a larger space will again make your set-up a bit easier and more comfortable. You will need to bring your own tent, table, chairs. We only provide the space.

If you still have questions after reviewing these instructions, please respond to this email and we will try to get them answered as quickly as possible. We will be able to provide a timelier response to that email rather than phone calls, since we will know exactly what your assigned details are.

We thank you in advance for your cooperation and look forward to seeing you at the festival!

ROCHE DE BOEUF COMMITTEE/ Waterville Area Chamber of Commerce

