



Dear Market Days Festival Vendor,

Intown Concord is thrilled to invite you to participate in our 52nd Annual Market Days Festival, one of New Hampshire's largest and most exciting events! With over 160 vendors and reaching a diverse audience of over 50,000 attendees, this three-day extravaganza promises non-stop music, entertainment, food, and shopping in downtown Concord.

Event Dates and Timing:

- ◆ June 25, 26, 27, 2026
- ◆ 10 am – 10 pm each day (rain or shine)

Text Notifications:

- ◆ We are using text notifications during the event for real time communication. Please provide us a working cell phone for this purpose. We will only communicate with you about Market Days.

Booth Info:

- ◆ NEW! Cancellation/Refund Policy: All vendor fees for Market Days Festival are nonrefundable once a vendor has been accepted and payment has been received. See pg 4 for details.
- ◆ A booth size limit of 30 feet will be enforced to accommodate more businesses and organizations.
- ◆ We are no longer accepting duplicate booths from the same company/individuals/family members.

Nightly Headlining Performances:

- ◆ Headlining performances from 8 pm-10 pm each night.
- ◆ Vendors have the choice to close at 8 pm or stay open during these performances.

We look forward to working with you again on another great event. Thank you for being part of Market Days!

Best regards,

Jessica P. Martin

Intown Concord

49 S. Main Street, Concord, NH 03301

(603) 226-2150 Ext 1.

director@intownconcord.org

52nd Annual
**MARKET
DAYS
FESTIVAL**



INT@WN CONCORD

VENDOR APPLICATION
June 25, 26, 27, 2026

Note: Intown Concord Members receive 10% off of their MDF registration fee. Please email our office at director@intownconcord.org for the Membership promo code or to become an Member.

DEADLINE FOR REGISTRATION May 30, 2026

BUSINESS NAME: _____ CONTACT NAME: _____
BILLING ADDRESS: _____
PHONE: _____ CELL: _____
EMAIL: _____ ENROLL ME IN EVENT TEXT NOTIFICATIONS: **Y** OR **N**

Vendor Category	Size (frontage x depth)	Early Bird Registration thru 04/30/2026	Registration 05/01/2026-05/30/2026
Greater Concord Non-Food Vendors <small>10% off for Intown Concord Members</small>	10'x15'	\$445	\$545
	20'x15'	\$620	\$720
	30'x15'	\$770	\$870
Outside Non-Food Vendors	10'x15'	\$645	\$745
	20'x15'	\$895	\$995
	30' x 15'	\$1,095	\$1,195
Greater Concord Food Vendors  <small>10% off for Intown Concord Members</small>	10'x15'	\$495	\$595
	20'x15'	\$670	\$770
	30'x15'	\$820	\$920
Outside Food Vendors 	10'x15'	\$695	\$795
	20'x15'	\$945	\$1045
	30' x 15'	\$1,145	\$1,245
New Downtown Business Rate	10' x15	\$340	\$440

☐ FOOD ☐ RETAIL ☐ NON-PROFIT

PAYMENT

Vendor Fee: \$ _____

TOTAL DUE: \$ _____

PAYMENT: ☐ Cash ☐ Check ☐ Credit Card

Card # _____

Exp Date _____ CVV# _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

I acknowledge by my signature that I have read and understand the 2026 Market Days Festival Vendor Application and the festival guidelines including the Concord Fire Dept safety guidelines and agree to be bound by all terms and conditions. By submitting an application and payment, vendors acknowledge and agree to the new no refunds policy on page 4.

Signature _____

Special Requests:

Please note that a booth size limit of 30 feet will be enforced for Market Days 2026.

"Greater Concord" vendors are those businesses with a principal business address in Allentown, Boscawen, Bow, Bradford, Canterbury, Chichester, Concord, Epsom, Henniker, Hopkinton, Loudon, Pembroke, Pittsfield, Salisbury, Warner, & Webster.

"Outside vendors" are those that do not have a principal business address in the towns listed above.

"New Downtown Business Rate"- Must be a new business that opened since the last Market Days, located on Main Street or a side street (Example: Warren, School, Pleasant St Ext) funneling to Main Street impacted by Market Days' street closure. This is only for a 10 foot booth spot. Ask if unsure if you qualify!

Checks should be made payable to: Intown Concord

Address: 49 S. Main Street, Concord, NH 03301

Questions: 603-226-2150

Website: www.marketdaysfestival.com

Email: info@intownconcord.org



VENDOR BOOTH DETAILS

BUSINESS NAME: _____

☐ **FOOD TENT** ☐ **FOOD TRUCK** ☐ **RETAIL** ☐ **NON-PROFIT**

Generator:

- ☐ YES, I will have a Generator
☐ NO, I will NOT have a Generator

Generator Volume Output: _____

*Volume output must be less than 65 decibels.

Food Vendors only:

- ☐ Please **initial** here _____ only if you **need** to park and have access to a secondary vehicle that is used to store your food **and** it is operated by a generator. Parking/location for these vehicles is severely limited; food supply vehicles that are not approved in advance will be turned away

REQUIRED DOCUMENTS TO BE SUBMITTED TO INTOWN CONCORD BY ALL VENDORS:

- ☐ Executed Market Days Festival 2026 **application & payment.**
- ☐ Certificate of Liability Insurance naming **Intown Concord, 49 S. Main Street, Concord, and City of Concord, 41 Green Street, Concord, as ADDITIONALLY INSURED.**
- ☐ **Description of Booth/ Products to be displayed or sold (Be specific and attach if needed)**
*Due to the excitement and demand for **vendor space**, we ask that you tell us exactly what your business's setup will contain/sell and what it will look like. This will enable us to ensure a dynamic mix of vendors and avoid excessive duplication of food items. Food Vendors– attach menu if available*
- _____
- _____
- ☐ **Photo of booth set up - MANDATORY FOR NEW VENDORS!**
- ☐ **Size of tent, trailer or truck :** _____

CITY OF CONCORD Health & Safety Department:

- [ALL CITY PERMITTING IS PROCESSED ONLINE](#)
- Use Intown Concord's address 49 S Main (no periods on St)
- **Retail vendors** that do not currently have a Peddler's license within the City of Concord must complete a City of Concord Peddler license.
- **Food vendors** that do not currently have a licensed restaurant location within the City of Concord must complete a Temporary Food License/Peddler's Combo application.
- **Nonprofit vendors** that plan to hold raffles or solicit donations must have a Charitable Solicitation/Raffle permit issued by the City of Concord. **NEW- All city applications now include a \$30 application fee.**

- ☐ Temporary Peddler's Application (RETAIL ONLY)
☐ Temporary Food License/Peddler's Combo (FOOD ONLY)
☐ City of Concord Fire Department Festival Guidelines
☐ Charitable Solicitation/Raffle

Permit Fee: \$40.00 (per day)
Permit Fee: \$50.00 (per day)
Permit Fee: N/A (Review guidelines!)
Permit Fee: \$20



VENDOR GUIDELINES

General: Within this application the acronym “MDF” refers to the Market Days Festival to be held in downtown Concord, New Hampshire. The MDF is owned, produced, and managed by Intown Concord (“ITC”). The term “Vendor” refers to the organization or person applying for Booth Space rental.

Application for Booth Space: The submission of this Vendor Application and its acceptance constitutes a binding contract (the “Application”). Completing the application does not guarantee a vendor space. ITC reserves the right to reject any application for booth space for any reason. If any Vendor changes management or is purchased by another person, company, or organization, this Application becomes binding on such person, company or organization.

Vendor Operations and Conduct: (A) All activities by the Vendor must be carried on in Vendor’s contracted booth space; (B) The use of objectionable amplifying or lighting equipment or generator is prohibited; (C) Food and beverage can only be dispensed by approved Food and Beverage Vendors who have received a Food Vendor License for MDF. If the Vendor engages in any conduct in violation of the rules and or applicable laws, ITC reserves the right to cancel the Vendor’s space without further notice and without obligation to refund monies previously paid and require Vendor to dismantle booth and leave the premises. ITC further reserves the right to reject Vendor’s application for booth space in future events. Further, ITC in its absolute discretion shall have the right at any time to enter and inspect the area occupied by Vendor. **Vendors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies or organizations, Vendors, Sponsors, or ITC or engage in other activities to the MDF. Vulgar language , profanity or inappropriate signage / displays will not be tolerated. Festival officials reserve the right, at their sole discretion, to remove any person(s) and/or item(s) deemed offensive.**

Booth Space Specifications: Only the space is provided. The Vendor must provide any tents or other equipment used in the space. All materials **must fit** within the confines of the space reserved. **NO TENTS DEEPER THAN 15’.** Tents must be properly weighted and secured at all times. **City of Concord will inspect all tents prior to festival opening. Until tent is properly secured, vendor is not cleared to open for business.**

Booth Space Assignments: ITC reserves the right to define the booth locations, change the booth layout plan or to change the location assigned to Vendor at any time as it may, in its sole discretion, deem necessary in the best interest of the MDF. Vendor shall not sublet or permit the use of all or any part of the booth, nor shall Vendor assign this Application in whole or in part, without written notice to and approval from MDF Management. Intown Concord **DOES NOT GUARANTEE** a vendor will be placed in a requested location. ITC will do their best to honor special requests, but these are **NOT GUARANTEED.** ITC does not offer exclusivity to any business type.

Trash: Vendors must dispose of their own trash in the rollaway dumpsters provided on festival grounds. Vendors may not dispose of trash in event trash receptacles or leave trash on the street or sidewalk at night or when the event closes. ALL TRASH MUST BE DISPOSED OF PROPERLY. **All food vendors/ trucks must dispose of their grease off site. NO DUMPING IN TRASH RECEPTACLES.** Failure to comply with Trash / Grease disposal will result in a **\$250 fine. STRICTLY ENFORCED!**

Electricity and Water: **ELECTRICITY and WATER ARE NOT AVAILABLE ON FESTIVAL SITE.** Generators are allowed, however they must be “**SILENT**” generators with a volume output less than 65 decibels. This requirement is **STRICTLY** enforced. See attached Fire Regulations regarding location requirements for generators and gas cans. **Propane grills are not allowed at festival.**



VENDOR GUIDELINES

Open and Closing Times: All vendors must be on site, and all supply vehicles must be off the festival area by 9:00 am daily. Vendors are expected to be open during festival hours. The Concord Police Department patrols the festival area overnight. Tents and other goods may be left at your own risk. ***For pedestrian safety, no vehicles may be operated on Main Street or designated festival areas between 10:00am and 10:00pm. No exceptions.***

Payment: **Vendors must provide payment for Booth Space with their Application.** Payments may be made by check, or money order. Credit card payments are accepted online at **www.IntownConcord.org**.

NEW! Cancellation/Refund Policy: All vendor fees for Market Days Festival are nonrefundable once a vendor has been accepted and payment has been received. Market Days Festival is a rain or shine event. Vendor fees will not be refunded due to weather conditions, including rain, cold, heat, or other inclement weather, unless the event is canceled in its entirety by the event organizer. Few exceptions may be made for extreme health emergencies with a doctor's note. In the event that Market Days Festival is canceled by the organizer due to circumstances beyond our control, including but not limited to severe weather, government restrictions, or other emergencies, refunds or credits toward a future event may be issued at the organizer's discretion. By submitting an application and payment, vendors acknowledge and agree to this refund policy.

Waiver & Indemnification: This Application shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ITC and Vendor. Vendor hereby agrees to and does indemnify, hold harmless, and defend ITC, its officers, employees, committee members and associates (collectively "Indemnified Parties") from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorneys' fees) which any Indemnified Party may incur, pay or be required to pay incident to or arising directly or indirectly from any act or omission by Vendor or any of its employees, servants or agents. Vendor further agrees to waive all of its right against and agrees that the Indemnified Parties shall not be responsible in any way for damage, loss, or destruction of any property of Vendor or injury to Vendor or its representatives, agents, employees, licensees or invitees. Vendor is responsible for obtaining all appropriate business personal property and general liability insurance covering its participation in the MDF.

Insurance: Vendor shall furnish a valid Certificate of Insurance, providing the following coverage: Comprehensive general liability insurance, including without limitation, coverage for the following: products liability, completed operations, acts of independent contractors and blanket contractual liability coverage, with a combined single limit of not less than \$1,000,000 per occurrence for bodily injury, personal injury, property damage and advertising injury which shall be written by a financially responsible insurance company on an occurrence basis and naming ***INTOWN CONCORD, 49 S. Main Street, Concord, NH 03301 & the CITY OF CONCORD, 41 Green Street, Concord, NH, 03301 as Additionally Insured.*** Such coverage may not be canceled without 30 days' prior written notice to INTOWN CONCORD, Attn: Jessica Martin.

Limitation of Damages: In no event will an Indemnified Party be liable to the Vendor, whether in contract or tort, for any amount in excess of the Booth Space rental fee in relation to any damages, including lost profits, arising out of or relating to the MDF Management, the rental of Booth Space, the conduct of MDF Management, any breach of this Application, or any other act, omission, or occurrence.

Assessment of Additional Fees: Any Vendor causing a vehicle to be operated on Main Street or other designated areas of the MDF during festival hours will be subject to a \$250 fine. Any Vendor found to have deposited refuse or recycling in any space or receptacle other than those designated for Vendor use, will be assessed a \$250 fine. ***Any property damage, staining of sidewalks with grease or other substances, benches or streets caused by Vendor and/or their customers, shall be liable for the full cost of repair, replacement or cleanup. All repairs, replacement or cleanup improvements shall be approved & facilitated by Intown Concord.***

52nd Annual

MARKET DAYS FESTIVAL

Market Days Festival grounds are primarily on Main Street from Centre Street at the north to the Concord Food Co-op at the south.

The letters indicate the blocks and help us map the vendors. For example, vendors on "C-WEST," will have their vendor space between Capitol and School streets, on the west side of Main Street, near Merrimack County Savings Bank.

The final festival map will be available on the Intown Concord website two weeks before the event.

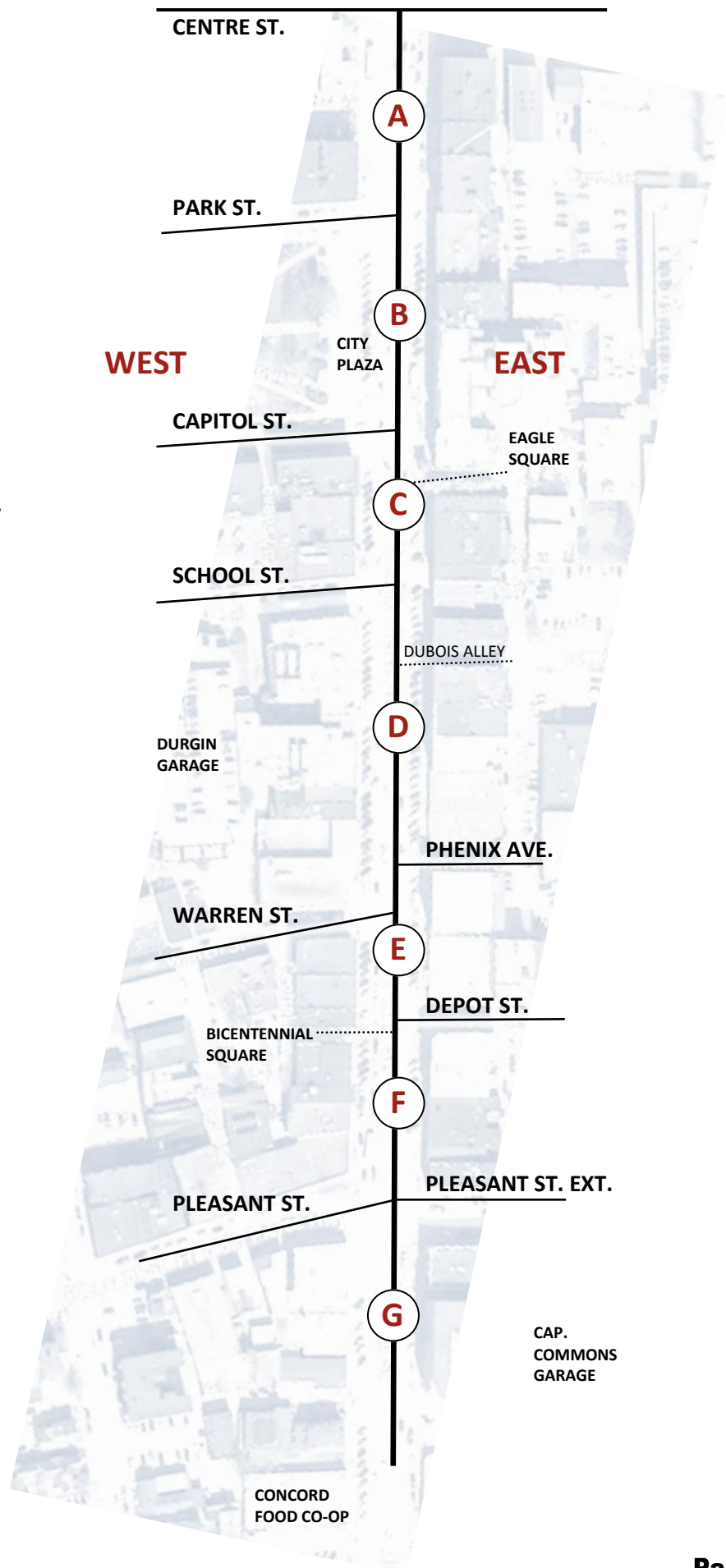
All participants will receive an email that will have vendor load-in instructions.

LOCATION REQUESTS ARE ACCEPTED, HOWEVER, THEY ARE NOT GUARANTEED.

We do not offer exclusivity of merchants/ businesses.

FOR MORE INFORMATION:

Intown Concord
49 S Main St #202
Concord NH 03301
603.226.2150
info@intownconcord.org
www.intownconcord.org



MARKET DAYS FESTIVAL CODE OF CONDUCT

To give all participants the opportunity to enjoy and benefit from the Market Days Festival and activities, Intown Concord, is committed to providing a friendly, safe, supportive, and harassment-free environment for all event attendees and participants, regardless of gender, age, sex, color, marital status, creed, national origin, sexual orientation, gender identity, gender expression, physical or mental disability, physical appearance, body size, race, ethnicity, religion, or other group identity protected by law.

This code of conduct outlines the Market Days Festival expectations for all event attendees and participants, including all vendors, sponsors, performers, staff, and volunteers. Compliance with this code is required from everyone, and organizers will actively enforce this code throughout this event. Violations are taken seriously.

EXPECTED BEHAVIOR

Market Days Festival expects event attendees and participants to communicate professionally and constructively, whether in person or virtually, handling dissent or disagreement with courtesy, dignity and an open mind, being respectful when providing feedback, and being open to alternate points of view. Likewise, Market Days Festival expects that any sharing of information about the event or any event attendees or participants via public communication channels be shared responsibly and in a way that clearly distinguishes individual opinion from fact.

All participants are expected to observe these rules and behaviors in all event venues. Event participants seek to enjoy themselves in the process, free from any type of harassment. Please participate responsibly and with respect for the rights of others.

UNACCEPTABLE BEHAVIOR

Market Days Festival does not tolerate harassment of event attendees or participants in any form. Harassment includes offensive verbal or written comments and negative behavior, either in real or virtual spaces, including those that are related to or are based upon gender, age, sex, color, marital status, creed, national origin, sexual orientation, gender identity, gender expression, physical or mental disability, physical appearance, body size, race, ethnicity, religion, or other group identity protected by law. Harassment also includes display of sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of activities and performances, and unwelcome physical contact or sexual attention. Vulgar language, profanity or inappropriate signage / displays will not be tolerated. Festival officials reserve the right, at their sole discretion, to remove any person(s) and/or item(s) deemed to be in violation of this policy.

Vendors and their representatives shall always conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies, organizations, vendors, sponsors, volunteers, organizers, or attendees. All activities by the Vendor must be carried on in vendor's contracted booth space.

CONSEQUENCES OF UNACCEPTABLE BEHAVIOR

If an attendee or participant, in either real or virtual space, engages in inappropriate, harassing, abusive or destructive behavior or language, event organizers will determine and carry out the appropriate course of action, including warning the offender, probation, expulsion from the event without a refund and/or banning the offender from future Market Days Festival events and activities.

ALCOHOL/DRUGS

Vendors, staff, volunteers, and sponsors working at Market Days Festival must not be under the influence of alcohol or consume alcohol while operating in an official capacity at the event.

Personnel working at Market Days Festival must not consume illegal drugs or have illegal drugs in their possession while working in an official capacity at the event. Any illegal drugs found on a site will be reported to the Concord Police Department for further action.

_____ Initial



FIRE DEPARTMENT CITY OF CONCORD

24 Horseshoe Pond Lane
Concord, NH 03301
www.concordnh.gov/fire

The following guidelines are provided to assist with festival safety. The list is not all-inclusive. Other requirements may be imposed during planning and inspections. Variance from these guidelines must be approved by the Concord Fire Department. For additional information or questions, please contact the Fire Prevention Bureau.

Fire Lanes

- Fire lanes shall be maintained at a minimum of 18 feet. Vendors shall not place signage or other objects in the fire lane.

Tents

- Tents larger than 200 square feet and canopies larger than 400 square feet require a permit.
- Permit applications can be obtained at:
 - o Code Enforcement, 37 Green Street.
 - o Fire Prevention Bureau, 24 Horseshoe Pond Lane
 - o <http://www.concordnh.gov/DocumentCenter/View/494>
- Tents requiring permits are also required to have documentation certifying they meet the flame propagation performance criteria of NFPA 701.
- Tents being used as a place of assembly:
 - o Shall have an occupancy limit established by the Fire Prevention Bureau.
 - o Shall have exit signs.
 - o Shall have emergency lighting if occupied during dark hours.
 - o Shall have a fire extinguisher.
 - o Shall not have combustible decorations.
- Smoking shall not be permitted in tents.
- Open flame and flame producing devices shall not be permitted within 20 feet of a tent. The exceptions to this are gel fuels used with chafing dishes and cooking canopies.
- If using chafing dishes with gel fuels:
 - o No combustible materials (including tablecloths) shall be on the table with the chafing dishes.
 - o The chafing dishes may not be setup within 10 feet of a required means of egress from the tent.

Cooking Canopies

- Shall not be located within 20 feet of other tents or 10 feet of buildings.
- Shall be open on all sides, limited 10' X 10' and have documentation certifying they meet the flame propagation performance criteria of NFPA 701.
- Shall have a type K extinguisher.

Generators

- Portable generators shall be a minimum of 20 feet away from tents and 10 feet from building openings.
- Generators above 10kw shall be inspected by a NH licensed electrician prior to use.

Flammable & Combustible Liquids

- Flammable & combustible liquids are prohibited from use in tents.
- Flammable & combustible liquids shall be stored in approved containers, secured from spilling, and be 50 feet away from tents.

LP Gas

- LP Gas cylinders shall be stored a minimum of 5 feet from tents and secured from tipping.

Cooking in Portable Concession Stands (Truck, bus, trailers, sheds, etc.)

- Shall comply with NFPA 96 for commercial hoods and ventilation.
- Shall comply with NFPA 17A for hood suppression systems.
- Shall have both ABC and K extinguishers.

Administration
(603) 225-8650
(603) 225-5833 fax

Prevention
(603) 225-8651
(603) 225-5833 fax

Fire Alarm
(603) 225-8667
(603) 225-8509 fax

Communications
(603) 225-8669
(603) 225-8507 fax