

Festival of Trees Designer Guidelines



Overview

We would like to introduce the newest addition to Easton Winter Village called The Festival of Trees! Hosted at Nurture Nature Center, anyone (businesses, personal, nonprofit, etc.) can sign up to decorate a wreath, table top tree, table scape, or large tree. Guests will be welcomed at the Nurture Nature Center on Saturdays and Sundays from 12-6pm. This is the perfect opportunity to be creative while also promoting a business or just having fun. This festival is open to the public so anyone is welcome to participate.

Winter Village runs from November 18 to December 18 on weekends only.

Decorating Day

Please note that you must arrive for your timeslot or you forfeit the opportunity to participate. Pick up of trees and decorations will be after the holidays. We will notify you about a specific date.

Timeslots for decorating:

Monday, November 14 10am-4pm
Wednesday, November 16 from 10am-8pm
Thursday, November 17 from 4pm-8pm.

ALL decorating MUST BE COMPLETED by **Thursday, November 17, 2022.**



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325 Northampton Street, Easton, PA 18042

Basic Guidelines

Time to get creative! We ask our designers to create the most exciting and eye-popping display packages possible. All types of décor attract viewers, but the bestselling items are imaginative, lavishly decorated and filled with color and texture.

Lights **MUST BE NEW**. Please use new lights that are independent of each other so that if one burns out, the rest stay on. There is a limit of three strands plugged together. You will be contacted to refresh lights that are not working.

ALL decorations must be wired onto greenery with sturdy wiring, such as floral wire. Wire hooks are not acceptable.

Designer Name(s) and Theme Title

Theme Titles and descriptions must use appropriate language. Theme Title Examples: Garden of Peace & Joy, A Chef's Dream, Celestial Angels, Ruby Rhapsody.

Theme Title Card: A title card will be generated from for each display. ALL descriptions are due as soon as possible, but no later than **November 1**. The card will include description, and donor/decorator.

Designer Name(s): The Festival Committee will create a card with the item number and designer name for each item that will be available when you arrive at The Carolina Hall to attach to your item.

Photographs

You will receive a yellow card to attach to your design item when you are done decorating. Photographs will be taken and used for social media, future use, etc.

Directions – Nurture Nature Center

Please bring all small items through the front of the Nurture Nature Center.

Larger items may be driven to the back of Nurture Nature Center. Look for Festival of Trees signs to guide you to the loading dock. Bring help to unload your items. Please keep the loading area clear for deliveries.



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Upon arrival at Nurture Nature Center, please visit the designer check-in desk where you will receive your packet with your design item tags.

Guidelines for trees, wreaths and tablescapes

LARGE TREES

- Large trees include 5', 6, and 7'.
- Floor space for large trees is 6' X 6'.

TABLETOP TREES

- Tabletop trees include 3', and 4' trees.
- Tabletop trees will have a 2' x 2' space available for display.

LIGHTS MUST BE NEW. Please use new lights that are independent of each other so that if one burns out, the rest stay on. It is recommended to use 100 lights per foot (height) of the tree. There is a limit of three strands plugged into each other. You will be contacted to refresh lights that are not working.

DECORATIONS & ORNAMENTS

- ALL Decorations must be WIRED onto the tree securely. Floral wire is the best to withstand moving of trees and delivery.
- Please do not use dried flowers or perishable items on your designs.
- Ornaments with an inserted or slip-on hanging attachment usually found on glass balls should be glued where the two pieces meet so the hanger cannot slip out.
- Minimum ornament recommendations:

2' tree = 40-60 ornaments

3' tree = 60-80 ornaments

4.5' tree = 120 ornaments

6.5' -7.5' tree = 210 - 300 ornaments

UNDERNEATH/AROUND Display

- A tree skirt or appropriate covering for the base of the tree is required. Gift wrapped boxes coordinating with your tree theme enhance the overall look of your tree and appeal.



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- Gifts under your tree should compliment your title and theme and be in proportion to its size. Gifts should have an accompanying box for transporting purposes, which you should incorporate into your display under your tree. Gift certificates may not be displayed on the tree, but may be represented with a photo.

TREE TOPPER

Please decorate the top of your tree by including a topper or large bow.

FILL EMPTY SPACES

A lavishly decorated tree leaves no empty spaces. A variety of materials can be used to fill empty spaces, cover the tree trunk and add shape to the tree. Suggestions include garland, ribbon, tulle, pinecones, silk flowers, picks, etc.

WREATHS

- Wreaths should be a minimum of 24" at their widest point.
- Hooks should be added to the back of your wreath (at the "top") so they may be hung in the Festival.
- All decorations should be wired onto the wreath securely.

TABLESCAPES

- 72" round table is provided, a white tablecloth will be provided unless you opt to use your own linen.
- May include floral arrangements or centerpieces, holiday dinner setting, displays of a particular collection. Etc.



DESIGNER CHECKLIST

___ LIGHTS

___ ORNAMENTS

___ FLORAL WIRE

___ STEP STOOL OR LADDER

___ TREE SKIRT

___ TREE TOPPER

___ EXTENSION CORD (Used to connect to festival power)

___ HOT GLUE GUN (Used to secure hanging attachments on ornaments)

___ RIBBON

___ THEME/TITLE CARD WITH LIST OF ITEMS/GIFTS INCLUDED

___ GIFTS OR GIFT BOXES (Gifts under the tree are not required, but you should fill the empty space with empty gift boxes or other filler that matches your theme)

DESIGNERS/DONORS RECEIVE

1. Acknowledgment as the Donor/Designer on a sign on your donated/decorated item
2. Visibility to patrons at Festival of Trees
3. Recognition in the Festival program
4. Recognition on the Shop Downtown website
5. Joy from celebrating the holiday and Winter Village attendees



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VENDOR desires to participate in the 2022 Festival of Trees (FOT) to be held November 18 – December 18, 2022 hosted by Greater Easton Development Partnership (GEDP) 325 Northampton St. Easton, PA 18042 and displayed at the Nurture Nature Center 518 Northampton St. Easton, PA 18042.

NOW, THEREFORE, VENDOR agrees to defend, pay, indemnify and save GEDP and The Nurture Nature Center free and harmless, from any and against all claims, demands, fines, suits, actions, proceedings, orders, decrees and judgments of any kind or nature by or in favor of anyone whomsoever and from and against all cost and expenses, including reasonable attorney's fees, resulting from or in connection with loss of life, bodily or personal injury or property damage arising directly or indirectly, out of or from or on account of any occurrence in, on, at or from the VENDOR'S participation in the 2022 GEDP FOT, or occasioned wholly or in part through the use and occupancy of The Nurture Nature Center Center or by any act or omission or negligence by VENDOR in, on, at, or from the 2022 GEDP FOT and/or The Nurture Nature Center.

VENDOR and all those claiming by, through or under VENDOR, including but not limited to employees, volunteers or guests of VENDOR, shall participate in the 2022 FOT at their own risk and VENDOR and all those claiming by, through, or under VENDOR, release GEDP and GEDP's as well as The Nurture Nature Center's agents, to the fullest extent permitted by law, from all claims of every kind, including loss of life, personal or bodily injury, damage to equipment, fixtures or property arising, directly or indirectly, out of or from or on account of such occupancy and use resulting from any present or future condition or state of repair thereof.

This AGREEMENT, together with the Participation Form and Rules and Regulations of the 2022 GEDP FOT committee, and any other written agreements that may have been executed related to the 2022 FOT, contain the entire agreement between the parties.

There are no oral understandings, terms, or conditions, and VENDOR has not relied on any representation, express or implied, not contained in this AGREEMENT or the above-mentioned writings. This AGREEMENT cannot be changed or supplemented orally, and all changes must be in writing and acknowledged and signed by the parties in writing. The laws of the State of Pennsylvania shall govern and control the validity, interpretation, performance and enforcement of this AGREEMENT.

The undersigned parties represent that they have carefully read and fully understand the foregoing provisions. The Parties represent that they enter into this AGREEMENT of their own free will.



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VENDOR represents that VENDOR understands this AGREEMENT holds GEDP and The Nurture Nature Center harmless, indemnifies GEDP and The Nurture Nature Center, and releases GEDP and The Nurture Nature Center to the fullest extent permitted by law. VENDOR further represents that VENDOR is aware that VENDOR is releasing certain legal rights that VENDOR may have.

I have read and understand the conditions listed above. By clicking, you agree to abide by the terms and conditions set forth (you must click and agree on the Google Form). ANY vendor found in violation of this agreement may be asked to leave and be prevented from participating in future events. We reserve the right to remove any vendor or buyer we consider disruptive or operating in an unsafe manner.



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