



COMPETITION OVERVIEW/ SPONSORSHIP

FOR LUTHIERS, MANUFACTURERS AND OTHER REPRESENTATIVES

The first ever Woodstock Fingerstyle Guitar Festival Vendor Exhibition is being carefully curated to focus on Instruments and products that are in demand by the attending artists, competitors, and enthusiasts of fingerstyle guitar who will be in attendance. This will be an opportunity for Luthiers and product makers to display and demonstrate directly to their focused market creating sales and highly visible promotional opportunities. It is anticipated that there will be approximately 12 available tables (may be shared), 4 artist merch tables, and available space on 2 manned tables.

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Version 2 updated 3/23/2026

Tables:

Each vendor space will include 1 table, chairs, an electrical outlet (Which may be shared with neighboring table) for all 3 days. A table skirt that will have Festival logo will be provided. Vendors may use own table skirt and other promotional display items if there is adequate space. Tables will be 4 by 6-foot folding tables suitable for up to 3 to 5 guitars on stands. Guitar stands are available on loan but must be requested in advance. Space on a guitar tree will be available at the “fully attended” table. All vendor products will be featured on our online vendor list, printed festival programs and a link to vendor website will be posted on festival website and social Media. Products will remain listed on festival website until end of calendar year 2026.

- Vendor Pass purchase \$150.00 required
- 1st Table is free
- Additional tables are \$75 per table
- additional passes available at \$75.00 each.
 - Up to 2 passes may be bought per table
 - Passes are good at all festival events and concerts
 - Vendors may enter competition only if they are not sponsoring competition.
- Tables are expected to be manned from 11am to 7pm on all 3 festival days.
- On-site attendants will be available for breaks up to 30 minutes.
- In person vendors are responsible for all transactions at own table.
- Load in time will be 10 am Friday August 28th, 2026.
- Breakdown will be 6pm Sunday August 30th, 2026.

Suitable for all Luthiers and many other types of products.



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Vendor Options:

● Exhibitor

Basic table display of approx. 50 sq ft total. Ideal for Luthiers/ Dealers and manufacturers of other products looking to display Instruments and/or other items and promotional materials.

- 1 table, chairs, electrical outlet in Gallery Lobby
- Listing in program.
- Demo time of 20 mins in lobby or workshop area upon request. Vendors may also submit workshop proposals.

● Fully Attended Table

This option is for those who would like to have their products represented at Festival but are unable to attend and only require a small space. There will be an on-site attendant to handle products, transactions, and distribute information about products.

- Each space = up to 6 sq ft table space. \$100 per space. We can accept up to 3 guitars.
- Full-time attendants will handle all products.
- All transactions will be handled electronically and include local sales taxes.
- Products can be shipped/ delivered to festival office in NYC prior to week of festival. (contact for shipping info).
- Unsold product can be returned at vendors cost or made available to Competition prize package (contact for info and see competition sponsor) all duties, fees and other expenses are the responsibility of vendor.
- Attendants will be experienced with instruments and gear handling
- Products will be featured on our vendor list online and a link to vendor website posted on festival website and social Media.

● Vendor/ Festival Sponsor

Sponsor contributions of cash, instruments, and or products are welcome at any amount. Return for sponsorship can include highly visible acknowledgements on printed, online, and other promotional materials as well as shout outs during concert intros at both festival concerts and promotional events to be held throughout 2026 and 2027. Naming rights for various festival events and or concerts are also possible. Contact me for details.

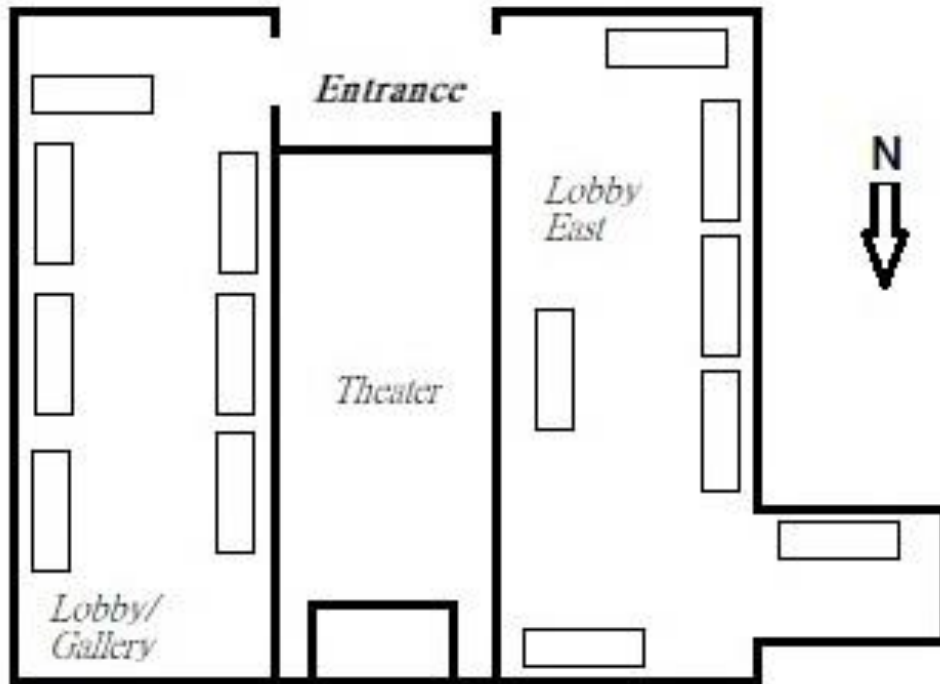



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Vendor space is in the Lobby areas East and West of the theater seating area. Lobby tables will be supervised during event hours and secured after hours.

Woodstock PlayHouse Vendor Exhibit Area

Street



 *Tables = 4'x6'*