



# 2026 Booth Rent Adjustment: Frequently Asked Questions (FAQ)

## 1. When was booth rent last increased?

Prior to this 2026 update, our rates had remained unchanged since **2017**. For nearly a decade, Harvest Homecoming held rates steady while the costs of city services, private security, and festival infrastructure rose significantly. This adjustment ensures we can continue to provide a safe, high-quality environment for your business.

## 2. How does the "Footprint Business" rate work?

To support our local New Albany storefronts, we offer a discounted rate of **\$350** per space.

- **Eligibility:** This rate applies to brick-and-mortar businesses located directly within the designated booth footprint.
- **Placement:** We strive to locate these spaces as close to the business's storefront as possible, but spaces and locations are not reserved or guaranteed.

## 3. I am a non-profit; do I still pay the Standard Rate?

Yes, all vendors outside of our "Footprint Business" locations pay the same rate.

## 4. Why is the electrical fee for an "Extra Cord" so high?

The **\$200 Extra Cord** and **\$350 Increased Electric** fees are based on the actual costs of temporary grid infrastructure and specialized electrical labor.

- High-draw equipment puts significant strain on the festival's temporary electric panels.
- These fees help support regular maintenance, electrician services, and utility costs, ensuring everyone stays powered up and open for business.

## 6. What if I can no longer afford the booth rent?

We understand that every business has different margins. However, at **\$100 per day** for standard vendors, Harvest Homecoming remains one of the most affordable high-volume festivals in the United States. We encourage vendors to view this as a marketing investment; selling just a few additional items over the course of the 4-day weekend typically covers the \$75 adjustment.

## 7. Where does the "profit" from my booth rent go?

As a 501(c)(3), all surplus funds are reinvested into the festival infrastructure, local scholarships, and the planning of the free civic events that draw the crowds to your booth.

## **8. Can I get a tax receipt for my booth rent?**

Booth rent is generally considered a business expense for participation in the event rather than a tax-deductible donation. However, any *additional* donations or sponsorships your business provides to our 501(c)(3) may be tax-deductible. Consult with your tax professional for details.