

Sarasota Medieval Fair



2011 MERCHANT INFORMATION

- HUZZAH!** Thank you for considering participation in the 2011 Sarasota Medieval Faire!
- FAIRE DATES & TIMES:** Saturday and Sunday, November 12-13 & 19-20, 2011 (10am to 6:00pm)
Student Discovery Day – Friday, November 18 (9am-3pm)!
- FAIRE LOCATION:** Sarasota County Fairgrounds, located 5 minutes west of I-75 off exit 210, near downtown Sarasota. (3000 Ringling Blvd.; Sarasota, FL 34237)
- # OF BOOTH SPOTS:** 105
- APPLICATION DEADLINE:** Applications must be postmarked by **SEPTEMBER 14th, 2011**. Incomplete application packages will not be accepted.
- BOOTH FEE:** Booth fees range from \$180.00 - \$600.00. Please see application attached.
- ACCEPTANCE:** Vendors will be notified of their status and as soon as their applications have been juried and approved, booth fees will then be deposited - acceptance is a commitment to show. Elaborate Tents and Merchandise have an upper-hand in the Jury Process. We are looking for **all handcrafted work by the artisan** but, **with pre-approval**, will allow 20% of your product inclusion to be non-handcrafted, if necessary. Preference will be given to all works and products that are original, handcrafted pieces. Vending space is limited & is based on a **FIRST-COME FIRST-SERVE BASIS**. We will be closing categories so it's better to send your application in as soon as possible so you won't be left out.
- REQUIREMENTS:** Participants must follow the Festival's guidelines by wearing medieval attire, decorate their booth in medieval theme, and be prepared to interact with visitors in appropriate medieval style. All crafts and wares should be consistent with the medieval theme as detailed on the Vendor Application and under "Fair Rules for Merchants" section. Booths must be open, decorated appropriately, and occupied by personal dressed in medieval attire at all times during Fair operating hours, both weekends, including School Day. **This year's them is: The Peasants Revolt.** [This link may help you in decorating your booth/tent:](http://www.members.cox.net/randwhit/popup/)
- MERCHANDISE SALES:** Deposit of fees does not guarantee the right to sell all merchandise listed on the application. You will be contacted in regards to the items you are juried in for and approved to sell prior to acceptance. You cannot sell items not pre-approved.
- INSURANCE:** **Food, Games, and Ride Vendors are REQUIRED to provide two proof of insurance certificates.** The first certificate must name the: Sarasota Medieval Fair, Inc. (of: PO Box 152023; Cape Coral, FL 33915) as additionally insured. The second certificate must name the Sarasota County Agricultural Fair Assoc., Inc. (of: 3000 Ringling Blvd; Sarasota, FL 34237) as additionally insured. ALL insurance policies need to be an "Occur" policy in comparison to a "Claims Made" policy. Please contact us with any questions.
- COMPLETE APPLICATION:** Completed application form, all fees (checks payable to: **Sarasota Medieval Fair, Inc.**), photos or slides of your work to be juried (one of your booth set-up required) and food vendors as well as games and rides must provide proof of insurance.
- CONTACT INFORMATION:** Linda Conley, Director of Vendor Services, 1-888-303-3247
Vendors@SarasotaMedievalFair.com



Date Received: _____
 Check #: _____
 Accepted: YES NO
 Date Accepted: _____
 R. Form Sent: YES NO

2011 MERCHANT APPLICATION

(Please read carefully, there are changes from last year)

Merchant Name: _____

Merchant Booth Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _(_____) _____ Alternative Phone: _(_____) _____

E-mail Address: _____

- I participated in the November 2010 Faire.
- All acceptance letters and information packets are emailed. Instead of emailing me, please mail to me at the address above.
- I would like to receive the 2011 Vendor Application at the last day of the 2011 Festival to take advantage of a large discount for applying early before the end of the 2012 Festival. Please tell me more.

Please note: Photos of your booth set-up and slides of your work to be juried are required of all vendors. Elaborate Tents and Merchandise have an upper-hand in the Jury Process.

❖ Other Medieval/ Renaissance Faires that you have participated in:

❖ Special booth site request:

Check Medium/Booth Type:

<input type="radio"/> Clay/ Glass	<input type="radio"/> Art/Graphics	<input type="radio"/> Musical	<input type="radio"/> Weapons
<input type="radio"/> Clothing	<input type="radio"/> Headwear	<input type="radio"/> Herbal/Floral	<input type="radio"/> Wood
<input type="radio"/> Food	<input type="radio"/> Jewelry	<input type="radio"/> Rides	<input type="radio"/> Other...
<input type="radio"/> Games/Rides	<input type="radio"/> Leather	<input type="radio"/> Toys	_____

Please list and describe ALL items you wish to sell. Indicate which items are handmade and which items are buy/sell. (There is a LIMIT OF 10 MAIN ITEMS TO SELL; we encourage a smaller categorized selection of handmade items in comparison to a large variety of unrelated mass produced items)

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

MERCHANT SPACE FEES	# Spaces Needed	12x12 Ft. Space	15x15 Ft. Space	12x24 Ft. Space	15x30 Ft. Space	30x30 Ft. Space	Total
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General Fees (Includes both weekends and Kid's Day)

Strolling Merchant (No booth space)	_____	<input type="checkbox"/> \$105.00					_____
Merchant Demo Only (No Sales)	_____	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	_____
General Craft Space	_____	<input type="checkbox"/> \$180.00	<input type="checkbox"/> \$205.00	<input type="checkbox"/> \$235.00	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$335.00	_____
Games/ Activities/ Rides	_____	----- Contact for Details -----					_____
Rides (Human Powered/ Animal)	_____	----- Contact for Details -----					_____
Food	_____	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$425.00	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$555.00	<input type="checkbox"/> \$600.00	_____

Additional Services

Amount

Hay Bales at \$7.00/ bale	_____	x \$7.00/bale = _____
Extra # of Service Passes (2 Included w/ Booth Fee – Max. 5)	_____	x \$10.00/pass = _____
110-V Electricity at \$30.00/outlet per day (Limited use for event days only)	_____	

*Electricity fees are charged and collected directly by the Sarasota Fairgrounds during the start of the festival. Please do not remit electricity payments at this time.

**Electricity is very limited – Please contact us for availability before applying.

Sub Total: \$ _____

(-) If post marked BEFORE June 15, 2011 deduct 10% from Sub Total: \$ _____

(+) If post marked AFTER Sept. 14, 2011 add a 25% Late Fee: \$ _____

Service and Utility Fee

Covers county taxes, garbage bin removal, & return postage.

(+) Service/Utility Fee: \$ 30.00

GRAND TOTAL DUE: \$ _____

ACTUAL SIZE OF TENT

What is the actual size of your booth NOT including guy wires? _____ x _____

What is the actual size of your booth including guy wires? _____ x _____

What is the frontage size of your booth? _____

How many sides are open? _____

Completed Application Package Must Include:

- Completed application form;
- Check or Money Order for payment in full. (checks payable to: **Sarasota Medieval Fair, Inc.**);
 - If applying after the deadline, include the applicable Late Fees and send only a US Postal Money Order or Certified Cashiers Check (Checks and Money Orders will not be accepted after the deadline). Applying after the deadline does not guarantee availability or acceptance. Please contact prior to sending.
- REQUIRED:** Photos or slides of your work to be juried (one of your booth set-up is required)
- Food, Games, and Ride Vendors are REQUIRED to provide two proof of insurance certificates.** The first certificate must name the: Sarasota Medieval Fair, Inc. (of: PO Box 152023; Cape Coral, FL 33915) as additionally insured within the description of operations field on the insurance certificate. The second certificate must name the Sarasota County Agricultural Fair Assoc., Inc. (of: 3000 Ringling Blvd; Sarasota, FL 34237) as additionally insured within the description of operations field on the insurance certificate. ALL insurance policies need to be an "Occur" policy in comparison to a "Claims Made" policy. Insurance must be submitted **BEFORE THE INDICATED DEADLINE**. Vendors who fail to provide proof of insurance (with names as additionally insured) within the indicated time frame will not be allowed to vend and will forfeit all fees.

PLEASE SEND TO: (NEW MAILING ADDRESS)

Sarasota Medieval Fair, Inc.
 Director of Vendor Services
 P.O. Box 152023
 Cape Coral, FL 33915

Applications must be postmarked by SEPTEMBER 14th, 2011

FAIR RULES FOR MERCHANTS

(Please read carefully, there are changes from last year)

ACCEPTANCE: Acceptance is a Commitment to Show. We will deposit your check and notify you within 2-3 Weeks via email or mail. There will be no refunds for cancellation. No rain/weather refunds.

MERCHANDISE SALES: Deposit of fees does not guarantee the right to sell all merchandise listed on the application. You will be contacted in regards to the items you are juried in for and approved to sell prior to acceptance. Wares that compliment your main product must be approved. The Faire Committee reserves the right to prohibit the display of any work it deems unacceptable. Merchandise will be juried prior to acceptance of application. To be accepted, products must be indicative of the medieval era in both medium and subject matter. Merchants may **ONLY** display merchandise which were listed on their application and shown in the slides/photos, then approved via the acceptance letter. Items not listed cannot be sold.

MERCHANDISE LIMITATIONS: We offer limitations, not exclusivity on merchandise/service sales. "Single discipline wares" rule is in force for booths. Wares that compliment your main product must be approved. We do our best to not place more than three merchants within any discipline of crafts or food but it is sometimes difficult to define overlaps. We will do our best to protect your individuality. There is a limit of 10 main items to sell; we encourage a smaller categorized selection of handmade items in comparison to a large variety of unrelated mass produced items.

BOOTH SPACES: If accepted, you will be assigned a space before the fair. **The Fair Committee will try its best to place you in the area you requested, however, we do not guarantee fulfillment of locations requests. We reserve the right to place your booth where we feel you are best suited.** Returning vendors with established gardens, elaborate period tents and medieval signage are offered position preference.

BOOTH SET-UP & TEARDOWN: You will have the use of your space from **Wednesday Nov. 9th, 2011**, until **Monday, November 21, 2011**. Booths must be Open, decorated appropriately, and occupied by personal dressed in Medieval Costume at all times during Fair operating hours (10:00am~6pm, Nov. 12-13 & 19-20, 2011, and Fri., Nov. 18th 9am-3pm), Rain or Shine. Vendors must set up and be ready by **9:00am** during all festival event days, 8:00am on kid's day. Vendors not set up by these times may be prohibited from participating and will forfeit all fees immediately. Vendors are responsible for setting up their booths, including medieval design and decorations, signs, and tables. Your booth must fit within the measurements you requested and paid for. Be prepared with lighting, as sunset is approximately 30 minutes prior to festival closing.

BOOTH SET-UP REQUIREMENTS:

- **ALL VENDORS** must create a visual wall in the back of their booths to prevent patrons from seeing or accessing the back of their booths; Tent side walls, tapestries, burlap, cloth, or other types of non-see through fabric or material is best suited for this.
- **ALL VENDORS** must create visual side walls to connect to adjacent vendors on both sides, up to a max. of 10 feet, to create a visual barrier and a "Shopping Plaza." Please make the appropriate set-up preparations.
- **ALL VENDORS** must have a medieval appearance. All modern metal **MUST** be masked or securely covered utilizing period materials such as burlap, tapestry or some other period fabric. Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended. Aluminum tent poles and plastic coolers/cases must be covered.
- Vendors are highly encouraged to create temporary gardens near their booth space to increase the appeal of their booths. An example is bringing small plants/flowers in pots and hiding the pots with mulch or burlap to create a type of garden display or actually planting them in the ground. Period statues are also highly encouraged.

VEHICLES: Vendor parking passes are required to allow access to Fairgrounds. Vehicles are permitted on the Fairgrounds only after Fair personal opens the gates and allows access onto the park. Vendor understands no vehicles are allowed on the festival grounds between the hours of **9:00 a.m. and 6:00 p.m.** on Saturdays and Sundays, Nov. 12-13 & 19-20, 2011, and 7:30am – 3:30pm Nov. 18th, 2011. Any vehicle on the festival grounds and not in designated parking areas by 9:00 a.m. on Saturdays, and Sundays and 7:30am on Friday, Nov. 18th, will be towed at the owner's expense. No vehicles will be allowed on grounds in the case of incremental weather. No exceptions. Fair Marshall Security, County Sheriff's Department, and parking guards will be enforcing parking rules.

RESTRICTIONS:

- In keeping with the theme of the Faire, all booth personnel **MUST be in FULL appropriate attire** for the time period, no brief or revealing attire will be allowed. The faire is strictly a family oriented festival. Participants should be prepared to interact with visitors in appropriate medieval style, language and manner.
- During the Faire, smoking is prohibited in public areas and in public view. Smoking is allowed in private areas away from the view of the public. Cell phone usage must be non visible to the general public. Any type of modern jewelry, sun glasses, or other non essential modern jewelry or accessories are not allowed to be worn.
- Vendors are discouraged from drinking, or becoming intoxicated. All drinking vessels are to be time period appropriate. Any vendor in violation of this rule will be immediately dismissed and escorted off grounds until the close of the festival day, at which time they must remove their booth.
- Merchants must be in medieval costume at all times during show hours; no non-period items may be for sale such as pirate or gator items; aluminum tent poles and plastic coolers/cases must be covered, as well as all chairs and tables; only approved items listed on the application shall be for sale; and booths that have signage must be in period style. No plastic or vinyl signs are allowed. If we see them in your booth, you will be asked to take them down.

CLEAN-UP FINES: Vendors are responsible for keeping their area clean during and after the show. Failure to properly clean site after vacating will result in a \$50.00 clean-up fee. Failure to pay could reflect on future participation in the festival. Please be considerate and keep things orderly. Also, keep all items of non-medieval appearance hidden from the public view. Please provide your own trash barrel for the use inside the booth. ALL TRASH MUST BE PLACED IN THE DUMPSTER, AT THE END OF EACH EVENT DAY. Trash left at your site is grounds for a fine. You will be notified prior to the following season, in order to remit payment with show fees.

STATE TAX: Collection and remittance of Florida sales tax is the responsibility of each vendor. Each vendor will be given a paper from the Florida Department of Revenue, and will be the responsibility of the vendor to send the tax money to the Florida Department of Revenue.

FOOD VENDOR REQUIREMENTS: Food Vendors must adhere to health/hygiene requirements set by the State Department of Business and Professional Regulations. A food vendor application from the DBPR will be passed to all food vendors for those who do not have a year round license, and for inspection guidelines. Food vendors who do not meet health/hygiene and fire safety requirements will have to leave the faire. Food prices must be posted at all times. Food storage units and trailers will not be permitted on the festival grounds; they will be located in a separate area. A State Official will be inspecting food booths prior to the open of the festival. It is necessary that merchants are dressed in garb at all times and that booths and signs are medieval in theme and your area is kept clean.

NEW ELECTRICITY: Electricity is limited. 110-V Electricity outlets are available at \$30.00/outlet per day and is limited to use for event days ONLY. Electricity fees are charged and collected directly by the Sarasota Fairgrounds during the start of the festival. However, vendors in need of electricity must be pre-approved by the Sarasota Medieval Fair for availability. Please contact us before applying. Please do not remit electricity payments at this time. No/Low noise generators are allowed with prior approval only.

ANIMALS: Animals (other than those pre-approved as part of entertainment acts/rides) will not be allowed on site during the Fair.

WEAPONS POLICY: All sales of weapons must be packaged, or wrapped when given to patrons. Wearing of weapons is permitted but they must be peace tied. No weapon sales to minors. No fire arms of any type.

CAMPING: NEW 2011 CAMPING POLICY – CAMPING IS NOT ALLOWED. Dry camping in vehicles, trucks, camping tents, and/or recreational vehicles is NOT permitted at any time (inside the park or outside the park in the vendor or patron parking lots). However, pre-approved overnight dry camping in booth is allowed. Overnight dry camping in booth is permitted free of charge, however camping in booth **must be approved prior to the festival** – Please contact us a minimum of 2 weeks prior to the festival for preapproval. Water and portable restrooms in the park are available for overnight dry campers, who have received preapproval and who are camping in their booth. Electricity is **NOT** available for dry camping. Campfires are **NOT** allowed. Preapproved overnight dry camping in booth is permitted only **Wed., Nov. 9, 2011** until **Monday, Nov. 21, 2011.**

SERVICE PASSES: Each vending space includes 2 individual site passes and one vehicle pass. If you have two spaces, you will receive 4 site passes, and 2 parking passes. Additional site passes are \$10.00 per person with a max. of 5 and must be purchased with the initial vendor application and will be picked-up during vendor check-in. Parking Passes are free with a max. of 2. Persons or vehicles without passes WILL NOT be permitted on site and vehicles will be towed at the owner's expense.

SECURITY & MISCELLANEOUS: The Sarasota Medieval Fair, Inc./ the Sarasota County Agricultural Fair Association, Inc./ or the Fair Committee, is not responsible for belongings left overnight in booths. There will be sheriff officers patrolling the Fairgrounds area on Saturday, and Sunday nights. All vendors must supply a 5lb. charged and date tagged commercial use ABC fire extinguisher. The local fire marshal will be certifying each. Without their certification, you will not be permitted to vend.

FAILURE TO COMPLY: Failure to comply with rules will make vendors ineligible for admission to future shows. Failure to comply with rules may result in a vendor being asked to leave immediately. The Fair Committee reserves the right to make final interpretation of the rules. Please read carefully the indemnification/waiver at the bottom of this page.

Indemnification: Vendor agrees to indemnify fully and save and hold harmless the Sarasota Medieval Fair, Inc., Sarasota County Agricultural Fair Association, Inc., and Croteau Productions, its officers, employees, and agents, against all damage, claims, liabilities and causes of action of every kind and nature.

Waiver of Claims: The Sarasota Medieval Fair, Inc. and its agents shall not be liable for, and Vendor hereby releases all claims for damage to or loss of personal property sustained by Vendor or any person claiming through Vendor resulting from any fire, accident, occurrence, theft or condition in or upon the grounds/ site which they shall be a part of, or adjoining areas. Vendor consents to the use of the Vendors likeness incidental or primary to any display or transmission of the event for Event Marketing purposes only.

I agree to comply with the "Fair Rules For Merchants". I understand and agree that the Sarasota Medieval Fair, Inc., Sarasota County Agricultural Fair Association, Inc., the Fair Committee, or any other sponsoring organization (Croteau Productions) will not be responsible or liable for any damage or loss to the work of participants or personal liability in connection with the Fair.

Sign (Vendor): _____ **Date:** _____
Print (Vendor): _____