



## **2021 MERCHANT INFORMATION**

Get Medieval - For King, Glory, & our Guests!

- HUZZAH!** Thank you for considering participation in the 2021 Sarasota Medieval Fair!
- FAIR DATES & TIMES:** Saturdays and Sundays, November 6-7, 13-14, 20-21 and 27-28, 2021 (10am to 5:30pm)
- FAIR LOCATION:** *The Woods of Mallaranny. 29847 Florida 70 East, Parmalee FL 34251*
- # OF BOOTH SPOTS:** 115
- APPLICATION DEADLINE:** Applications must be postmarked by **SEPTEMBER 14th, 2021**. Incomplete application packages will not be accepted. A 10% discount is available if submitted before June 12, 2021.
- MERCHANT FEE:** Craft vending fees range from \$285.00 - \$800.00, plus a service fee and sales tax. Please see application attached.
- ACCEPTANCE:** Vendors will be notified of their status when their applications have been juried and approved. Booth fees will then be deposited - acceptance is a commitment to show. Elaborate period 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. Applications will not be considered "received" unless the fee, booth pictures, and product pictures are included.
- 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 personnel dressed in medieval attire at all times during fair operating hours.
- 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, Weapons, Games, and Ride Vendors are REQUIRED to provide proof of insurance certificates.** The certificate must name the: Sarasota Medieval Fair, Inc. (of: P.O. Box 51123, Sarasota, FL 34232) 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 of your work to be juried (one of your booth set-up is required) and food, weapons, and games and rides vendors must provide proof of insurance.
- CONTACT INFORMATION:** Toll Free: 1-888-303-3247 or [Vendors@SarasotaMedievalFair.com](mailto:Vendors@SarasotaMedievalFair.com)



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

## 2021 MERCHANT INFORMATION

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

Merchant Name: \_\_\_\_\_

Merchant Booth Name: \_\_\_\_\_

Merchant Manager Name: (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_(\_\_\_\_\_) \_\_\_\_\_ Manager Phone: \_(\_\_\_\_\_) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Please note:** Completed application, all fees, and photos of both your merchandise and a photo of your booth set-up are required for consideration. **Elaborate Medieval/Renaissance Tents and Handmade Merchandise have an upper-hand in the jury process, and with regards to booth site placements.**

### Booth Site Request & Miscellaneous:

- I previously participated as a vendor at this festival during years: \_\_\_\_\_
- I have participated in other medieval or renaissance festivals (please list below):  
 \_\_\_\_\_  
 \_\_\_\_\_
- I prefer to have the booth space I was assigned to last year (please note that we do not guarantee fulfillment of locations requests).
- I prefer not to have the booth space I was assigned to last year.
- Special booth site request:  
 \_\_\_\_\_  
 \_\_\_\_\_

**Applications must be postmarked by SEPTEMBER 14th, 2020**

### Check Medium/Booth Type:

<input type="radio"/> Clay/ Glass <input type="radio"/> Clothing <input type="radio"/> Food <input type="radio"/> Games/Rides	<input type="radio"/> Art/Graphics <input type="radio"/> Headwear <input type="radio"/> Jewelry <input type="radio"/> Leather	<input type="radio"/> Musical <input type="radio"/> Herbal/Floral <input type="radio"/> Rides <input type="radio"/> Toys	<input type="radio"/> Weapons <input type="radio"/> Wood <input type="radio"/> Other... _____
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**Please list and describe ALL items you wish to sell. Indicate which items are handmade and which items are buy/sell. We encourage a smaller categorized selection of handmade items in comparison to a large variety of unrelated mass produced items. Please attach an additional paper if more space is needed.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## MERCHANT FEES

### BOOTH FEE

Booth sizes are based on tent size plus 1-2 feet for guide wires. Spilling over outside your space will not be allowed.

	<u>12x12 Ft. Space</u>	<u>17x17 Space</u>	<u>12x24 Ft. Space</u>	<u>22x22 Ft. Space</u>	<u>30x30 Ft. Space</u>
<b>General Fees (Includes all 4 weekends)</b>					
Strolling (No booth space)	<input type="checkbox"/> \$285				_____
General Craft Space	<input type="checkbox"/> \$450	<input type="checkbox"/> \$530	<input type="checkbox"/> \$640	<input type="checkbox"/> \$650	<input type="checkbox"/> \$800
Games/Rides	----- Contact for Details -----				
Food	----- Contact for Details -----				

### Additional Services

Extra # of Service Passes (Max. 5) Amount  
\_\_\_\_\_ x \$20.00/pass = \_\_\_\_\_

**Sub Total: \$ \_\_\_\_\_**

( - ) If remitted before November 21, 2020 deduct 20% **OR** if post  
marked BEFORE June 12, 2021 deduct 10% from Sub Total: \$ \_\_\_\_\_

( + ) Service Fee: \$ **45.00**

( + ) If post marked AFTER Sept. 14, 2021 add a 25% Late Fee: \$ \_\_\_\_\_

7% Sale Tax: \$ \_\_\_\_\_

**BOOTH FEE: \$ \_\_\_\_\_**

### 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.**);
  - o If applying after the deadline, include the applicable Late Fees and send only a US Postal Money Order or Certified Cashier's Check (Checks and Money Orders will not be accepted after the deadline). Applying after the deadline does not guarantee availability or acceptance.
- REQUIRED:** Photos of your work to be juried, and a photo of your booth set-up are required for all.
- Food, Games, Weapons and Ride Vendors are REQUIRED to provide proof of insurance certificates.** The certificate must name the: Sarasota Medieval Fair, Inc. (of: P.O. Box 51123, Sarasota, FL 34232) as additionally insured within the description of operations field on the insurance certificate. 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:** Sarasota Medieval Fair, Inc.; P.O. Box 51123, Sarasota, FL 34232

# FAIR RULES FOR MERCHANTS

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

**ACCEPTANCE:** Acceptance is a commitment to show regardless of which products you have been approved to sell. We will deposit your check and notify you via email. **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 fair reserves the right to prohibit the display of any work it deems unacceptable at its sole discretion. 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 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. 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 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 ASSIGNMENT IS FIRST-COME FIRST-SERVE. PLACEMENT PRIORITY IS GIVEN TO THOSE WHO APPLY EARLY. We will not move booths after placement when checking in at fair.**

**Booth Sizes are based on tent size plus 1 to 2 feet for guide wires. If your tent or merchandise goes over your allotted booth space, you will have to purchase the next size up for booth space. Spilling over outside your booth space will not be allowed. You will have to pay \$30 a foot.**

**BOOTH SET-UP & TEARDOWN:** You will have the use of your space from **Wednesday, Nov. 3<sup>rd</sup>, 2021**, until **Monday, Nov. 29<sup>th</sup>, 2021**. Booths must be open, decorated appropriately, & occupied by personnel dressed in Medieval Costume at all times during fair operating hours (10:00am~5:30pm, November 6-7, 13-14, 20-21 and 27-28, 2021), Rain or Shine. **Vendors must set up and be ready by 9:00am during all festival days.** 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 decorations, signs, & tables. Your booth must fit within the measurements you requested & paid for. Be prepared with lighting, as sunset is approx. 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 our guests from seeing or accessing the back of your booths;** Tent side walls, tapestries, burlap, cloth, or other types of non-see through material is 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. No vinyl signs or banners of any kind is allowed. Aluminum tent poles, plastic coolers/cases and modern chairs of any type 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 personnel 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 festival days. Any

vehicle on the festival grounds and not in designated parking areas by 9:00 a.m. on Saturdays, and Sundays, will be towed at the owner's expense. No vehicles will be allowed on grounds in the case of incremental weather. No exceptions.

#### **RESTRICTIONS:**

- In keeping with the theme of the fair, all booth personnel **MUST be in FULL appropriate attire** for the time period, no brief or revealing attire will be allowed. This includes the wearing of shirt and shoes for all personnel. The fair is strictly a family oriented festival. Participants should be prepared to interact with visitors in appropriate medieval style, language and manner.
- During the fair, 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 exceptions;** 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.

**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 FAIR 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.

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

**FOOD VENDOR REQUIREMENTS:** Food Vendors must adhere to health/hygiene requirements set by the State Department of Business and Professional Regulations (DBPR). 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 fair. Food prices must be posted at all times. A State Official will be inspecting food booths prior to the open of the festival. It is necessary that merchants are dressed in medieval costume at all times and that booths and signs are medieval in theme and your area is kept clean.

**ELECTRICITY:** Very limited electricity is available at Sarasota Medieval Fair discretion for food vendors only. Vendors in need of electricity must be pre-approved by the Sarasota Medieval Fair for availability and put on list before check-in. Please contact us before applying. You will not be able to get electricity the day of the fair unless pre-approved and on list. 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. **We have a strict no pet policy.** Service animals are welcome.

**WEAPONS POLICY:** All sales of weapons must be packaged, or wrapped when given to our guests. Wearing of weapons is permitted but they must be peace tied. No weapon sales to minors. No fire arms of any type. Vendors approved to sell weapons must provide proof of insurance.

**CAMPING: 2021 CAMPING POLICY – Pre-approved dry camping in booth is allowed at no additional cost.** Portable restrooms in the park are available for overnight dry campers who are camping in their booth. Electricity, showers, and hook-ups are **NOT** available for dry camping. Campfires are **NOT** allowed. **Other forms of camping, including RV and hook-ups are available through our partner organization Sun n Fun. We have tried to get the best rate for you. Please contact Sun n Fun directly for terms and reservations at: 941-844-728-8729 or [sunfun@suncommunities.com](mailto:sunfun@suncommunities.com).**

**SERVICE PASSES & COMPLEMENTARY TICKETS:** Each vending space includes from 1 to 5 individual site passes (depending on the size of the space you purchased). Additional site passes are \$20.00 per person with a max. of up to 5 (again depending on the size of the space purchased) and must be purchased with the initial vendor application and will be picked-up during vendor check-in. **A photo ID must be shown with service pass when entering service gate.** If you do not have your service pass, you will have to buy additional passes. Persons without passes WILL NOT be permitted on site. Each vendor will also be provided a maximum of two (2) complementary single-day general admission tickets.

**Service pass schedule:** Strolling Vendor – 1 service pass      12 X 24 space -- 4 service passes  
12 X 12 space -- 2 service passes      22 X 22 space -- 4 service passes  
17 X 17 space -- 3 service passes      30 x 30 space -- 5 service passes

**SECURITY & MISCELLANEOUS:** The Sarasota Medieval Fair, Inc., is not responsible for belongings left overnight in booths. All vendors must supply a 5lb. charged and date tagged commercial use ABC fire extinguisher.

**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 reserves the right to make final interpretation of rules.

**Indemnification:** Vendor agrees to indemnify fully & save and hold harmless the Sarasota Medieval Fair, and its officers, employees, & agents, against all damage, claims, liabilities and causes of action of every kind & 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 personnel 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. or any other sponsoring organization 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):** \_\_\_\_\_