

Thank you for considering participation in the 2017 Honey Bee Festival!

1st Annual Honey Bee Festival Report: Our First Annual Festival final count was slightly over 5,000 people and was really well received by the community! The event received over 27000 tweets and people came from all over the state. We have had countless inquiries regarding the 2017 festival by potential vendors and customers. We received allot positive reviews from those that attended. The only complaints we had was the long entrance lines, wait time to use the porta potty, parking organization, and traffic on University. Some people expressed disappointment about not able to attend due to traffic and a full parking lots. We learned allot from our first event: This year, we have reserved additional porta potties, a better plan for entrance and additional parking options, we have hired professionals to handle parking and tram to the event from off site parking, additional police to direct traffic.

What is new: A variety of Entertainment from guest speakers for the educational booths to theater and music, morning yoga, dance. We have secured the Honey Queen and her court, grandfather of beekeeping, kid zone, petting zoo, and a live bee beard presentation. We will be serving honey wine and beer. We plan on advertising the event radio, tv, social media as we did last year. This year we will print and place fliers around town and have a website for the event.

Side Note: We had to increase the vendor fee from last year to aid in covering the costs of: Required permits, additional services to address the previous festival concerns, marketing and entertainment.

FESTIVAL DATES & TIMES: Saturday, March 25th (10am to 5:00pM)

FAIR LOCATION: Sweetgrass Farms: 8350 Carolina St, Sarasota, FL 34243

APPLICATION DEADLINE: Applications must be postmarked by FEB 1, 2017. Incomplete application packages will not be accepted. PLEASE MAIL TO: 725 45TH STREET, SARASOTA, FL 34234. Make check out to: Sarasota Honey Company. Please memo: Bee Fest

MERCHANT FEE: Booth fees \$65 Food Vendor Fee: \$100

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 FIRSTSERVE 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/description, and product pictures are included.

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.

COMPLETE APPLICATION: Completed application form, all fees (checks payable to: Sarasota Honey Company please note Honey Fest in the memo section of the check), photos of your work to be juried.

CONTACT INFORMATION: Alma Johnson: 941-726-8755 or alma@sarasotahoney.com

2017 MERCHANT INFORMATION

Merchant Name:

Merchant Booth Name:

Address:

City: _____ State: _____

Zip: _____

Phone: _(_____) _____

Alternative 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. 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 2016: _____

__ I will need access to electricity and willing to pay \$25. Booths with electric access are limited are located near the You Pick Entrance providing premier location at the event.

__ 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:

HONEY BEE FESTIVAL RULES FOR MERCHANTS

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 within 2-3 Weeks 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 festival reserves the right to prohibit the display of any work it deems unacceptable or conflict of interest with another approved vendor. Merchandise will be juried prior to acceptance of application. Products are encouraged to be indicative of the honey bee spring time theme. Merchants may only display merchandise which were listed on their application and shown in the slides/photos, then approved via the acceptance letter/email. 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 two 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 festival. The festival 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. **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 festival

Booth Sizes are based on tent size plus 1 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 \$29 a foot.

BOOTH SET-UP & TEARDOWN: You will have the use of your space from Friday, March 24th 2017, until Saturday, March 25, 2017. Booths must be open at all times during festival operating hours (10:00am~5:00pm, March 25, 2017), Rain or Shine. Vendors must set up and be ready by 8:45 am the day of the festival. 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.

BOOTH SET-UP REQUIREMENTS: • ALL VENDORS must have 4 tie downs with weights for their 10x10 space.

VEHICLES: Vendor parking passes are required to allow access to Festival parking. Vehicles are permitted on the Festival grounds only after festival 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 5:00 p.m. on Saturday. Any vehicle on the festival grounds and not in designated parking areas by 9:00 a.m. on Saturdays, will be towed at the owner's expense. No vehicles will be allowed on grounds in the case of incremental weather. No exceptions.

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. Please provide your own trash can for the use inside the booth. **ALL TRASH MUST BE PLACED IN THE DUMPSTER, AT THE END OF THE 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. 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. 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.

ELECTRICITY: Very limited electricity is available at \$25 per hookup. You will not be able to get electricity the day of the festival unless pre-approved and on list. 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 festival. We have a strict no pet policy. Service animal vendors must show us doctor's form.

SERVICE PASSES: Each vending space includes from 1 to 3 individual site passes and one vehicle pass. 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. Parking Passes are free of charge. Persons or vehicles without passes **WILL NOT** be permitted on site and vehicles will be towed at the owner's expense.

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 festival reserves the right to make final interpretation of rules.

Indemnification: Vendor agrees to indemnify fully & save and hold harmless the Sarasota Honey Bee Festival, Sarasota Honey Company, llc and Sweetgrass Farms, its officers, employees, & agents, against all damage, claims, liabilities and causes of action of every kind & nature. Waiver of Claims: The Sarasota Honey Bee Festival, Sarasota Honey Company, llc and Sweetgrass Farms 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 Vendor's 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 Honey Bee Festival, Sarasota Honey Company, llc and Sweetgrass Farms 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 Honey Bee Festival.

Sign (Vendor): _____

Date: _____

Print (Vendor): _____