



SF 21-001

Dear Artist and Craftsperson:

Habitat for Humanity of Brevard County's, Inc. (Habitat) Strawberry Festival brings together the entire community working to build healthy, safe, and affordable housing with Brevard County residents in need. This year's Festival marks our 24<sup>th</sup> Annual event, which has grown to attract over 30,000 participants from across the East coast.

This **TWO-Day Festival** will be held on Saturday & Sunday, March 17<sup>th</sup> & 18<sup>th</sup>, 2012 at the Brevard Community College Main Pavilion in Melbourne, Florida. We would like to cordially invite you to participate as one of the 120 vendors in our Artists and Crafters Show. Your registration fee of \$100.00 provides you with a 12' by 12' grass space. You are responsible for providing all your equipment and materials for your area. Electricity is provided for an extra \$20.00 fee, a limited number of spaces are allocated on a first-come, first-serve basis. Set-up times are included on the attached Registration Form (attachment #1) which we hope you will complete and return to Habitat early as our spaces sold out last year on February 1<sup>st</sup>.

Please take the time to read the Festival Vendors Rules & Regulations (attachment #2).

All proceeds from the Strawberry Festival benefit the building efforts of Habitat for Humanity of Brevard County, Inc. We hope you will join us to celebrate 24 years of family fun as we raise funds to build houses with God's people in need of simple, decent, affordable housing.

In peace and partnership,

A handwritten signature in blue ink, appearing to read "J. L. Gassman", is written over a white background.

J. L. Gassman  
President & CEO

Attachments:

- Artist & Crafter Application
- Artist & Crafter Rules & Regulations





## ART & CRAFT SHOW VENDOR RULES AND REGULATIONS

**REGISTRATION FEE:** Please submit your application with the \$100 registration fee, two photos of your product and one photo of your booth display. Your registration fee will secure a 12' x 12' space (*oversized tents will be required to purchase additional space*) at the festival to be assigned two weeks prior to the event. You will receive a confirmation by mail or e-mail indicating your acceptance annotating your assigned space.

**PAYMENT POLICY:** Registrations will be accepted until all available space is sold. Registrations are not confirmed until payment is received and spaces are assigned on a 'first-paid, first-serve' basis. Credit card payments are accepted. (An NSF fee of \$25 will be charged for returned checks.)

**CANCELLATIONS:** Please contact the Habitat for Humanity of Brevard County office by phone, e-mail or fax. On-site festival managers will be taking your schedule adjustments. The following charges are incurred in the event of cancellation:

45 days to 17 days prior to set-up day	\$20 per booth
16 days to 4 days prior to set-up day	\$50 per booth
Week of show or no-show	Full booth fee

### SET-UP/TEAR-DOWN INFORMATION:

#### SET-UP

- Check in with the show manager, between 12:00 pm and 6:00 pm the afternoon before the day of event, or between 5:00 am to 6:30 am the day of event.
- The show manager will inform you of the process to unload.
- Vehicles will be allowed on the festival grounds for unloading only during the prescribed times.
- ***By order of the Fire Marshall, all vehicles must be clear of the festival grounds prior to 7:00 am each day of the event.***

#### TEAR-DOWN

- Early dismantling/tear-down of your booth is NOT permitted. You may begin to organize from the back, but carts/boxes are not permitted on event grounds until 5:00 pm.
- Vehicles may NOT enter the festival grounds until after the event closes, each day.
- Be sure to leave area clean, remove all dots & labels, and pick up all twist tie clippings.

## **DISPLAY AND BOOTH GUIDELINES:**

The following guidelines are in place so that you and your fellow vendors have a smooth set-up, we present a professional looking show and to ensure we meet the standards and requirements set by the show manager. Please be prepared to make adjustments if needed.

- Booths must be manned throughout the festival hours. All booths must be set-up and open for business when the festival opens. This means arriving prior to opening time in order to allow proper time to open booth. Festival hours are Saturday from 7:00 am to 5:00 pm and Sunday 9:00 to 5:00
- Exhibitors must provide their own tables, table covers, display props and chairs.
- All cords must be out of sight and safely covered (see electric section).
- If using a freestanding structure it must be adequately anchored against the wind conditions.
- Do not use trees for display or storage.
- The use of screws, tacks, nails, etc. on trees is prohibited.
- When using twist ties, pick-up and throw away any clippings.
- All boxes, cartons and inventory should be stored out of sight.
- All signs, flyers, banners must be of professional quality. Large vinyl banners are not permitted, if in question, please ask show manager.
- Hand scratched signs and "Sale" signs are not permitted at the show.
- If at anytime you change or add items to your display, you must inform the Habitat office for approval.
- Your display area should be kept neat and tidy at all times.
- Displays will be reviewed throughout the day of the event for compliance to guidelines and monitored throughout the event. Any necessary adjustments requested by the show manager should be made as soon as possible.

**ELECTRIC:** A limited number of booths with electricity will be available there is an additional charge of \$20/space for electric service. These booths will be assigned on a first requested, first paid basis. All exhibitors using electricity must have a circuit breaker box (surge protector) directly plugged into the electric outlet. No household extension cords. Please note that electric usage may be limited as dictated by availability.

**SECURING CORDS:** Please be prepared to secure electrical cords with tape OR cord covers. Electrical cords should be put neatly in inconspicuous places. Mats must be fireproof, clean and flexible.

**VEHICLE, TRAILER AND RV PARKING:** All exhibitor vehicles must park in the designated areas, generally marked by a yellow painted line. If there is no clear designation, park at least 25 spaces from the festival grounds leaving the closer spaces for festival customers. All trailers and RVs must park in designated areas only. If in question, please ask the show manager. There is absolutely no dumping of anything permitted in parking lots or near the festival grounds. Event security watches all parking issues very closely.

**SHOW MANAGER:** An on-site show manager is present throughout the festival. If you have any questions or concerns at the event, please contact the show manager. Their cell phone numbers are provided on our website.

It is the on-site show manager's responsibility to monitor booths to ensure that all guidelines are being adhered to throughout the duration of the event. Show managers have the right to request adjustments be made by the vendors display if necessary to meet the standards set by and expected by either Habitat or the local Fire Marshall.

Show managers are not able to make additions, revisions or cancellations to your show schedule. Please contact the Habitat office at (321) 728-4009 or e-mail [houses@brevardhabitat.com](mailto:houses@brevardhabitat.com) to make any schedule adjustments.

**COLLECTION OF SALES TAX:** Each vendor is responsible for their own sales and use tax vendor number, collection and payment of state sales tax on items sold. If you do not have a sales tax number, you may register for one on-line or contact the Department of Taxation. We have provided the following for your convenience:

**FLORIDA:** State of Florida Dept of Revenue  
[www.myflorida.com](http://www.myflorida.com)  
Florida Taxpayer Services  
(850) 488-6800

**ADDITIONAL INFORMATION:**

- Habitat has the right to refuse space to or remove any vendor who does not comply with, accept or cooperate with these guidelines or the visual standards expected even if already accepted into the show.
- Habitat management and/or festival management reserves the right to ask a vendor to remove and/or change any item or signage within the booth space relative to the levels of professional standards set by Habitat, even if already accepted into a show.
- Habitat and/or the festival management have the right to discard any product and booth display items if booth is abandoned.
- On-site security is provided, however, Habitat will not be held responsible for any lost or stolen items.
- In case of an emergency after hours, call the Habitat Festival Coordinator at (321) 258-8973. Leave a detailed message if coordinator does not answer.

**HABITAT FOR HUMANITY OF BREVARD COUNTY, INC.**  
7815 Ellis Road, West Melbourne, Florida 32904

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