

# Hoggetowne Medieval Faire

Alachua County Fairgrounds ♦ January 28-29 & February 3-5, 2012

## 2012 MERCHANT INFORMATION

Thank you for applying to participate in the 2012 Hoggetowne Medieval Faire. If you have any questions regarding this information, please e-mail Linda Piper at [piperlr@cityofgainesville.org](mailto:piperlr@cityofgainesville.org) or call 352-393-8536.

- FAIRE DATES & TIMES:** Saturday and Sunday, January 28-29 & February 4-5 (10 a.m. to 6 p.m.)  
School Day - Friday, February 3 (9:30 a.m. to 3 p.m.)
- FAIRE SITE:** Alachua County Fairgrounds, located 10 minutes east of I-75 off exit 390.  
2900 N.E. 39<sup>th</sup> Avenue, Gainesville, Florida
- ATTENDANCE:** Approximately 50,000 visitors a year
- # OF BOOTH SPOTS:** 165
- APPLICATION DEADLINE:** Applications must be postmarked by **Monday, November 14, 2011**. Incomplete application packages will not be accepted for consideration. Vendors will be notified of their status as soon as their application has been juried. As soon as the vendors are juried in, booth fees will be deposited.
- BOOTH FEE:** Booth fees range from \$180 - \$585. Please see application attached.
- ACCEPTANCE:** Acceptance is a commitment to show, and deposited fees are non-refundable. Once accepted, an exhibitor information packet will be mailed. It will include your booth number, show information, hotel/campground information, etc.
- REQUIREMENTS:** All crafts and wares should be consistent with the medieval theme as detailed on the Vendor Application and under "Terms and Conditions." Participants must follow the Faire's guidelines by wearing medieval attire, decorating their booths in the medieval theme and interacting with visitors in appropriate medieval style. Furthermore, preference will be given to all works and products that are original, handcrafted pieces.
- FAIRE THEME:** "In the Days of Robin Hood".
- CAMPING:** Onsite camping is available. The fee is \$50 for tent camping and \$100 for Recreational Vehicles. Electricity and/or water will not be available. Camping fees are offered on the merchant application under additional services.
- PETS:** No pets are allowed on the Faire site when the Faire is in operation. However, they are permitted in the camping area. Due to safety problems in the past, all pets must be secured 200 ft. from the tree line.
- COMPLETE APPLICATION:** Includes: completed application form, all fees (booth fees and additional services – *checks payable to:* City of Gainesville), a business-size, self-addressed, stamped envelope, photos, slides or digital images of your work to be juried (one image should show your booth set-up). All vendors including artisans, food vendors as well as games and rides must provide proof of insurance by the end of the year.
- CONTACT INFORMATION:** Linda Piper, Events Coordinator  
City of Gainesville Department of Parks, Recreation and Cultural Affairs  
PO Box 490, Station 30  
Gainesville, FL 32602  
(352) 393-8536 ♦ [piperlr@cityofgainesville.org](mailto:piperlr@cityofgainesville.org) ♦ [www.gvlculturalaffairs.org](http://www.gvlculturalaffairs.org)

# 26<sup>th</sup> Annual Hoggetowne Medieval Faire

January 28-29 & February 3-5, 2012 ♦ Gainesville, Florida

## 2012 Merchant Application

Deadline: November 14, 2011

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

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

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

Street City State Zip

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

I participated in the 2011 Faire I'd like the same space I had in 2011:  YES  NO # of Parking Passes: \_\_\_\_\_

Instead of mailing the exhibitor packet in December, please hold it for pick up at the Faire when I arrive on site since I will be unable to retrieve my mail.

Special booth site request: \_\_\_\_\_

Other Faires that you have participated in: \_\_\_\_\_

Description of merchandise/services: \_\_\_\_\_

### CHECK MEDIUM/BOOTH TYPE:

- |                                         |                                           |                                   |                                        |                                      |                                       |                                                 |
|-----------------------------------------|-------------------------------------------|-----------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Clay           | <input type="checkbox"/> Fine Art         | <input type="checkbox"/> Glass    | <input type="checkbox"/> Herbal/Floral | <input type="checkbox"/> Metal       | <input type="checkbox"/> Plants/herbs | <input type="checkbox"/> Weapons                |
| <input type="checkbox"/> Clothing/Fiber | <input type="checkbox"/> Fortune Telling  | <input type="checkbox"/> Graphics | <input type="checkbox"/> Jewelry       | <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Ride         | <input type="checkbox"/> Wood                   |
| <input type="checkbox"/> Food           | <input type="checkbox"/> Game or activity | <input type="checkbox"/> Headwear | <input type="checkbox"/> Leather       | <input type="checkbox"/> Musical     | <input type="checkbox"/> Toys         | <input type="checkbox"/> Other (explain): _____ |

### INSTRUCTIONS:

- ♦ Indicate the number of booth spaces needed and check the appropriate size/space fee.
- ♦ Indicate the actual size of your booth with guy wires and include the extra fee if necessary.
- ♦ Write in the number of hay bales and electricity/water, if needed. Electricity is available to primarily Food Vendors, although there is a limited amount available to craft vendors.
- ♦ Write total costs in right hand column and add up grand total.

Merchant Booth Fees	# spaces needed	12X12 ft space	15x15 ft space	20x20 ft space	25x25 ft space	25x30 ft space	Total
Merchant Booth Fee (Artisan Made-Sales and Demonstration)	_____	<input type="checkbox"/> 180.00	<input type="checkbox"/> 205.00	<input type="checkbox"/> 250.00	<input type="checkbox"/> 290.00	<input type="checkbox"/> 340.00	_____
Merchant Booth Fee (Artisan Made-Sales Only)	_____	<input type="checkbox"/> 210.00	<input type="checkbox"/> 240.00	<input type="checkbox"/> 280.00	<input type="checkbox"/> 320.00	<input type="checkbox"/> 370.00	_____
Merchant Booth Fee (All Other Vendors)	_____	<input type="checkbox"/> 325.00	<input type="checkbox"/> 340.00	<input type="checkbox"/> 380.00	<input type="checkbox"/> 420.00	<input type="checkbox"/> 470.00	_____
Game	_____		<input type="checkbox"/> 250.00	<input type="checkbox"/> 300.00	<input type="checkbox"/> 350.00	<input type="checkbox"/> 400.00	_____
Ride	_____		<input type="checkbox"/> 290.00	<input type="checkbox"/> 340.00	<input type="checkbox"/> 390.00	<input type="checkbox"/> 440.00	_____
Food Vendor Booth Space	_____		<input type="checkbox"/> 465.00	<input type="checkbox"/> 505.00	<input type="checkbox"/> 545.00	<input type="checkbox"/> 585.00	_____
Merchant Booth Space Demo Only (No Sales)	_____		<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	_____
Strolling Merchant Fee (With Booth Space)	_____		<input type="checkbox"/> 85.00				_____
Strolling Merchant Fee (No Booth Space)	_____		<input type="checkbox"/> 135.00				_____
Add an additional \$25 if you need more than the space allotted (ex. if you checked 15 x 15, but with guy wires you will need 18 x 18).							
Does your booth have guy wires? <input type="checkbox"/> Yes <input type="checkbox"/> No What is the actual size of your booth including guy wires? _____							
<b><u>ADDITIONAL SERVICES</u></b>							
Number of Hay Bales at \$7.00/bale _____							
Number of 110-V Electricity at \$30.00/outlet _____							
Number of 220-V Electricity at \$50.00/outlet _____							
Number of Tents Camping at \$50.00/site _____							
Number of Recreational Vehicles Camping at \$100.00/site _____							
<b>GRAND TOTAL DUE:</b>							<b>\$ _____</b>

### DEADLINES:

Applications must be postmarked by **Monday, November 14, 2011**. Incomplete application packages will not be accepted for consideration. Vendors will be notified of their status as soon as their application has been juried. As soon as the vendors are juried IN, their booth fee will be deposited. Acceptance is a commitment to show and deposited fees are non-refundable. Once accepted, an exhibitor information packet will be mailed which will include your booth number and hotel/campground information; unless you prefer that we hold the packet for pick-up until you arrive on site.

Please list and describe ALL items you wish to sell. Use additional sheets if necessary. Submit photos, slides or digital images of all work to be juried. If possible, include a photo of your display. **You will be allowed to offer for sale only those items which are accepted.** Explain which items are handmade and which items are buy/sell.

1. _____	8. _____
2. _____	9. _____
3. _____	10. _____
4. _____	11. _____
5. _____	12. _____
6. _____	13. _____
7. _____	14. _____

**REQUIREMENTS:**

- 1.) All works and products must be indicative of the medieval era. Preference will be given to original, handcrafted pieces. Works that are mass-produced, manufactured, made from commercial molds and pirate items may not be accepted. Imported items are strictly limited and will be accepted on an individual basis.
- 2.) All booths must be open and manned during Faire hours. All booths 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.
- 3.) In keeping with the theme of the Faire, all booth personnel MUST be in appropriate attire for the time period, no brief or revealing attire will be allowed. Participants should be prepared to interact with visitors in appropriate medieval style, language and manner.
- 4.) During the Faire, smoking is prohibited in public areas. Cell phone usage cannot be visible to the general public.
- 5.) Photos, slides or digital images must show a complete representation of ALL works to be sold, include one photo, slides or digital images of your booth. Photos, slides or digital images will be returned after the Faire.
- 6.) No pets are allowed on the Faire site when the Faire is in operation or within 200 ft. from the tree line.
- 7.) **Proof of insurance is mandatory for all vendors.** All vendors shall provide the City with proof of adequate General Liability coverage in the amount of \$200,000 upon final execution of this application form. The City of Gainesville and Board of Alachua County Commissioners must be named as an additional insured on the certificate of insurance.

**COMPLETED APPLICATION PACKAGE MUST INCLUDE:**

- Completed application form.
- Total fees: booth fees and additional services. Make check payable to: **City of Gainesville** or you can call in your credit card information.
- A business-size, self-addressed, stamped envelope (SASE).
- Submit photos, slides or digital images of all your work to be juried in (one should be of your booth set-up).
- All vendors must submit proof of insurance.

**For further information call Faire Coordinator Linda Piper at (352) 393-8536, visit our website at [www.gvlculturalaffairs.org](http://www.gvlculturalaffairs.org), or email us at [piperlr@cityofgainesville.org](mailto:piperlr@cityofgainesville.org)**

**Return application package to:**

Linda Piper \* City of Gainesville Department of Parks, Recreation and Cultural Affairs  
Hoggetowne Medieval Faire \* PO Box 490, Sta 30 \* Gainesville, FL 32602

**Indemnification:** Vendor agrees to indemnify fully and save and hold harmless the City of Gainesville and Board of Alachua County Commissioners, its officers, employees and agents, against all damage, claims, liabilities and causes of action of every kind and nature. The City shall give Vendor prompt and reasonable notice of any such claims or actions and Vendor shall have the right to investigate, compromise and defend the same to the extent of Vendor's own interest. Nothing contained in this Agreement shall be construed as a waiver of the City's or County's sovereign immunity granted pursuant to Section 768.28, Fla. Statute.

**Waiver of Claims:** The City of Gainesville, Board of Alachua County Commissioners 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.

I have read all Terms and Conditions and I agree to comply with Faire rules. I understand that failure to do so may result in my expulsion from the Faire without refund of my fees and I may be barred from future events. I understand and agree that the City of Gainesville 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 Faire. I shall comply with all applicable federal, state and local laws, rules, and regulations.

⇒ **Signed (VENDOR):** \_\_\_\_\_ **DATE:** \_\_\_\_\_

## TERMS AND CONDITIONS FOR ALL VENDORS

**Craft Specification:** Preference will be given to original handcrafted products. Works that are mass-produced, manufactured, or made from commercial molds may not be accepted. Pirate items, decoupage, purchased jewelry, and commercial leather goods will not be permitted. Imported items are strictly limited and will be accepted on an individual basis. We discourage imported or assembled items because this hurts the ability of artisans to market their handmade products. The number and type of crafts and merchandise will be limited in fairness to all. Consideration will be given to past participants of excellent quality. A limited number of service providers (for example, fortune telling and body art) will be accepted. Service providers will be juried as well. 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 or offer services (like Tarot Reading) which were listed on their application and shown in the slides/photos, then approved via the acceptance letter. Items not listed cannot be sold.

**Inspections:** The Faire Committee will inspect shops at daily intervals to assure that all merchandise displayed for sale was previously approved during the application process and to insure that all rules and regulations are adhered to. On-site reviews will take place regularly and any merchant not adhering to the rules and regulations will be written up and your application may not be accepted next year. The following is a list of items that must be adhered to: merchants must be in medieval garb 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; only approved items listed on the application shall be for sale; and booths that have signage must be in period style.

**Restrictions:** During the Faire, smoking is prohibited in public areas. Cell phone usage must not be visible to the general public.

**Acceptance:** If your vendor application is accepted at jury, you will receive an acceptance letter. The Faire Committee will try its best to place you in the area you requested. Preference will be given to participants in good standing from the 2011 Faire. We do not guarantee fulfillment of location requests. Acceptance is a commitment to show, your check will be deposited within 2 weeks after the application deadline. There will be no refunds for cancellations to vendor by the City.

**Booth Spaces:** Your booth must fit within the measurements you requested and paid for. The size of the assigned space will correspond with what you listed on your application. Merchants are responsible for setting up their booths, including medieval design and decorations, signs, tables, shelter, etc. All booths must have a medieval appearance. All modern metal (including aluminum tent poles) MUST be masked or securely covered utilizing period materials such as burlap, tapestry or some other period fabric. Plastic coolers and cases must also be covered. Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended. Booths must be open and decorated appropriately at all times during Faire operating hours, rain or shine.

**Costume Requirements:** It is required that all merchants must be dressed in appropriate costume of the Middle Ages during Faire operating hours. Appropriate period language must also be used. All participants must remain in character at all times while in view of patrons. Keep in mind that Hoggetowne is a family-oriented Faire: no brief and/or revealing outfits will be permitted.

**Hours of Operation:** The Faire will be open to the public on Saturday and Sunday from 10:00 a.m. until 6:00 p.m. and Friday, February 3 from 9:30 a.m. until 3 p.m. All booths must remain open to the public during operating hours.

**Set-up & Teardown:** You will have the use of your space and can begin setting up on Tuesday, January 24. All booths must be completely set-up by 9:15 a.m. on Saturday, January 28. All vehicles must be off-site 45 minutes before show time each morning. Vehicles will not be permitted on-site until either 15 minutes after show closing or until the public is cleared from the site. Teardown will occur on the final day of the Faire after the gates are closed. You will need to be out of the site by noon on Wednesday, February 8.

**Parking Passes:** Merchant parking passes are required to allow access to fairgrounds and must be filled out and displayed on the front windshield of your vehicle. Any vehicle on the fairgrounds and not in the designated parking area by 9:15 a.m. on Saturday and Sunday, both weekends, and 8:45 a.m. on Friday, will be towed at the owners' expense. Security/parking guards will be enforcing parking rules.

**Merchant Responsibilities:** Merchants are responsible for keeping their area clean during and after the show. Keep all items of non-medieval appearance hidden from public view. Please provide your own trash barrel for use inside the booth. A Fire Marshal will conduct an inspection. If you are using a tent, a certificate of inflammability will be required, and if your structure is made from cloth you must administer a flame retardant. It is required that all merchant booths contain a fire extinguisher.

**Security:** 24-hour security will be provided starting at 4:00 p.m. on Friday, January 27. The City is not responsible for work left overnight in booths. A security officer will be on site patrolling the fairgrounds each night. There will be security onsite during the closed hours and mid-week, but we recommend merchants remove their merchandise from their booth. Faire management will not be held responsible for tents or any merchandise left on-site during closed hours and mid-week.

**Camping:** Merchants are allowed to camp on the grounds for the duration of the event in the designated camping area. A \$50 camping fee is required for tents and \$100 fee for RV's. Limited rough tent camping space and trailer/RV space is available to participants on a first come, first serve basis. An overnight camping pass must be obtained. The pass must be filled out and displayed in the front windshield of the vehicle or at your campsite. Electricity and water is limited; a small amount will be available for RVs, but it will not be available in the tent/camping area.

**Food Vendor Requirements:** Food vendors must adhere to health/hygiene requirements set by the State Department of Business and Professional Regulation. An inspector will be present on Saturday morning, just before the show opens, to make sure that food vendors adhere to the guidelines. Also, a Fire Marshal will conduct a thorough inspection. Food vendors who cannot meet health/hygiene and fire safety requirements will have to leave the Faire. Food prices must be set at the start of the Faire and may not change. Prices must be posted at all times. Food storage units and trailers will not be permitted in the area; they will be located in a separate area. 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.

**Awards:** All merchants need to make sure their booths are set-up and decorated to look as medieval and attractive as possible. To encourage creativity, we will be offering one award to the merchant with the best-looking booth. The winner will receive a wooden plaque and a free booth space in next year's Faire. The King and Queen will award the plaque ceremoniously on Saturday, January 28, at 2:30 p.m.

**Sales Tax:** Collection and remittance of Florida sales tax (6.25%) is the responsibility of each merchant. The Florida Department of Revenue will be given a list of participating merchants following the event. All merchants are responsible for keeping track of their sales and paying Florida Sales Tax; a remittance form will be enclosed in your check-in packet along with a sales tax chart.

**Animals:** No pets (other than those pre-approved as part of entertainment acts/rides) will be allowed on site during the Faire. However, they are permitted in the camping area and must be secured 200 feet from the tree line.

**Insurance:** Proof of insurance is mandatory for all vendors. All vendors shall provide the City with proof of adequate General Liability coverage in the amount of \$200,000 upon final execution of this application form. The City of Gainesville and Board of Alachua County Commissioners must be named as an additional insured on the certificate of insurance.

**Failure to Comply:** Failure to comply with rules will make merchants ineligible for awards and admission to future shows and may result in a merchant being asked to leave immediately. The Faire Committee reserves the right to make final interpretation of the rules. Please read carefully the indemnification/waiver of claims on the application.

**Your application package must include:**

- ◆ Completed application form and a self-addressed, stamped envelope.
- ◆ Slides, photos or digital images of your work, including booth set-up.
- ◆ Space fee check made payable to the City of Gainesville, or you can call in your credit card information.

**Please remember the following:**

- ◆ The Faire committee will send notification letters within 2 weeks after the application deadline.
- ◆ If you are accepted, we will deposit your space fee check immediately. Acceptance is a commitment to show, and deposited booth fees are non-refundable for cancellation, withdrawal, etc.
- ◆ The Faire Committee juries slides and photos and we look for: appropriateness to medieval theme, craftsmanship, quality, uniqueness and whether the work will sell to our target audience.
- ◆ All vendors must enclose a copy of your current insurance policy listing the City and Board of Alachua County Commissioners as an additional insured.