



Vendor Rules & Regulations

7th Annual Habitat Ocala Strawberry Festival

March 7, 2020 – 9 am -5 pm

Note: Vendor spaces are 12x12 in size; Management reserves the right to determine location based on availability of space and/or type of product(s) being sold. All vendors must supply: tent, chairs, tables, (power cords, cord covers-if needed). The event is an outside event; therefore, we cannot predict the weather, there will be no rainout dates or refunds for any reason. Trash collecting throughout the day will be done, each booth is responsible for keeping their vendor area clean from all trash. Management reserves the right to change vendors to avoid duplication in an area. By completing this application, you have read and understood the rules and regulations of the event.

1. **FOOD ITEMS-** food items will be limited to the menu that has been approved by the Strawberry Festival Committee. You must submit a menu with your application. Once approved to be a vendor, you can not deviate from the approved menu. A menu of all items for sale, along with the prices, must be visible to the public.
2. **UNAUTHORIZED ITEMS SOLD-** If any items are sold that are not approved, you will be asked to remove the unauthorized item or items. Failure to comply may result in being asked to leave the festival and forfeiture of booth fee. Management has final right of festival.
3. **TRASH-** It is your responsibility to keep your area clean and neat at all times. Trash cans have been provided for our guest and roll off containers for our vendors. Please dispose of all trash into the roll offs located behind the Main Stage area. When the trash collecting volunteers come by with the trash wagon, you can drop off your trash into the wagon and they will dispose of it for you.
4. **NO ALCOHOL EVENT-** refrain from consuming alcoholic beverages while working the festival.
5. **FIRE EXTINGUISHER-** ANY booths that will be cooking on-site are required to have a fire extinguisher and, if applies, required to have a Health Department Food Service Establishment Permit.
6. **LICENSE-** If you are licensed by the State of Florida, license must accompany your application. No vendor will be allowed to set up unless payment has been received. All food vendors who do not have an annual license may need to apply for and purchase a temporary event license for the event. This can be obtained through the Florida Department of Business and Professional Regulation (www.myfloridalicense.com/dbpr/hr).
7. **SALES TAX-** If applicable, vendors are responsible to collect their own sales tax.
8. **SET UP-** All vendors must be completely set up by 8:00 a.m. on Saturday, March 7, 2020- ALL VEHICLES off the festival grounds. You will be able to set up on Friday, March 6th between 8:30 a.m. and 6:00 p.m. All vendors are required to check in to receive your vendor folder and information no later than Saturday, March 7th at 8:00 a.m., If your folder is not retrieved by set-up time, all coupons and vouchers will be voided. Vendors will not break down their booth until 5:00 p.m. on Saturday, March 7th. You will receive updated information via emails about maps, events and other information to be well informed about what is happening at the festival. To stay updated, “LIKE” the Habitat Strawberry Festival Facebook page and use this page as your platform to advertise your products, that you will be a vendor at the event, what sales you might offer or what items you will have for sale.
9. **SECURITY-** There will be security on the festival grounds Friday night and throughout the event.

10. **APPLICATIONS-** We reserve the right to reject or accept any application. No applications will be accepted without payment, photo of your tent, trailer or food truck and a menu. Once your application has been accepted, you will be notified by email that you are a confirmed vendor. Placement of vendors is at the discretion of the event holder.
11. **RAIN DATE/REFUND-** This is an outside event, there will be no rainout dates, or refunds for any reason.
12. **GENERATORS-** must be quiet, non-pollution, approved generators. Generators cannot be placed into an empty booth space or in any walkway. All generators must remain on vendor assigned site and **not** disrupt other vendors. Vendors must indicate on application that a generator will be used.
13. **BOOTH DISPLAY THEME-**Each booth should display something *strawberry or be decorated in red* to keep the Strawberry Theme throughout the event.
14. **STRAWBERRY FOOD ITEMS-** No strawberry food items can be sold without prior permission from the Strawberry Festival Committee, several churches are donating their time to make numerous strawberry items to sell for Habitat for Humanity. Vendors who are selling unapproved items will be asked to remove such items and to refrain from selling.
15. **PARKING PERMIT-**due to limited parking, each vendor will receive one parking pass per 12x12 booth space which must be displayed on the dashboard at all times. Vehicles not displaying a parking pass may be subjected to towing at owners expense. All vendor employees, assistants, etc., must park in general parking off SE 26th Court. ONLY PARK in DESIGNATED areas, do not park in any of the festival/complex parking lots. DO NOT PARK in parking lot in front of any buildings- there will be a car show in the main area parking lot next to the vendor area.
16. **VEHICLE SITE ACCESS: NO SPEEDING!** - Speed limit of 5 MPH is enforced at all times. Please unload your vehicle or trailer and remove your vehicle promptly so other vendors can unload. Do not leave your vehicle on site any longer than is ABSOLUTELY necessary. **On Festival day, all vehicles must be off-site by 8:00 a.m. and cannot re-enter until 5:00 p.m. - please drive with caution.**
17. **CHECK IN: Friday- March 6th 8:30am – 6:00pm and Saturday, March 7th 6:00 am – 7:30 am:** When you arrive, check-in **FIRST** at the Check-in Booth/Tent off SE 6th Place and SE 26th court near the huge grassy parking lot at the McPherson Complex. You will receive your vendor folder and any coupons or vouchers including a vendor parking pass. Please plan ahead. Registration takes a long time, as there are many people to be registered. Once you receive your vendor packet, you will be escorted to your booth space by our ambassador. (*Maps will be emailed prior to the event*)
18. **AMBASSADOR ESCORT TO BOOTH SPACE:** Once you have been cleared for placement, you will be added to the “Placement” list where our volunteers (Ambassadors) will escort you to your booth space. We provide this concierge service to make your experience enjoyable and to answer any questions you may have.
19. **MAPS-** You will be sent a map of the booth locations, and of the entire festival. Please familiarize yourself with the port-o-lets, strawberry sales, food tents, etc., so you can answer questions by our visitors.
20. **BOOTH DECORATING CONTEST FOR VENDORS ONLY-** Want a chance to win a *free vendor booth* space at the **2021** Strawberry Festival?
To enter the contest- pay a \$5.00 entry fee, decorate your booth in strawberry theme or in RED and hang your entry number from your booth. Judges, who have experience judging vendor booths, will judge each booth, take photos

and determine the winners. Winners will be selected by 10:00am and receive a ribbon to be displayed at their booth. Let your imagination run wild, have fun and keep the theme of strawberry or red throughout the event.

First Place- Blue ribbon, free vendor booth space (2021), selection of vendor space (not to include electricity or corner booths- additional fees may apply) & bragging rights

Second Place- Red Ribbon, \$25 gift certificate & bragging rights

Third Place- White Ribbon, \$20 gift card & bragging rights

Runner Up- Yellow Ribbon \$10 gift card & bragging rights

**** All winners will be posted on our website and social media sites*****

21. **LUNCH FOR VENDORS** - Vendors can pre-order lunch that will be delivered to their booth on Saturday between 11:30-12:30pm by a Habitat Ambassador. Pre-order lunches are at a discounted rate including delivery. Lunch will be from the Habitat Food Court. See application for food selections. Order as many meals as you would like, each meal is \$5.00. Indicate on application how many meals and add to total. You will receive a Habitat Food Voucher for each paid meal; you will pay the Ambassador with the Habitat Food Voucher when the food is delivered. The voucher will be in your vendor folder. All Meal Deals must be ordered when completing the application or by January 31, 2020.

22. **ENCROACHMENT**- please do not encroach on your neighbor's booth space, each vendor received a 12x12 vendor space to accommodate tents, merchandise and equipment.

23. **THANK YOU**- Enjoy, Have Fun, thank you for being a part of this signature event and supporting Habitat for Humanity of Marion County where all proceeds from the festival are used towards the construction of a new home.

Release: By completing the Vendor Application form, I certify that I have read and do understand the rules and regulations of the Habitat Ocala Strawberry Festival for all vendors (food, Farmers Market, Business Expo, Arts & Crafts, and Not-for-profit) and shall agree to abide by these rules. The undersigned shall indemnify and hold harmless the Habitat for Humanity of Marion County, Habitat Ocala Strawberry Festival, Marion County Board of County Commissioners and all departments and employees, City of Ocala and all departments and employees, Marion County Sheriff's Office, all employees, Ocala Police Department and all employees, sponsors, vendors and volunteers from all claims, liabilities, costs, expenses, and damages in the operation of the Habitat Ocala Strawberry Festival.

Thank you for supporting Habitat for Humanity of Marion County, all proceeds benefit the Habitat Homeownership program which provides low-income families who are living in substandard or overcrowded conditions a place to call home. All families who meet the criteria of the Homeownership program must completed 500 sweat equity hours (building their own home as well as other homes, volunteering at the Habitat ReStore and at events), a mortgage with zero percent interests and low, affordable monthly mortgage payments. Everyone deserves a decent place to live, together we can change someone's life forever. We appreciate your support and dedication to our mission.



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