

2018 VENDOR RULES AND REQUIREMENTS

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1. **FEES:**
 - a. **FOOD & DRINKS:** The registration fee for food and drink vendors is \$200. Food & drink vendors are defined as those who are selling food and/or drinks intended or likely to be consumed at the festival.
 - b. **ARTS/CRAFTS/OTHER FOOD:** The registration fee for arts and crafts vendors is \$50. The registration fee for vendors selling unprepared food items not intended and not likely to be eaten at the festival is \$50. This includes things like spices and mixes.
 - c. **NON-PROFIT ORGANIZATIONS:** Reduction or waivers of fees for booths advertising the services of 501(c)(3) non-profit organizations will be considered on an individual basis. (See the section on political interests below.)
 - d. **BUSINESS/CORPORATE INTERESTS:** Booths for business/corporate interests wishing to display or advertise goods or services are available to event sponsors of \$500 or greater. For information, see the Sponsors tab on the SmokeOnTheWaterFestival.com website.
2. **REFUNDS:** Vendor refunds will be granted if requested by Friday, April 20, 2018. **No refunds will be granted after that time.**
3. **BOTTLED AND CANNED DRINKS:** Vendors cannot sell or giveaway bottled, canned or fountain drinks of any kind. Based on our contract with the soft drink provider for the event, the festival will be the sole vendor for bottled, canned and fountain drinks. This includes bottled or canned sodas, water, tea, sports drinks, etc. However, vendors can sell fresh-made drinks such as fresh squeezed lemonade, fresh-made tea, etc.
4. **PARK AND RECREATION DEPARTMENT FEES:** The Florence Park and Recreation Department charges every vendor a \$25 fee. The Park and Rec Fee is included in your Festival Vendor Application Fee.
5. **BUSINESS LICENSE REQUIREMENT:** All vendors selling any product at the Festival must have a CITY OF FLORENCE Business License (a State of Alabama business license is not sufficient). If you are not selling anything, no license is required. If you already have a valid business license, the city will not require you to obtain a separate license for the festival. The 2017 cost for a city business license for festival participants was \$50 for food/drink vendors, \$25 for all others. If you have questions or need a license, call the City Clerk's Office at (256) 760-6679. **WE WILL NOT ISSUE REFUNDS** because you decide you do not want to purchase a city business license.
6. **VENDORS PROMOTING POLITICAL INTERESTS OF ANY KIND ARE NOT ALLOWED.** This event is sponsored by the Rotary Clubs in the Shoals Area, and it is a violation of the policies and principles of Rotary International to give the appearance of support to any political point of view, pro or con. As such, we cannot allow booths supporting or opposing any viewpoint related to political issues.
7. **EXCLUSIVE AGREEMENTS: THIS IS A CHANGE FROM 2017.** The festival will grant exclusive agreements for non-food, brand-specific items only (e.g., one Avon representative, one Yankee Candle vendor, but, there could be more than one candle seller or perfume seller). As vendors register and pay, we will publish their "Description of Items to be Sold" on the Vendor Application page. Vendors can review what others have already registered to sell and make decisions accordingly. No refunds after Friday, April 20, 2018. For the latest vendor registration information, call Sarah Gaede, (256) 520-3807.

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SET-UP AND DAY OF THE EVENT

1. If you require access to the site the day before the event (Friday), please let us know in advance. We provide no security for anything left at the park overnight Friday. You are leaving it there at your own risk.
2. Setup will begin at 6:00 a.m. on Saturday Morning. (NOT BEFORE 6:00 a.m.!!!!) If you arrive before 6:00 a.m., do not enter the field. Wait in the waterfront parking lot. Some spots have been preassigned.
- 3. ALL VEHICLES MUST LEAVE THE FIELD BY 8:30 A.M. ON SATURDAY MORNING.**
4. Festival will open around 9:30 a.m.
5. No vehicles will be allowed on the field for take-down until at least 3:00 p.m.
6. A printed, signed vendor application is required by the Park and Rec Department of the City of Florence for EVERY vendor. If you apply online, we will provide the written application to you on the day of the event which you will be required to complete and sign.

Agreed: _____
Vendor Signature Date

IF YOU HAVE QUESTIONS OR NEED ADDITIONAL INFORMATION:

SARAH GAEDE
(256) 520-3807