



2020 Vendor Guidelines

IMPORTANT LOCATION/DATE/TIME INFORMATION

Venue Location: NORTH Straub Park, 400 Bayshore Drive Northeast, St. Petersburg, FL 33701

Event & Vendor Exhibition Dates: Saturday, March 7th & Sunday March 8th, 2020

- Vendor Setup: 7pm Friday, March 6th and/or 6am Saturday, March 7th
- Gates Open, Saturday: 9:00am & Sunday: 10:00am
- Gates Close, Saturday & Sunday: 6:00pm

Parking: The Pier is scheduled to reopen the weekend of our festival so we anticipate parking available there. In addition, there is a parking lot next to the Vinoy Hotel on 5th Ave. that will be available as well as street parking on Beach Drive and Bayshore Drive.

Loading and Unloading: *Vehicles are not permitted inside the park.* Unloading/loading takes place on Bayshore Drive between 3rd Ave & 5th Ave. The parking spaces along the treeline will be kept clear for vehicles to stop for unloading purposes. Our golf carts and volunteers will be ready to assist you in getting your items to your booth space both Saturday and Sunday mornings. ***PLEASE DO NOT PARK YOUR VEHICLE IN THE BLOCKED OFF SPACES ON BAYSHORE DRIVE OR YOU WILL BE TOWED.***

Setting up Booth Spaces: *PLEASE NOTE we do NOT provide tents, tables, chairs or extension cords for your booth space - please bring the supplies you need! If you would like to set up your tent and tables/chairs on Friday evening, you may arrive to do that after 7pm. We have arranged for security to be at the park overnight 7pm-7am both Friday and Saturday nights. We DO NOT recommend leaving any products at the park overnight. Tents and tables/chairs are the only items we recommend leaving at the park overnight. Saturday morning the park is open for setup at 6am - but you do not need to arrive early if you do not need that much time to set up. The Festival begins at 9am on Saturday and 10am on Sunday so please ensure your booth is completely set up by those start times.

****Vehicles are not permitted to drive on the grass at the park...please make use of the golf carts that we have provided to assist you in getting your booth items to your booth space on Saturday and Sunday mornings****

Tearing Down Booth Spaces: Volunteers will be available to assist you in getting your items loaded into your vehicle at the end of the festival on Sunday. Tear down should not begin before 4pm and all booths must be cleared from the park by 6pm.

Restrooms: Facilities are available on the NE corner of Bayshore and 2nd Ave. There will also be portable facilities at the NE corner of the park, near the intersection of 5th Ave and Bayshore Drive.

Electricity: *An electrical connection is available for an additional \$20 fee.* If you require an electrical connection ***you must provide your own 16-gauge outdoor-grade 50' extension cord.*** Indoor extension cords will not be permitted. If you have paid for access to electricity, your booth space will be located within 50 feet of an outlet.

ATM Machines: An ATM machine is conveniently located on Beach Drive directly across the street from the Park in the ANNEX shopping center.

Security: Security will be provided overnight on Friday, March 6th and Saturday, March 7th. You may leave your tent/table/chairs in place overnight, however, you are encouraged to remove anything of value from your exhibit area prior to leaving for the night on Saturday, the 7th. Awakening Into The Sun, it's staff and the City of St. Petersburg are not responsible for lost, damaged or stolen items left overnight, nor are they responsible for losses experienced by vendors due to inclement weather, guest/vendor negligence, theft or loss during the event.

VENDOR BOOTH PRICING

Weekend Vendor Booth Space - 10' x 10' space for Saturday AND Sunday **tents, tables, chairs are NOT included - vendors must provide their own**

- Returning Vendors - \$149 before 10/31/2019 - \$179 after 11/1/2019
- New Vendors - \$179 before 10/31/2019 - \$199 after 11/1/2019

Please Note: the maximum tent size allowed by the city is 10x10, anything larger requires that you obtain a special permit from the city along with approval from Festival management.

****Due to the nature of our event, we are unable to offer one-day-only booth rentals. You are more than welcome to share your booth space with someone who would like to use it on the day you cannot attend. Since all vendors must be approved by Awakening Into the Sun, please contact us if you plan to arrange a sharing situation. Both vendors must complete the online Vendor Registration Form.*

Vendor Booth Assignments will be announced via email to all registered vendors on Friday, February 28th, 2020.

CANCELLATIONS AND REFUNDS

Prior to 1/1/2020, cancellation will result in a \$75 cancellation fee. ***After 1/1/2020, all fees are non-refundable.***

ADVERTISING OPPORTUNITIES

Add your logo to our website for just \$50! All vendors have the opportunity to advertise with Awakening Into The Sun by submitting your logo to us for placement on our website. Your logo will link directly to your website or social media page. All ads will be displayed in random-order rotation on our site, geared for 100,000+ visual impressions. Once our public advertising campaign launches, we expect tens of thousands of hits to our site, and to your ad - don't miss out!

SPONSORSHIP OPPORTUNITIES

For vendors who wish to stand out in a prominent way and see the value in partnering with Awakening Into The Sun and our mission for this event, we are offering event sponsorships. There are 3 levels of sponsorship to consider, depending on your goals and the level of visibility you desire. A limited number of sponsorships are available and we offer category exclusivity in our top two levels. We encourage interested sponsors to sign up early for maximum advertising exposure. Please visit our website for more info.

Sponsorship levels are as follows:

Partner Sponsor - \$3000 (*offers category exclusivity*)

Associate Sponsor - \$2000 (*offers category exclusivity*)

Community Sponsor - \$500

FINALLY

The Board & Staff of Awakening and the City of St. Petersburg have worked hard to ensure a safe, secure, uplifting and fun environment for vendors and guests alike. It is our sincere goal that everyone is able to enjoy themselves. However, sometimes things happen. Therefore, we want to be clear with you around issues of responsibility. Awakening Into The Sun, Inc., its Board and Staff Members, and the City of St. Petersburg are not responsible for any damage a vendor may suffer through theft, loss, inclement weather, vendor or guest negligence or other unforeseeable circumstances. Each prospective vendor is required to confirm their understanding of, and agreement to this clause prior to finalizing their vendor/contractor relationship with us.

Thank you for your participation - we look forward to another amazing weekend with you all!



Awakening Into the Sun, Inc. is a 501c3 Non-Profit Organization