



2022 Vendor Guidelines

READ CAREFULLY - IMPORTANT LOCATION/DATE/TIME INFORMATION

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

Event & Vendor Exhibition Dates: Saturday, March 5th & Sunday March 6th, 2022

Vendor Setup: 7pm Friday, March 4th and/or 6am Saturday, March 5th

Gates Open: Saturday: 9:00 am & **Sunday:** 10:00am - Your booth must be ready when gates open.

Gates Close: Saturday: 6:00 pm & **Sunday:** 6:00pm

Parking: Free parking is available to vendors in the lot at North Shore Park: 799 Bayshore Dr NE; paid parking is available at the Sundial Parking Garage at 129 2nd St N and paid street parking is available on Beach Drive.

We will have one 6-seater golf cart running shuttle service from the **North Shore parking lot** during vendor setup/break down both days. If you would like a ride back to the park just go to the entrance of the lot and wait there, the shuttle takes about 10 minutes to do one round-trip.

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 tree line 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.**

Food Truck Vendors: Food Trucks are permitted to park along the east side of Bayshore Drive. Leaving enough space between each vehicle but not so much that a car can park between. You will be assigned parking spaces before and after the Ferry entrance.

****Food trucks and food vendors are responsible for having their permits in order and comply with all applicable city, county and state ordinance, codes, health, waste, and laws.**

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****

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

Tent Weights: Weights on ALL tents are required - No Exception - **A minimum of 30 Pounds of weight per leg** is required to hold your tent down. This venue can be very breezy. **NO STAKES ALLOWED. Vendors without proper weights will not be allowed to participate.**

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 \$25 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 4th and Saturday, March 5th. 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 5th. 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.

GENERAL INFO

You are responsible for keeping your site clean. Please throw away all garbage in the designated areas.

No alcoholic beverages or smoking will be allowed while vending.

Vendor space cannot be shared without the prior approval by Awakening Into The Sun.

Be mindful and courteous of your neighbor. Any issues or concerns should be brought to the attention of the event coordinator. We have a zero tolerance policy to rudeness, harassment, bullying and violence. Remember that this is a family-oriented community event.

This is a Pet-Friendly market. Vendors may keep a bowl for water or treats to offer the pet owner for their pets.

Each vendor is solely responsible for all monies collected and reporting sales taxes.

Vendors, vendor booths and representatives consent to be photographed and/or video recorded for use in advertising of the event. All images taken will become property of Awakening Into The Sun.

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 Vendor - \$179 if registered by 12/31/21
\$250 after Saturday, January 1, 2022

FIRST TIME Vendor - \$200 if registered by 12/31/21
\$250 after Saturday, January 1, 2022

FIRST TIME Food Truck - \$225 if registered by 12/31/21
\$250 after Saturday, January 1, 2022

NON-PROFIT - *Must submit proof of non-profit status - Limited to first 10 applicants* - \$99.00

DEADLINE FOR VENDOR APPLICATIONS: 2/13/22 - No applications will be accepted after this deadline.

***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 25th, 2022.

CANCELLATIONS AND REFUNDS

Prior to 1/1/2022, cancellation will result in a \$75 cancellation fee. After 1/1/2020, all fees are non-refundable.

WEATHER

We live in Florida; weather will likely change from one moment to another. This is a rain or shine event. Our team monitors the forecast closely. In case of severe weather, we will reach out to you directly should it be deemed unsafe and rescheduled. No refunds will be given due to bad weather. We are working with the City of St Petersburg to secure backup dates.

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.

Sponsorship levels are as follows:

Partner Sponsor - \$3000 (offers category exclusivity)

Associate Sponsor - \$1500

Community Sponsor - \$500

**Please visit our website for additional details.*

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 can 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!