

# Vendor Guidelines

## Event Rules, Regulations, Terms and Conditions

### INTRODUCTION

Awakening Into the Sun, Inc. hosts an annual Spring Festival and Vendor Market. We love supporting our communities and working with others who align with our values, speak to our clientele, and desire to help us create an exciting, fun, well-rounded community. We partner with local businesses, non-profits, health and wellness providers, foodies, crafters, artists and creators of all kinds to celebrate the community and help us all keep it local.

### MARKET DATES

#### Spring Festival 2025

- Saturday, March 1 **AND** Sunday, March 2, 2025 **\*TWO-DAY EVENT\***
  - 10am-5pm both days
  - North Straub Park, 400 Bayshore Dr NE, St. Petersburg, FL 33701

### BOOTH PRICING

#### Spring Festival 2025

- ***This is a two-day event - pricing is for TWO FULL DAYS - there is no one-day-only price option\****

- ***EARLY BIRD RATES - BEFORE 8/31/24***

- ★ \$250 for one 10×10 booth space
- ★ \$280 for one booth space + electric connection
- ★ \$330 for one booth space + electric connection + web ad
- ★ Additional booth spaces \$200

- Non-Profit Organization - \$125 - *Requires Approval* - Please email a copy of your IRS non-profit status certificate to [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org) upon registering.

- ***AFTER 9/1/24***

- ★ \$300 for one 10×10 booth space
- ★ \$350 for one booth space + electric connection
- ★ \$400 for one booth space + electric connection + web ad
- ★ Additional booth spaces \$200
- ★ Non-Profit Organization - \$150

- *Requires Approval* - Please email a copy of your IRS non-profit status certificate to [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org) upon registering.

*We are limited to 130 vendor spaces and registration will close registration when we reach maximum capacity.*

### BOOTH SPACES

- Vendor booth spaces consist of a 10x10 area for you to set up your display.
- Awakening Into the Sun, Inc. does not provide tents, tables, chairs, or extension cords for your booth space - you must supply your own equipment.
- Vendors should ensure that their displays are professionally presented as their storefronts.

## VENDOR REQUIREMENTS

- 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 along with approval from festival management. We do not require your tent to be a specific color.
- All booth display items must be contained within your 10x10 space - if you expand past your designated 10x10 area you will be charged for an additional booth space.
- Tent Weights: Weights on all tents are required without exception. A minimum of 30 lbs/tent leg is required to hold down your tent. No stakes allowed for securing tents. Vendors without proper weights will not be allowed to participate.
- Display equipment, tables, chairs, table covers, banner or sign with your booth name.
- Heavy-duty, outdoor-grade extension plug (at least 50-foot) if you purchased an electric connection.
- NO GENERATORS will be permitted inside the market. If your booth setup requires electricity you may purchase a connection at registration. \*Food trucks are not permitted to run generators. If your food truck needs electricity you must purchase an electrical connection..

## VENDOR RESPONSIBILITIES

- You are responsible for keeping your site clean. Please throw away garbage in the designated areas.
- No alcoholic beverages or smoking is allowed at vendor booths.
- Vendor space cannot be shared without the prior approval of event management.
- Be mindful and courteous of your neighbor. Any issues or concerns should be brought to the attention of event management. We have a zero tolerance policy to rudeness, harassment, bullying and violence. Remember that this is a family-oriented community event.
- Vendors are not permitted to play music from their booth spaces. The festival pays for a DJ and sound system to play throughout the entire park. Vendors should not play anything that interferes with that.
- Vendors should refrain from shouting or having obtrusively loud conversations from their booth.
- Each vendor is solely responsible for all monies collected and reporting sales tax.
- Vendors and all vendor booth representatives consent to be photographed and/or video recorded for use in advertising of the event. All images taken become property of Awakening Into The Sun, Inc.
- Food vendors are responsible for having their permits in order and comply with all applicable city, county and state ordinances, codes, and health and waste laws.
- Exclusivity is not granted to any one vendor within a product category. Each category has a limited number of spaces available within it and all vendors should present unique items within a category.
- You will only be permitted to sell the items you listed on your registration form so please include all items you plan to offer. If you display items for sale that were not listed on your registration form you will be asked to remove them. This is how we keep our categories from becoming oversaturated.
- It is the sole responsibility of the vendor to maintain compliance with all federal, state and local regulations and codes pertaining to licenses, permits, health regulations, safety codes, insurance requirements and sales tax.
- Only one vendor business may occupy a booth space unless a sharing arrangement has been approved by festival management and all vendors have submitted a registration form.
- *Vendors may not, under any circumstance, offer for sale any illegally procured merchandise, materials that are violent, obscene or sexual in nature; firearms and ammunition; alcohol or illegal drugs and paraphernalia.*

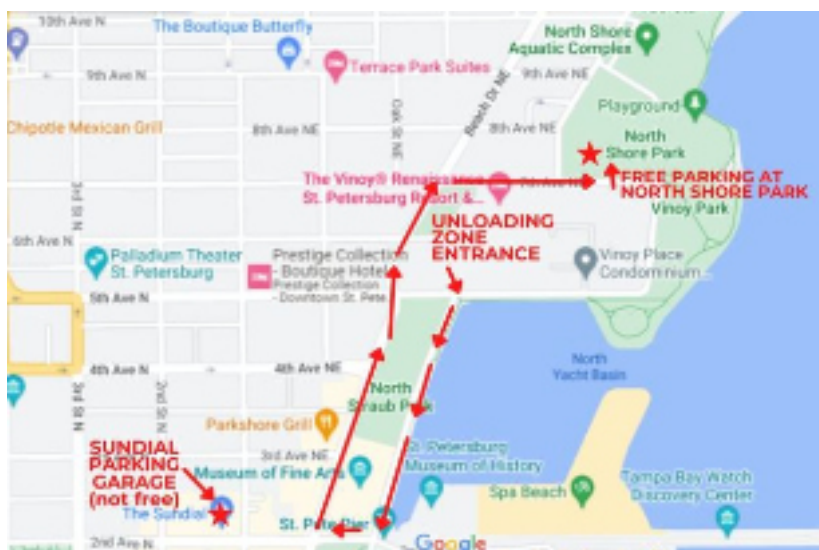
## ADDITIONAL REQUIREMENTS FOR FOOD VENDORS

- Food vendors are required to have appropriate fire extinguishing equipment with current certification tags attached and ready for inspection by the Fire Marshal

- Food vendors that do not already have the appropriate license/permit must be prepared to pass health inspection and pay on site with a money order.
- The event does not provide a disposal container for cooking oil. *Cooking oil may not be disposed of in the trash or left on-site at the event.*
- Food Vendors will be required to have and continually maintain oil/grease protection barriers within their booth at all times. All propane deep fat fryers must be self-contained (enclosure of open flame) and be controlled by an accurate thermostat (if applicable).

## PARKING

- ***YOU MAY NOT PARK ON BAYSHORE DRIVE AT ANY TIME DURING THE FESTIVAL OR YOUR VEHICLE WILL BE TICKETED AND/OR TOWED.***
- The festival pays for parking at a handful of spaces that are NO PARKING spots and those are reserved for festival staff, handicap spaces and guest performers. Parking passes are issued for these spots only. ALL OTHER SPOTS SHOULD REMAIN OPEN FOR OUR UNLOADING/LOADING ZONE
- ***Vendors who keep their vehicles parked on Bayshore Drive after being asked to move will be in violation of the vendor guidelines and may be ejected from the market WITHOUT REFUND and will not be permitted to participate as a vendor in any future markets.***
- If you need handicap parking please contact us for instructions.
- FREE PARKING is available at the North Shore Complex (at the corner of 7th Ave NE and Bayshore Dr NE) and we will have a vendor shuttle available to get you back and forth.
- After unloading your vehicle, please follow the flow of traffic south on Bayshore Dr. to 2nd Ave. Turn right on 2nd Ave. and then turn right onto Beach Dr. Follow Beach Dr. to 7th Ave NE and turn right. Follow 7th Ave NE until it ends at the North Shore Complex parking lot on your left.



## PARKING LOT SHUTTLE

- Saturday morning 7-9am
- Saturday afternoon 4:45-6pm
- Sunday morning 7-9am
- Sunday evening 4:45-6pm
- If you need a shuttle ride back to your car during the festival just find a staff member and make a request.
- Shuttle pickups and drop-offs happen at the corner of 5th Ave and Bayshore (across from the Vinoy) and at the entrance of the North Shore parking lot.

## UNLOADING

- It is the vendor's responsibility to ensure they have the ability to get their gear from the curb to their booth space.
- Vendors should be prepared with their own moving dollies or carts to transport their gear from the curb to their spot.
- Staff members are not responsible for carrying vendor supplies to booth spaces. They can only offer assistance for items that need to be placed onto the golf cart and driven to your spot.
- Staff members are not allowed to lift items over 25 pounds and are not permitted to carry your items to your booth space.
- If you need help from a staff member and golf cart for a heavy item you can request assistance at the curb.
- Vendors are not permitted to drive the golf carts.

***We do our best to move 100+ vendors into the park as quickly and smoothly as possible. We greatly appreciate your patience, respect and positive attitude all throughout the weekend!***

## SETUP

- FRIDAY AFTER 4PM – you may begin setting up your booths after 4pm on Friday.
- PLEASE BE AWARE you are on your own on Friday – there are no special parking areas or unloading zones in place and we do not have staff or golf carts to help you move your items.
- Booth numbers will be marked on the sidewalk in front of all spaces. Please make sure you set up in the correct spot – if you're in the wrong spot you'll need to move.
- All booths should open TOWARDS the sidewalk!!
- ***DRIVING VEHICLES INTO THE PARK IS STRICTLY PROHIBITED BY THE CITY – PLEASE DO NOT VIOLATE THIS RULE UNLESS YOU WANT TO BE REMOVED FROM THE FESTIVAL.***

### ***Saturday Morning Unloading Zone***

- You may begin unloading as early as 6am on Saturday morning.
- Bayshore Drive will be closed to regular traffic from 7am – 9am to allow vendors full use of the road for unloading. *The earlier you arrive the easier your experience will be.*
- Please enter the unloading zone from 5th Avenue, across from The Vinoy Hotel, and check-in with the staff member who greets you. He will show you which unloading zone to use.
- When you pull up to the curb please unload your items onto the grassy area as quickly as possible so that the unloading process goes smoothly for everyone.
- Once your supplies have been unloaded you must move your vehicle off Bayshore Drive.
- Free parking (and a vendor shuttle) is available at the North Shore Complex
- Paid parking is available at the meters on Beach Drive and at the Sundial Garage.

## BREAKDOWN

***Please do not begin breaking down your booth before 4:30pm.***

### ***Sunday Evening Loading Zone***

- The same process will apply on Sunday evening during breakdown.
- The Unloading Zone becomes the Loading Zone.

- Bayshore Dr. will be closed from 5pm until 7pm to give vendors the opportunity to load out.
- **ALL YOUR ITEMS SHOULD BE PACKED UP AND BROUGHT TO THE CURB BEFORE BRINGING YOUR VEHICLE TO THE LOADING ZONE.**
- A shuttle will be making trips back and forth to the North Shore parking lot to help vendors get their vehicles on Sunday afternoon. Enter Bayshore Dr. from 5th Avenue and exit onto 2nd Ave.
- **PLEASE BE CONSIDERATE OF YOUR FELLOW VENDORS – EVERYONE IS TIRED ON SUNDAY AND WANTS TO GO HOME JUST AS MUCH AS YOU DO.**

## OVERNIGHT SECURITY

Security will be provided overnight on Friday and Saturday. 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.

Awakening Into The Sun, its 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. Vendors are fully responsible for their own personal property and should have proper business insurance in place.

## CANCELLATIONS

All cancellation requests must be made via email to [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org).

- If cancellation is made at least 90 days prior to event date: *a full refund LESS a \$75 cancellation fee*
- If cancellation is made less than 90 days prior to event date: *a full credit\* LESS a \$75 cancellation fee*
- If cancellation is made less than 14 days before the event date: *all fees are non-refundable.*

*\*Credits are applied to your next market registration.*

*\*\*Vendors who do not show up and do not communicate their cancellation will not receive a credit and will not be permitted to register for another market.*

*\*\*\*In the event of a date change made by Festival Management, vendors who are already registered will be given the opportunity to maintain their registration for the new date OR receive a full refund.*

## WEATHER CONDITIONS

This is Florida and the weather forecast tends to change from day-to-day. Our markets are rain or shine events. Our team monitors the forecast closely and in case of severe weather, we will reach out to you via email if it is deemed unsafe to open the market. No refunds will be given due to bad weather.

We honor that vendors need to make decisions that are best for their businesses and we understand if you are not able to participate. Please notify us no less than 24 hours prior to the rescheduled event if you will not be attending so that we can make arrangements to fill the gap. Our events continue in light rain and may have a delayed start time if weather conditions at set-up hinder appropriate progress. The market will continue as advertised unless unsafe conditions warrant closing. If the market closes early due to bad weather conditions, vendor fees will not be returned or credited.

Awakening Into the Sun, Inc. is not responsible for any damage or injury incurred as a result of the weather conditions and we ask all vendors to plan accordingly to ensure all equipment is properly weighted/secured.

→ **Hazardous Weather Conditions** *If there is a predicted hurricane or tropical storm we will issue a cancellation notice via email 48-hours in advance of the scheduled market date.*

## COMMUNICATIONS

- Upon successful registration you will receive a confirmation email from us. If you do not receive our email confirmation that means you ARE NOT REGISTERED so please reach out to us to confirm.
- We will also send an email to vendors one week prior to the scheduled event with reminders about parking, set-up and breakdown instructions as well as booth location assignments.
- These are important instructions that will include directions for unloading and setup that are important for vendors to follow.
- If you do not receive this email please reach out to us prior to arriving at the event.
- ***A successful setup is critical to a successful market and we thank you in advance for reading our information, following the guidelines and remaining mindful of your fellow vendor community.***

If you have any questions you can reach us via email at [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org) or phone at (727) 565-2214.

## BOOTH LOCATION ASSIGNMENTS

- Booth location assignments are made at the discretion of festival management.
- We make every effort to place you in a spot that is desirable to you that also matches the needs of the market as a whole.
- The vendor map with location assignments will be emailed at least one week prior to the event date.

## VENDOR CHECK-IN

- Vendors are required to check-in with a staff member upon arriving at the market to verify your booth location and avoid setting up in the wrong place.
- Last minute changes occasionally occur due to multiple factors so please be sure to check-in.
- ***Vendors who set up in the wrong location without checking in will be required to move.***

## SECURITY

- Security will be provided overnight on Friday and Saturday.
- 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.
- Awakening Into The Sun, its 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.
- Vendors are fully responsible for their own personal property.

## ADVERTISING OPPORTUNITIES

Add your logo to our website for just \$50! All vendors have the opportunity to advertise their business on our website by submitting a logo file. Your logo will link directly to your website or social media page. All ads will be displayed in random-order rotation on our home page. ***\*\*Select the web-ad option on the registration form and email your logo file to [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org).***

## 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. We offer three 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 at our partner level. We encourage interested sponsors to sign up

early for maximum advertising exposure. *For full details on the perks that come with sponsorship, email us at [info@awakeningintothesun.org](mailto:info@awakeningintothesun.org).*

## **COMPLIANCE**

Failure to comply with the Rules and Regulations governing this event may result in your expulsion from the event without refund. Awakening Into the Sun, Inc. reserves the right to interpret, modify, delete or add to the rules as necessary for successful and efficient event operations. Enforcement of these terms and conditions are at the sole discretion of Awakening Into the Sun, Inc.

## **ACKNOWLEDGEMENT**

- I acknowledge that I have read and fully understand this agreement, and that I voluntarily executed the same without inducement or promise not contained herein. I further understand that this agreement may affect my rights and I expressly agree that this agreement shall be construed as broadly as permitted by the law of the State of Florida, and that if any part hereof is declared invalid, the remainder shall remain in full force and effect. I have read and agree to the above terms and conditions, and will adhere to the Rules and Regulations set forth by Awakening Into the Sun, Inc.

## **WAIVER, RELEASE AND HOLD HARMLESS AGREEMENT**

- Release of Liability - I unconditionally waive, release, indemnify and forever discharge and hold harmless, Awakening Into the Sun, Inc., the event named above, the city and or county the event is held in, all sponsoring organizations, their directors, officers, employees, agents and volunteers, successors and assigns, and all other persons directly or indirectly liable, from all claims of legal or financial liability of any kind, including but not limited to, personal and economic injury, loss, costs, or damage arising out of or in conjunction with the above named festival or event, whether foreseeable or unforeseeable, including those resulting from negligence or fault, without regard to any hazards which may exist, whether hidden or obvious.
- Severability - If any part of this Waiver and Release is found to be invalid, all other parts of this agreement shall remain binding and continue in full force and effect. I expressly agree that this agreement shall be construed as broadly as permitted by the law of the State of Florida.
- Affirmation - I affirm that I am an adult and legally competent to sign this release; that the terms of this release are contractual; and that this release shall be binding on me, my personal representatives, heirs, successors and assigns. I have fully read and understand the contents of this agreement and I further acknowledge that I voluntarily executed the same without inducement or promise not contained herein.