

Hoggetowne Medieval Faire

2019 MERCHANT INFORMATION

All artists and craftspeople are royally invited to display their finest medieval talents and wares in the bustling marketplace of the **33rd Annual Hoggetowne Medieval Faire**. Help us celebrate the colorful culture of our medieval village at festival time. Skilled artisans will sell and demonstrate time-honored arts and crafts such as weaving, blacksmithing, leatherworking, pottery, woodcarving, jewelry and clothing. The aroma of mouth-watering turkey legs, blooming onions, sweet potato fries and pastries will fill the air. More than 160 artisans and craft makers will join a troupe of actors, musicians and street performers for a journey back to the days of brave knights and fair maidens.

This highly anticipated event, produced by the City of Gainesville Department of Parks, Recreation and Cultural Affairs, has gained a reputation as one of the best medieval (tent) fairs in the country. This increasingly popular event will be held at the Alachua County Fairgrounds and will enchant Gainesville, Florida for two consecutive weekends, January 26-27 & February 1-3. The Faire will be held on Saturday and Sunday, from 10 a.m. to 6 p.m., and on Friday, February 1 from 9 a.m. to 4 p.m. February 1 is Family Friday and features a reduced-price admission for the general public. February 1 is also "School Day at the Faire" and brings in more than 2,000 curious and energetic students who are eager to experience the Middle Ages.

Please come join us at our Faire this year! We hope to create the kind of atmosphere that makes coming to our Faire a truly enjoyable experience that you will anticipate year after year.

If you have any questions, please contact Faire Coordinator, Sunny Andrei at 352-393-8536 or at andreisv@cityofgainesville.org. For more information, please feel free to visit www.hoggetownefaire.org. We look forward to hearing from you.

APPLICATION DEADLINE: October 1, 2018

FAIRE DATES & TIMES

Saturdays and Sundays

January 26-27

February 2-3

(10:00-6:00)

Family Friday

Friday, February 1

(9:00-4:00)

FAIRE SITE

Alachua County

Fairgrounds

3100 N.E. 39th Ave,

Gainesville, FL

10 minutes east of I-75

BOOTH FEE

\$229 - \$745

OF BOOTH SPOTS

165

ATTENDANCE

~ 40,000 visitors a year

FAIRE THEME

*The Magical World of
Merlin*



FAIRE THEME:

The Magical World of Merlin

The theme for the 33rd Annual Hoggetowne Medieval Faire is “The Magical World of Merlin,” and features Merlin the Magician and a cast of colorful characters that roam the streets of Hoggetowne delighting visitors as they play out the story theme of the Faire. Merchants are invited to play along and cheer (or jeer) in good fun. Please indicate on your application, if you are interested in engaging with the actors, so that we can arrange introductions.

Hoggetowne’s nine theatres feature continuous live revelry—a medley including gypsy dancing, music, juggling, puppetry and acting troupes. Crowds will cheer armored knights as they joust on horseback, charging head-on at a full gallop with only a lance and shield to defend themselves. Also featured will be displays of full-flight falconry and armored combat, as well as two daily processions led by the Royal Court. Children will enjoy the exhilaration of human-powered push rides and live animal rides. Visitors will be challenged with medieval feats such as archery, axe throwing and tests of strength. Strolling villagers and minstrels add to the medieval atmosphere, as do face painters and fortune tellers.

EDUCATION:

Education, as well as entertainment, is important to us, and we encourage merchants to demonstrate their skills and explain their medieval significance to Faire visitors. Special prices are offered to artisans who demonstrate their craft at their booth. Demonstrations must occur within the designated booth space, so please plan accordingly.

Demonstrations may either occur throughout the day or at scheduled times. If you plan to demonstrate your craft, please indicate when your demonstrations will take place so that they can be listed in the program.

AWARDS:

To encourage merchants to decorate their booth to look as medieval and attractive as possible, one award will be presented to the merchant with the best-themed booth. The winner will receive a plaque and a free, guaranteed booth space in next year's Faire.

QUESTIONS:

For more information, contact:

Sunny Andrei, Events Coordinator

City of Gainesville Department of Parks, Recreation and Cultural Affairs

PO Box 490, Station 30

Gainesville, FL 32627

352-393-8536 ♦ andreisv@cityofgainesville.org ♦ www.hoggetownefaire.com

33rd Annual Hoggetowne Medieval Faire
2019 Merchant Application
January 26-27 & February 1-3, 2019 Gainesville, Florida
Application Deadline - October 1, 2018

Merchant Name: _____

Merchant Booth Name: _____

Address: _____

Street

City

State

Zip

Home Phone: _____ Work Phone: _____ E-mail Address: _____

I participated in the 2018 Faire I'd like the same space I had in 2018: YES NO # of Parking Passes: _____

Other Faires that you have participated in: _____

Description of merchandise/services: _____

CHECK MEDIUM/BOOTH TYPE

- | | | | | | | |
|---|--|-----------------------------------|--|--------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Clay | <input type="checkbox"/> Fine Art | <input type="checkbox"/> Glass | <input type="checkbox"/> Herbal/Floral | <input type="checkbox"/> Metal | <input type="checkbox"/> Plants/herbs | <input type="checkbox"/> Weapons |
| <input type="checkbox"/> Clothing/Fiber | <input type="checkbox"/> Fortune Telling | <input type="checkbox"/> Graphics | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Ride | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Food | <input type="checkbox"/> Game/Activity | <input type="checkbox"/> Headwear | <input type="checkbox"/> Leather | <input type="checkbox"/> Musical | <input type="checkbox"/> Toys | <input type="checkbox"/> Other (explain): _____ |

INSTRUCTIONS

- Indicate the number of booth spaces needed and check the appropriate size/space fee.
- Indicate the actual size of your booth with guy wires and include the extra fee if necessary.
- Write in the number of hay bales and electricity/water, if needed. Electricity is primarily available to Food Vendors, although there is a limited amount available to craft vendors. Based on facility fees, electric prices have increased this year.
- Write total costs in right hand column and add up grand total.

Merchant Booth Fees	# spaces needed	12X12 ft space	15x15 ft space	20x20 ft space	25x25 ft space	25x30 ft* space	Total
Merchant Booth Fee (<u>Artisan Made</u> -Sales with Demo)	_____	<input type="checkbox"/> \$229.25	<input type="checkbox"/> \$261.00	<input type="checkbox"/> \$318.50	<input type="checkbox"/> \$369.25	<input type="checkbox"/> \$432.75	_____
Merchant Booth Fee (<u>Artisan Made</u> -Sales Only)	_____	<input type="checkbox"/> \$267.25	<input type="checkbox"/> \$305.50	<input type="checkbox"/> \$356.75	<input type="checkbox"/> \$407.50	<input type="checkbox"/> \$471.25	_____
Merchant Booth Fee (All Other Vendors)	_____	<input type="checkbox"/> \$414.00	<input type="checkbox"/> \$432.75	<input type="checkbox"/> \$484.00	<input type="checkbox"/> \$535.00	<input type="checkbox"/> \$598.75	_____
Game	_____		<input type="checkbox"/> \$318.50	<input type="checkbox"/> \$382.00	<input type="checkbox"/> \$445.75	<input type="checkbox"/> \$509.25	_____
Ride	_____		<input type="checkbox"/> \$369.25	<input type="checkbox"/> \$432.75	<input type="checkbox"/> \$496.75	<input type="checkbox"/> \$560.25	_____
Food Vendor Booth Space	_____		<input type="checkbox"/> \$592.25	<input type="checkbox"/> \$643.00	<input type="checkbox"/> \$693.75	<input type="checkbox"/> \$745.00	_____
Merchant Booth Space Demo Only (No Sales)	_____		<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee	_____
Strolling Merchant Fee (With Booth Space)	_____		<input type="checkbox"/> \$85.00				_____
Strolling Merchant Fee (No Booth Space)	_____		<input type="checkbox"/> \$135.00				_____
*Spaces larger than 25 ft frontage will incur a larger space fee or additional booth fee depending on size needed.							
Add an additional \$25.00 if you need more than the space allotted <input type="checkbox"/> \$25.00 _____							
(ex. if you checked 15 x 15, but with guy wires you will need 18 x 18).							
Does your booth have guy wires? <input type="checkbox"/> Yes <input type="checkbox"/> No What is the actual size of your booth including guy wires? _____							
<u>ADDITIONAL SERVICES</u>							
_____ Number of Hay Bales at \$7.00/bale							_____
_____ Number of 110-V Electricity at \$30.00/outlet							_____
_____ Number of 220-V Electricity at \$50.00/outlet							_____
_____ Number of Tents Camping at \$50.00/site (not including electric)							_____
_____ Number of Recreational Vehicles Camping at \$100.00/site (not including electric)							_____
GRAND TOTAL DUE:							\$ _____

OPTIONAL INFORMATION

- Instead of mailing the exhibitor packet in December: hold it for pick up at the Faire site email it to the address provided
- I will provide demonstrations: throughout the day at scheduled times
- I would like the following additional engagement: participate in the Kings Quest/Clue game actor involvement (details TBD)

Special booth site request: _____

Additional Info _____

Please list and describe ALL items you wish to sell. Use additional sheets if necessary. Submit photos, slides or digital images of all work to be juried as well as a photo of your display. **You will be allowed to offer for sale only those items which are accepted.** Explain which items are handmade and which items are buy/sell.

1.	7.
2.	8.
3.	9.
4.	10.
5.	11.
6.	12.

DEADLINES:

Applications must be postmarked by **October 1, 2018**. Incomplete application packages will not be accepted for consideration. Merchants will be notified of their status as soon as their application has been juried. Acceptance is a commitment to show and deposited fees are non-refundable. Once accepted, an exhibitor information packet will be mailed which will include your booth number and hotel/campground information; unless you prefer that we hold the packet for pick-up until you arrive on site.

REQUIREMENTS REMINDER:

- 1.) **Proof of insurance is mandatory for ALL VENDORS.** All vendors shall provide the City with proof of adequate General Liability coverage upon acceptance. **The City of Gainesville and Board of Alachua County Commissioners must be named as an additional insured on the certificate of insurance.**
- 2.) All works and products must be indicative of the medieval era. Preference will be given to original, handcrafted pieces. Imported items are strictly limited and will be accepted on an individual basis.
- 3.) All booths must be open and operational during Faire hours (Jan. 26-27 and Feb. 2-3, 10am-6pm and Feb. 1, 9am-4pm).
- 4.) In keeping with the theme of the Faire, all booth personnel **MUST** be in appropriate attire for the time period, no brief or revealing attire will be allowed. Participants should be prepared to interact with visitors in appropriate medieval style, language and manner!
- 5.) All booths must have a medieval appearance. All modern metal **MUST** be masked or securely covered utilizing period materials such as burlap, tapestry or some other period fabric. Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended.
- 6.) All tents regardless of size must be secured and tied down or weighted appropriately. All propane cylinders being used or stored must be adequately secured against falling over or sustaining physical damage regardless of size.
- 7.) During the Faire, smoking is prohibited in public areas. Cell phone usage cannot be visible to the general public.
- 8.) Photos or digital images must show a complete representation of ALL works to be sold, include one photo or digital image of your booth.
- 9.) **NO** pets are allowed on the Faire site when the Faire is in operation or within 200 ft. from the tree line.
- 10.) If you are using electricity for your booth or lodging, it is mandatory that you use a 12-gauge cord or larger.

COMPLETED APPLICATION PACKAGE MUST INCLUDE:

- Completed application form (with additional merchandise list, if needed.)
- Photos or digital images of all your work to be juried in (one should be of your booth set-up.)

For more information call Faire Coordinator Sunny Andrei at 352-393-8536, or visit our website at www.hoggetownefaire.org, or e-mail us at andreisv@cityofgainesville.org

Return application package to:

Sunny Andrei * City of Gainesville Department of Parks, Recreation and Cultural Affairs
Hoggetowne Medieval Faire * PO Box 490, Sta 30 * Gainesville, FL 32627

Indemnification: Vendor agrees to indemnify fully and save and hold harmless the City of Gainesville and Board of Alachua County Commissioners, its officers, employees and agents, against all damage, claims, liabilities and causes of action of every kind and nature. The City shall give Vendor prompt and reasonable notice of any such claims or actions and Vendor shall have the right to investigate, compromise and defend the same to the extent of Vendor's own interest. Nothing contained in this Agreement shall be construed as a waiver of the City's or County's sovereign immunity granted pursuant to Section 768.28, Fla. Statute.

Waiver of Claims: The City of Gainesville, Board of Alachua County Commissioners and its agents shall not be liable for, and Vendor hereby releases all claims for damage to or loss of personal property sustained by Vendor or any person claiming through Vendor resulting from any fire, accident, occurrence, theft or condition in or upon the grounds/site which they shall be a part of, or adjoining areas.

I have read all Terms and Conditions and I agree to comply with Faire rules. I understand that failure to do so may result in my expulsion from the Faire without refund of my fees and I may be barred from future events. I understand and agree that the City of Gainesville or any other sponsoring organization will not be responsible or liable for any damage or loss to the work of participants or personal liability in connection with the Faire. I shall comply with all applicable federal, state and local laws, rules, and regulations.

⇒ **Signed (VENDOR):** _____ **DATE:** _____

TERMS AND CONDITIONS FOR ALL MERCHANTS/VENDORS

HOURS OF OPERATION

The Faire will be open to the public rain or shine on **Saturday and Sunday (Jan. 26-27, Feb. 2-3) 10am-6pm**
Friday (Feb. 1) 9am-4pm

ACCEPTANCE

- If your vendor application is accepted at jury, you will receive an acceptance letter. Preference will be given to participants in good standing from the 2018 Faire.
- The Faire Committee will try its best to place you in the area you requested. We do not guarantee fulfillment of location requests.
- Once accepted all fees are due along with proof of insurance (no later than **November 2.**)
- Acceptance is a commitment to the show. There will be no refunds for cancellations to vendor by the City.

CRAFT SPECIFICATION

- Preference will be given to original handcrafted products.
- Works that are mass-produced, manufactured, or made from commercial molds may not be accepted.
- Pirate items, purchased jewelry, and commercial leather goods will not be permitted.
- Imported items are strictly limited and will be accepted on an individual basis.
- We discourage imported or assembled items because this hurts the ability of artisans to market their handmade products. The number and type of crafts and merchandise will be limited in fairness to all. Consideration will be given to past participants of excellent quality.
- Merchandise will be juried prior to acceptance of application. To be accepted, products must be indicative of the medieval era in both medium and subject matter.
- A limited number of service providers (for example, fortune telling and body art) will be accepted. Service providers will be juried as well.
- The Faire Committee reserves the right to prohibit the display of any work it deems unacceptable.
- Merchants may **ONLY** display merchandise or offer services (like Tarot Reading) which were listed on their application and shown in the photos/digital images. If not approved via the acceptance letter, then items or services cannot be sold or offered.

BOOTH REQUIREMENTS

- The booth must fit within the measurements requested and paid for. The size of the assigned space will correspond with what was listed on the application.
- **All booths must have a medieval appearance.** All modern metal (including aluminum tent poles) **MUST** be masked or securely covered utilizing period materials such as burlap, tapestry or some other period fabric. Plastic coolers/tables and modern storage cases must also be covered. Pop up tents must be disguised to look medieval.
- Merchants are responsible for setting up their booths, including medieval design and decorations, signs, tables, shelter, etc.

- Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended.
- Booths must be open and decorated appropriately at all times during Faire operating hours, rain or shine. All tents regardless of size must be secured and tied down or weighted appropriately.
- Merchants are responsible for keeping their area clean during and after the show. All items of non-medieval appearance must be hidden from public view. Please provide your own trash barrel for use inside the booth.
- Storage units/ trailers must be kept in a separate location or concealed completely behind booth.
- Food prices must be set and displayed at all times throughout the Faire and are not allowed to fluctuate.

COSTUME REQUIREMENTS

- All merchants and personnel must be dressed in appropriate costume of the Middle Ages during Faire operating hours.
- Appropriate period language is highly encouraged.
- All participants must remain in character at all times while in view of patrons.
- Keep in mind that Hoggetowne is a family-oriented Faire: no brief and/or revealing outfits will be permitted.

INSPECTIONS

- The Faire Committee will inspect shops before opening on the first day to assure all booths meet the standard requirements.
- On-site reviews will take place regularly and any merchant not adhering to the rules and regulations will be written up and may not be accepted next year. The following is a list of items that must be adhered to:
 - merchants must be in medieval garb at all times during show hours
 - no non-period items may be for sale such as pirate or Gator items
 - aluminum tent poles, plastic coolers/cases/tables, storage containers/trailer is properly covered and concealed from public
 - only approved items listed on the application shall be for sale
 - period style signage on canvas, cloth or wood
- Food vendors must adhere to health/hygiene requirements set by the State Department of Business and Professional Regulation. An inspector will be present on Saturday (Jan. 26) and then again on Friday (Feb. 1), just before the show opens, to make sure that food vendors adhere to the guidelines.
- A Fire Marshall will conduct an inspection Friday morning, January 25. Food vendors must be present for inspection. If you are using a tent, a certificate of inflammability will be required, and if your structure is made from cloth you must administer a flame retardant.
 - It is required that all merchant booths contain a fire extinguisher and all tents must be secured and tied down or weighted appropriately.

- All propane cylinders, regardless of size, must be adequately secured to prevent falling or sustaining physical damage whether in use or in storage.
- Open flames under tents are not permitted unless there is a sheet metal cover.
- Food vendors who cannot meet health/hygiene and fire safety requirements will be asked to leave the Faire immediately.

INSURANCE

- Proof of insurance is mandatory for **ALL VENDORS**.
- **The City of Gainesville and Board of Alachua County Commissioners** must be named as an additional insured on the certificate of insurance.
- All vendors shall provide the City with proof of adequate insurance coverage as follows:
 - General Liability consisting of \$1,000,000 General Aggregate, \$1,000,000 Products/ Completed Operations Aggregate, \$1,000,000 Personal and Advertising Injury Liability, \$1,000,000 each Occurrence, \$50,000 Fire Damage Liability and \$5,000 Medical Expense.
 - Automobile Liability \$1,000,000 per occurrence (combined single limit for bodily injury and property damage). If business automobile is used.
 - Worker's Compensation Insurance providing coverage for not less than \$100,000 each accident (or proof that Worker's Comp does not apply to your business.)

RESTRICTIONS

- During the Faire, smoking is prohibited in public areas.
- Cell phone usage must not be visible to the general public.

ELECTRICITY

- If you are using electricity for your booth or lodging, you must provide your own 12-gauge or larger extension cord. Smaller cords will not be permitted. This ensures that no electrical circuits will trip.
- Your cord must be approved by event staff and you will be provided a cord tag indicating approval.

SET UP & TEARDOWN

- Merchants can begin setting up on Monday, January 21. All booths must be completely set-up by 9:00 a.m. on Saturday, January 26.
- Teardown will occur on the final day of the Faire after the gates are closed. You will need to be out of the site by 9:00 a.m. on Wednesday, February 6.

SECURITY

- Overnight security will be provided starting Monday, January 21 and 24-hour security will be provided starting at 4:00 p.m. on Friday, January 25.
- A security officer will be on site patrolling the fairgrounds each night. There will be security onsite during the closed hours and mid-week, but we recommend merchants remove their merchandise from their booth.

- The City/ Faire management will not be held responsible for tents or any merchandise left on-site during closed hours and mid-week.

PARKING PASSES & VEHICLE ACCESS

- Merchant parking passes are required to access the fairgrounds and must be filled out and displayed on the front windshield of your vehicle.
- All vehicles must be off-site 45 minutes before show time each morning. Any vehicle on the fairgrounds and not in the designated parking area by **9:15 a.m.** on Saturday and Sunday, both weekends, and **8:15 a.m.** on Friday, will be towed at the owners' expense. Security/parking guards will enforce parking rules.
- Vehicles will not be permitted on-site until either 30 minutes after show closing or until the public is cleared from the site.

CAMPING

- Camping is available on site Monday, January 21 until Wednesday, February 6 in the designated camping area.
- A \$50 camping fee is required for tents and \$100 fee for RV's. Limited trailer/RV space and tent camping space is available to participants on a first come, first serve basis.
- An overnight camping pass must be obtained. The pass must be filled out and displayed in the front windshield of the vehicle or at your campsite.
- Electricity and water is limited.
- There is no dump station. Pump outs must be arranged with a local vendor.

ANIMALS

- No pets (other than those pre-approved as part of entertainment acts/rides) will be allowed on site during the Faire operating hours. Animal licenses/permits and health records required with application.
- Pets are permitted in the camping area and must be secured 200 feet from the tree line.
- Service animals are permitted on site in accordance with Florida statutes.

SALES TAX

- Collection and remittance of Florida sales tax (6.5%) is the responsibility of each merchant.
- All merchants are responsible for keeping track of their sales and paying sales tax. Information on reporting Florida Sales Tax will be provided in the check-in packet along with a sales tax chart.
- The Florida Department of Revenue will be given a list of participating merchants following the event.

FAILURE TO COMPLY

Failure to comply with rules will make merchants ineligible for awards and admission to future shows. It may result in a merchant being asked to leave immediately. The Faire Committee reserves the right to make final interpretation of the rules. Please read carefully the indemnification/waiver of claims on the application.