

Hoggetowne Medieval Faire

2020 MERCHANT INFORMATION

All artists and craftspeople are royally invited to display their finest medieval talents and wares in the bustling marketplace of the **34th 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 Parks, Recreation and Cultural Affairs Department, has earned a reputation as one of the best medieval (tent) fairs in the country. This popular event will be held at the Alachua County Fairgrounds and will enchant Gainesville, Florida, and its surrounding community for **THREE weekends, Jan. 18 – 19, 2) – 2* and Jan. 31 – Feb. 2.**

January 31 is Family Friday and features reduced-price admission for the general public. It is held in conjunction with “School Day at the Faire” which brings in more than 2,000 curious and energetic students who are eager to experience the Middle Ages.

Join us! 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:
September 1, 2019

FAIRE DATES & TIMES

Saturdays and Sundays

January 18-19, 25-26

February 1-2

(10:00 – 6:00)

Family Friday

January 31

(9:00 – 4:30)

FAIRE SITE

Alachua County
Fairgrounds
3100 N.E. 39th Ave,
Gainesville, FL
10 minutes east of I-75

BOOTH FEE

\$240 - \$931

OF BOOTH SPOTS

160

ATTENDANCE

~ 40,000 visitors a year

FAIRE THEME

Vikings at the Gate



FAIRE THEME:

Vikings at the Gate

The theme for the 34th Annual Hoggetowne Medieval Faire is “Vikings at the Gate” and features a group of obnoxious Vikings, leaders of the various realms, and a cast of colorful characters that roam the streets of Hoggetowne, delighting visitors as they play out the story theme of the Faire.

GET INVOLVED:

Join the merriment! Merchants are invited to play along with the faire theme 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. Interactions can range from the wandering actors wishing you a good day to escaping capture by hiding behind the shopkeeper. You determine the type of interaction. Joining in the storyline of the faire not only adds to the atmosphere of Hoggetowne, but can also draw more patrons’ attention to your booth.

Help solve the mystery! King William (aka the King of Hoggetowne) has had his favorite stash stolen. You can help the patrons in their quest to determine the culprit by providing clues. This adventure is managed by the Thieves Guild who will provide the clue information each day to those who wish to engage with patrons on their quest.

ENTERTAINMENT:

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. Displays of full-flight falconry and armored combat will be featured, and the Royal Court leads two daily processions down the lanes of Hoggetowne. 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! 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

34TH Annual Hoggetowne Medieval Faire

2020 Merchant Application

Jan 18-19, 25-26 & Jan 31 - Feb 2, 2020 Gainesville, Florida

Application Deadline - September 1, 2019

Merchant Contact Name: _____

Merchant Booth Name (for program): _____

Address: _____
 Street City State Zip

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

I participated in the 2019 Faire I'd like the same space I had in 2019: 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"/> Jewelry | <input type="checkbox"/> Musical | <input type="checkbox"/> Toys | <input type="checkbox"/> Other (explain): |
| <input type="checkbox"/> Clothing/Fiber | <input type="checkbox"/> Fortune Telling | <input type="checkbox"/> Headwear | <input type="checkbox"/> Leather | <input type="checkbox"/> Plants/Herbs | <input type="checkbox"/> Weapons | _____ |
| <input type="checkbox"/> Food | <input type="checkbox"/> Game/Activity | <input type="checkbox"/> Herbal/Floral | <input type="checkbox"/> Metal | <input type="checkbox"/> Ride | <input type="checkbox"/> Wood | _____ |

INSTRUCTIONS

- Indicate if you want a booth for two weekends (Jan 25-26, Jan 31-Feb 2) or three weekends (Jan 18-19, 25-26, Jan 31-Feb 2)
- Indicate the number of booth spaces needed and check the appropriate size/space fee. (ie 40' frontage would be two 20x20 booths)
- 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.
- Write total costs in right hand column and add up grand total – don't forget the change ☺.

| Merchant Booth Fees | | # spaces needed | 12X12 ft | 15x15 ft | 20x20 ft | 25x25 ft | 25x30 ft** | Total |
|---|------------|--------------------------|----------|----------|----------|----------|------------|-------|
| Artisan Made - Sales w/Demonstration | 2 weekends | <input type="checkbox"/> | \$240.75 | \$274.00 | \$334.50 | \$387.75 | \$454.50 | |
| Artisan Made - Sales w/Demonstration | 3 weekends | <input type="checkbox"/> | \$286.50 | \$326.25 | \$398.25 | \$461.50 | \$541.00 | |
| Artisan Made - Sales Only | 2 weekends | <input type="checkbox"/> | \$280.50 | \$320.75 | \$374.50 | \$428.00 | \$494.75 | |
| Artisan Made - Sales Only | 3 weekends | <input type="checkbox"/> | \$334.00 | \$382.00 | \$446.00 | \$509.50 | \$589.00 | |
| Merchant Booth (All Other Vendors) | 2 weekends | <input type="checkbox"/> | \$434.75 | \$454.50 | \$508.25 | \$561.75 | \$628.75 | |
| Merchant Booth (All Other Vendors) | 3 weekends | <input type="checkbox"/> | \$517.50 | \$541.00 | \$605.00 | \$668.75 | \$748.50 | |
| Game | 2 weekends | <input type="checkbox"/> | | \$334.50 | \$401.00 | \$468.00 | \$534.75 | |
| Game | 3 weekends | <input type="checkbox"/> | | \$398.25 | \$477.50 | \$557.25 | \$636.50 | |
| Ride | 2 weekends | <input type="checkbox"/> | | \$387.75 | \$454.50 | \$521.50 | \$588.25 | |
| Ride | 3 weekends | <input type="checkbox"/> | | \$461.50 | \$541.00 | \$621.00 | \$700.25 | |
| Food Vendor | 2 weekends | <input type="checkbox"/> | | \$621.75 | \$675.25 | \$728.50 | \$782.25 | |
| Food Vendor | 3 weekends | <input type="checkbox"/> | | \$740.25 | \$803.75 | \$867.25 | \$931.25 | |
| Demonstration Only (No Sales) | | <input type="checkbox"/> | no fee | no fee | no fee | no fee | no fee | |
| Strolling Merchant Fee (With Booth Space) | | <input type="checkbox"/> | \$90.00 | | | | | |
| Strolling Merchant Fee (No Booth Space) | | <input type="checkbox"/> | \$140.00 | | | | | |

****Spaces larger than 25 ft frontage will incur an additional booth fee based on size needed.**

Add an additional \$25.00 if you need slightly more than the space allotted \$25.00
 (ie. if you checked 15 x 15, but with guy wires need 18 x 18; cannot exceed next space level)

Does your booth have guy wires? Yes No Actual size of your booth including guy wires: _____

ADDITIONAL SERVICES

- | | |
|--|-------|
| _____ Number of Hay Bales at \$8.00/bales | _____ |
| _____ Number of 110-V Electricity at \$40.00/outlet | _____ |
| _____ Number of 220-V Electricity at \$60.00/outlet | _____ |
| _____ Number of Tents Camping at \$100.00/site | _____ |
| _____ Number of Recreational Vehicles Camping at \$200.00/site | _____ |

GRAND TOTAL DUE \$ _____

ADDITIONAL INFORMATION

Exhibitor Packet: mail email hold for pick up at Faire
Do you accept credit cards: yes no
I would like the following additional engagement: Kings Quest game actor involvement
I will provide demonstrations: throughout the day at scheduled times _____

Special booth site request: _____

Demonstration Information: _____

Additional Info: _____

LIST OF MERCHANIDSE AND/OR SERVICES

Please list and describe ALL items/services you wish to sell. Use additional sheets if necessary. Submit photos/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.** Indicate which items are handmade and which items are buy/sell. Food vendors please indicate items that are gluten free or vegan.

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

DEADLINES

Applications must be postmarked by **September 1, 2019**. 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 fees are non-refundable. Once accepted, an exhibitor information packet will be emailed/mailed which will include your booth number, hotel/campground information, set information, etc. Booth fees are due by November 1st and can be paid either with a check payable to City of Gainesville and mailed to the address below or by calling in with a credit card to 352-393-8536.

REQUIREMENTS

Please read carefully through Terms and Conditions for all requirements. The Failure to comply with requirements will make merchants ineligible for awards and admission to future shows and may even result in a merchant being asked to leave immediately. The Faire Committee reserves the right to make final interpretation of the rules.

COMPLETED APPLICATION PACKAGE (must include)

- Completed and signed application form (with additional merchandise list, if needed).
- Return of Terms of Conditions with proper initialing and dating.
- Photos or digital images of all your work to be juried in (one should be of your booth set-up).
- Certificate on Insurance naming City of Gainesville and Alachua County Board of County Commissioners as additional insured or letter of intent to acquire insurance if accepted.

RETURN APPLICATION PACKAGE by SEPTEMBER 1

Sunny Andrei, Hoggetowne Medieval Faire, PO Box 490, Sta 30, Gainesville, FL 32627 or e-mail at andreisv@cityofgainesville.org

Indemnification: Vendor agrees to indemnify fully and save and hold harmless the City of Gainesville and Alachua County Board of 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, Alachua County Board of 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, Alachua County Board of County Commissioners 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. 18-19, 25-26, Feb. 1-2) 10:00 a.m. – 6:00 p.m. and Friday (Jan. 31) 9:00 a.m. - 4:30 p.m.** Failure to be operational during Faire hours may result in immediate removal and merchant may not be allowed to participate in the next year's Faire.

ACCEPTANCE

- If your application is accepted at jury, you will receive an acceptance letter.
 - Preference will be given to participants in good standing from the 2019 Faire, merchants with original handcrafted products, high quality booth displays that fit the theme and those who can participate all three weekends.
- 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 1**).
- Acceptance is a commitment to the show. There will be no refunds for cancellations.

CRAFT SPECIFICATION

- Preference will be given to original handcrafted products.
- 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.
- 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.
- Merchants may **ONLY** display merchandise or offer services (like Tarot Reading) that were approved by the Faire committee. Approved items or services will be listed in the acceptance letter. Unapproved items or services cannot be sold or offered.
- The Faire Committee reserves the right to prohibit the display of any work it deems unacceptable.

BOOTH REQUIREMENTS

- The booth must fit within the measurements which were requested and paid. 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, modern storage cases, modern tie down straps, etc. must also be covered. Pop up tents must be disguised to look medieval.
- Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended.
- Merchants are responsible for setting up their booths, including medieval design and decorations, signs, tables, shelter, etc. Merchants will be able to sign up for their set up shift (date and times) after receiving acceptance notifications

Applicant Initials _____ Date _____

- 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 (minimum 40 lbs. per leg.)
- 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 (this option is only available in certain locations).
- Food prices must be set and displayed at all times throughout the Faire and are not allowed to fluctuate.
- ▶ Due to possibility of rain, please consider temporary flooring for your booth for elevation in low lying areas.

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. 18 and 25) and then again on Friday (Jan. 31), just before the show opens, to make sure that food vendors adhere to the guidelines. Temporary event permit fees will be due on each day. If you already have an annual permit for events in the State of Florida be prepared to present it to the inspectors.
- A Fire Marshall will conduct an inspection between 7am-8am Friday morning, January 17. If you are using a tent, a certificate of inflammability will be required; if your structure is made from cloth, you must administer a flame retardant. Food vendors must be present for inspection.
 - It is required that all merchant booths contain a fire extinguisher and all tents must be secured and tied down or weighted appropriately (minimum 40 lbs. per leg).
 - 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 not be allowed to open and will forfeit all participant fees (booth, electric, camping, etc.).

Applicant Initials _____ Date _____

INSURANCE

- Proof of insurance is mandatory for **ALL VENDORS**.
- **The City of Gainesville and Alachua County Board of 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
 - \$5,000 Medical Expense
 - Automobile Liability \$1,000,000 per occurrence (combined single limit for bodily injury and property damage). Only required 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).

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 13. All booths must be completely set-up by **9:00 a.m.** on Saturday, January 18. After acceptance, merchants will be provided information on scheduling their set up day.
- Teardown will occur on the final day of the Faire after the gates are closed. Vehicles are not permitted on the Faire site until 6:30 p.m. You will need to be out of the site by **9:00 a.m.** on Wednesday, February 5.

SECURITY

- Overnight security will be provided starting Monday, January 13, and 24-hour security will be provided starting at 4:00 p.m. on Friday, January 17.
- A security officer will be on site patrolling the fairgrounds each night. There will be security on-site 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. If more than 2 passes are requested, you will be required to provide the list of staff who will be working at the Faire and your proof of Worker's Comp insurance.
- 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 - **8:15 a.m.** on Friday - will be towed at the owners' expense. Security/festival staff will enforce parking rules.
- For the safety of all involved, vehicles will not be permitted on-site until either 30 minutes after show closing (6:30 p.m. on Saturday and Sunday, 5:00 p.m. on Friday) or until the public is cleared from the site.
- ▶ To preserve walkways, vehicle access on site will be limited and monitored. A pull wagon is recommended.

Applicant Initials _____ Date _____

CAMPING

- Camping is available on site Monday, January 13, until Wednesday, February 5, in the designated camping area. Camping before Monday, January 13, may be available upon request for an additional fee.
- 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.
- Camping fees are \$100 for tent/truck spaces and \$200 fee for Recreational Vehicle (RV) spaces. Limited trailer/RV space and tent camping space is available. Reservations are required. Primitive camping is available to participants on a first come, first serve basis.
- There is no dump station. Pump outs must be arranged with a local vendor.
- ▶ RVs camping in the Gate Camp (behind the large burlap wall) will need to be set up no later than Tuesday, January 14, due to wall construction.

*** CUSTOMER SERVICE ***

- All booths are expected to adhere to customer service standards (for both guests and participants):
 - Deliver products/services reliably
 - Post prices as well as any additional fees to avoid surprises (credit card fees, etc.)
 - Keep your booth clean and presentable
 - Offer service with a smile and compliment costumed guests
 - Do not make statements that will offend customers (we understand this can be a gray area, but best efforts are expected)
- Sexual and physical harassment will not be tolerated.
- Be a “good neighbor” to fellow merchants and participants.

RESTRICTIONS

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

ANIMALS

- Pets are permitted in the camping area and must be secured 200 feet from the tree line.
- 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.
- Service animals are permitted on-site in accordance with Florida statutes.

SALES TAX

- Collection and remittance of Florida sales tax (7%) 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.