



For office use only: Location & Booth number

2024 Vendor/Concessionaire Application
* Tentative Rental Rates * Subject to Change
February 29 – March 10, 2024

Deadline for Applications – June 15, 2023

Applications can be emailed to Heather@FLStrawberryFestival.com or mailed to P.O. Drawer 1869, Plant City, FL. 33564-1869.

The undersigned requests consideration for space in the 2024 Florida Strawberry Festival®, Inc.:

Business Name: _____

Owner’s Name: (Print) _____

Owner’s Signature: _____ Date: _____

Email Address: _____

*** This will be our primary contact method, please assure accuracy and print legibly ***
**** For the 2025 Festival you will need a Google account (Gmail) to access forms online. Please establish an account before the 2024 festival so you will be able to fill out forms for the 2025 year.

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Cell Phone: (____) _____ Additional Phone: (____) _____

List All Items to be displayed and/or sold, and Sale Price of Each Item: (use a separate page if necessary)

Mobile Concessions: Draw a diagram on reverse side of the application indicating how unit sets up. Show selling side(s) and give full measurements including awnings and tongue.

Electrical Requirement: Amps: _____ Volts: _____ (No 3 Phase)

New Applicants: Attach color pictures of setup and items to be sold.
*****This Festival reserves the right to delete items in order to avoid duplication.

If you have any questions, please contact us at Heather@FLStrawberryFestival.com or call (813) 752-9194.

*****This is an this informational sheet for your records

Tentative Rental Rates – Subject to Change

Main Exhibit Bldg. & Boring Bldg.:

12' X 12' Booth\$1009.00
12' X 24' Booth\$2017.00
10' X 12' corner Booth..... \$1598.00
12' X 12' Corner Booth \$1780.00
Jewelry (Per Front Ft) \$ 168.00
Food Booth – By Footage – See Below

North Exhibit Tent

15' X 15' Booth \$ 745.00
15' X 30' Booth \$1487.00
Jewelry (Per Front Ft) \$114.00

Strawberry Tent

12 X 12 Booth \$745.00
12 X 24 Booth \$1490.00
Jewelry (Per Front Ft) \$109.00

Outside Rates:

Commercial Food Concessions ----\$145.00 Per Selling Side Foot
Civic Food Concessions -----\$ 109.00 Per Selling Side Foot
Non-Food Concessions -----\$ 156.00 Per Selling Side Foot
If selling two or more sides – charge will be for length plus width of unit. (Above rates include awnings, tongue and/or other extensions). There is a minimum charge for ten feet (10') for outside concessions.

A \$141.00 utility/maintenance fee will be charged to each booth. A \$35.00 water fee will be charged to all outside concessions. Utility fees for outside concessions will be based on usage. Each booth will also be charged a photography fee and receive their booth picture the following year.

Note: Management reserves the right to determine location based on availability of space and/or type of product(s),

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Carriage House

10' X 10' Booth \$ 840.00
10' X 11' Booth \$ 924.00
10' X 20' Booth \$1682.00
10' X 20' corner/Double \$1848.00
10' X 10' Corner Booth \$1007.00
Food Booth – By Footage – See Below

Stadium Exhibit Hall & Expo Building

10'x 12' Booth..... \$1,060.00
10' X 24' Booth..... \$2,118.00
10' X 12' Corner Booth \$1679.00
Jewelry (Per Front Ft.) \$ 168.00