



# VENDOR GUIDE

FEBRUARY 27 - MARCH 9, 2025

FLORIDA  
STRAWBERRY  
FESTIVAL<sup>®</sup>

# Florida Strawberry Festival®

P.O. Drawer 1869  
Plant City, FL 33564-1869

*Physical address:*  
303 BerryFest Place  
Plant City, FL 33563  
813.752.9194

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*President Kyle Robinson*  
**Welcome Letter**

In the late 1920's, a small group of civic-minded leaders in the Plant City community began thinking of ideas on how to celebrate and promote our area's premier crop, the Strawberry. Even in those early days, strawberries were grown and shipped from Plant City and enjoyed by people living all along the east coast and even into Canada. The Plant City community became engaged in the effort to promote strawberries and the first Florida Strawberry Festival® was held on March 12-15, 1930. A quote from one of the first Strawberry Festival publications states "The Florida Strawberry Festival® will be made a permanent yearly exhibit – and to this, we pledge our efforts – our enthusiasm – our civic pride."

The first Strawberry Festival lasted four days and consisted of a midway with rides, a flower show, a band concert, and a parade. And of course, the Strawberry Festival included vendors and concessionaires. All unique traditions that we still carry on today, 94 years later!

Although much has changed since the humble beginnings of the Florida Strawberry Festival®, what has not changed is the rich culture and community passion for our Festival. The Festival has grown to be the highest attended fair in the state of Florida and ranks as one of the best fairs in the country. Our Strawberry Festival has grown in size and duration to an 11-day event that welcomes more than 600,000 guests annually.

The Strawberry Festival takes great pride in providing our guests with the best possible experience when they visit us. A huge part of that experience is showcasing a variety of top-quality vendors and concessionaires. To those of you who have been with us for years, or even decades, thank you for your loyalty and helping us make the Strawberry Festival an incredible place to visit. If you are a vendor or concessionaire wishing to join us for the first time, let me welcome you to our family. We look forward to discussing future possibilities.

The 2025 Florida Strawberry Festival® is rapidly approaching. Our Festival Staff has been working hard to give our guests the best Festival experience possible. Our goal is to provide something new and exciting to see each year, while always preserving our rich history and culture that many of us take back to our childhoods. I look forward to seeing our vendors and concessionaire each year. You are so very vital to our continued success.

I look forward to seeing each of you at BerryFest25!

Sincerely,

Kyle N. Robinson  
President  
Florida Strawberry Festival®

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# About Us

Our Festival began as a celebration of the local strawberry harvest in 1930. It has grown into an event that celebrates not only the Florida Strawberries grown right here in Eastern Hillsborough County, the Winter Strawberry Capital of the World, but a celebration of exhibits of agriculture, commerce, industry, livestock, fine arts, horticulture, and crafts. The fabric of American life is woven into the Festival through social events, contests, youth developmental programs, festive foods, top-name entertainment, and parades with gorgeous floats and high-stepping marching bands.

Today, the annual event has become one of the best Festivals in the nation and now ranks among the Top 40 Fairs in North America. Having maintained the same internal structure since its inception, the Florida Strawberry Festival® is a community-oriented organization, governed by a board of directors from the community, that annually devotes many hours to establishing policies and direction for the annual event. The Festival is a great time to discover the charm and allure of Plant City, and it's the perfect time to enjoy eating ripe, luscious strawberries alongside the local berry farmers that have worked hard to bring them to market. More than 10,000 acres of strawberries are planted annually in the local area.

This is just a glimpse of who we are. We look forward to you coming out and joining us here at the Florida Strawberry Festival®.

## Contact Information:

Vendor, Concessionaire, Camping and Prepaid Parking:  
Heather Riley [Heather@FlStrawberryFestival.com](mailto:Heather@FlStrawberryFestival.com)  
Sponsorships:  
Lee Bakst [Lee@FlStrawberryFestival.com](mailto:Lee@FlStrawberryFestival.com)  
Maintenance:  
Mozell Porter 813.754.1126  
Shipping/Deliveries:  
TBD  
Administration Office 813.752.9194

## Lodging:

### Camping

The Florida Strawberry Festival® has two campgrounds with a limited number of camp sites available. We give priority placement to all vendors, concessionaires, sponsors and youth exhibitors. You will need to indicate in your application any camping needs and you will be placed on a first come first served basis. No bunkhouses are allowed in our Seminole campground, only in the Richter Lot.

All sites are 50-amp full hook up and the rate is \$55 per night for vendors. Camping fees begin when campers enter the property, regardless of occupancy or hook up. Most sites are 20x50. No specific site number is guaranteed with any reservation. Refunds will be provided if cancellation is made in writing and received no later than 30 days prior to opening day. Campers need to exit the property no later than 10 days after the closing day of the festival.

Camping is only allowed in assigned sites. No dry camping is allowed. Parking is very limited, so please be mindful and do not block others in.

### Hotels

The Florida Strawberry Festival® partners with local hotels to provide the best available rate. For additional information on these locations please visit our website at <https://flstrawberryfestival.com>

## TERMS

For clarification: Vendors, Concessionaires, Sponsors, and Exhibitors will be considered the Licensee. The Florida Strawberry Festival® will be the Licensor.

## CONTRACTS

All parties entered into this agreement will comply with all laws, pertinent rules, and ordinances with the state of Florida, Hillsborough County, and the City of Plant City, as well as, the Rules & Regulations governing the Florida Strawberry Festival, Inc.® Such laws, ordinances, rules & regulations are expressly made a part of the contract.

All contract fees must be paid when due. Failure to do so could result in a CANCELLATION OF THE CONTRACT AND NO REFUND will be issued. It is agreed, if such action is taken, the Licensee will waive all claims against the Licensor, its Officers, Employees, or Agents. Deposit(s) will be refunded if the Licensee submits a written notice of cancellation at least sixty (60) days prior to opening day of the festival. Refunds will NOT be made if cancellation is less than 60 days prior to opening day of the festival.

All Licensees will be charged a fee for utilities. All food concessions will be charged a flat rate of \$35 for water. In addition, electricity will be charged according to amperage usage. The Licensor, or an authorized agent, will check each concession to determine usage and amount to be charged. Any charges not shown in the agreement will be billed at the close of the festival and are due upon receipt.

Licensee agrees NOT TO SUB-LEASE any contracted space, nor exhibit any merchandise or services owned by Licensee that is specified in the contract. Violation will result in removal of unauthorized items, cancellation of contract, immediate removal from the festival, and/or denial of future consideration.

All property taken into the festival grounds by the Licensee is at their own risk. Licensor will not be responsible for any loss due to damage from fire, theft, windstorm, repossession, or any other cause whatsoever, nor for failure upon its part to perform this agreement. Law enforcement can seize, stop, or prevent Licensee from operating under this agreement.

The Licensee hereby agrees to indemnify and hold harmless the Licensor, its Agents, and Employees, from and against all claims, suits, actions, and damages and/or causes of action arising during the period of use and occupancy by the Licensee from the date of entry to the festival grounds, to and including date of departure, for any personal injury, loss of life, and/or damages of property, including the Licensor's property or employees, sustained in and about the premises or that portion of the buildings or appurtenances thereto, used by Licensee, occurring during such time as the Licensee may be using said

premises, and from and against all costs, legal fees, expenses, and liabilities incurred in and about any action thereon, and from and against any order, judgement and/or decrees which may be entered therein when any of the aforesaid are caused by negligence of the Licensee, its agents, subcontractors, or employees, or persons attending the premises by reason of the use thereof by the Licensee.

The Licensor reserves the right to cancel the contract if just cause is provided.

Licensee expressly waives any recourse for damages against Licensor in the event this contract is revoked or canceled by Licensor for violation of any of the provisions hereof.

In case of acts of God, exigencies of war, emergencies or weather conditions necessitating the cancellation of subject licensed event for the date herein named, the Licensor may revoke this agreement and refund any monies at Licensor's discretion.

## **CREDENTIALS**

Vendors will receive two 11-day entries for each booth measuring 15 feet or less, booths measuring more than 15 feet will receive two 11-day entries per ten (10) feet of booth space. Space is to be manned at all times during hours of operation. Additional worker passes (single entrance passes) may be purchased at the festival office for the price of the advanced gate admission. During the application and contracting process vendors will have the opportunity to choose a combination of gate passes preferred. For example: 1 badge and 1 exhibitor (11-day) pass, or 2 badges, or 2 exhibitor (11-day) passes, or 1 exhibitor and 11 worker (single day) passes, or 22 worker (single day) passes. You can decide the combination that works best for you.

Any attempt by the vendor, its employee(s), or agent(s) to sell, exchange, or barter an admission ticket to this festival will be sufficient cause for cancellation of the contract and no refunds will be issued.

Vendors who drive an automobile on property during festival operating hours will need a Vehicle Security Decal. In January a link will be emailed to each vendor and the link will take you to an online form. Please fill one out for each automobile that will be driven on property. You will receive the decal in your vendor welcome packets. This decal will need to be attached to the drivers' side window and will be checked each time you enter the property once the festival opens. This decal form needs to be filled out no later than February 1<sup>st</sup>. Please note all vehicles must be off the festival grounds by 9:30 a.m. EST, unless otherwise noted.



## PRE-FESTIVAL INFORMATION

**INSURANCE:** Licensee must provide a valid Certificate of Insurance (COI) and Product Insurance coverage by a company authorized to do business in the state of Florida. The certificate must be **valid** and cover the duration of the festival, which includes move-in and move-out dates, must include **one million dollars per occurrence**, and name the **Florida Strawberry Festival, Inc.® as additionally insured**. The certificate must be in the possession of the Licensor before the Licensee will be allowed to set up on the premises. To ensure the ability to set up in a timely manner submit your COI by January 1 preceding the festival via the vendors portal.

**Wi-Fi:** Is available. If you are located in the Stadium Building, TECO Expo Hall or the Strawberry Building you SHOULD have a good signal. If you are in the Parke building, Arthur Boring Building, or Carriage House your signal MIGHT be spotty. All other areas will PROBABLY NOT have good signal if any. Wi-Fi can be purchased for \$110 and can be purchased online. Instructions for WIFI will be distributed in your welcome packet, and you are asked to test out your process in your booth the morning before opening day. We want to resolve issues before the gates open.

**DELIVERIES:** Packages should only arrive once you are physically on the property and able to take possession (no more than one week before opening day.) Packages will not be accepted after closing day. Packages not picked up by 3 p.m. the Monday after closing day must be picked up at the admin office PROMPTLY. The shipping address is 2701 W. Reynolds St. Plant City, FL 33563. Hours for pick up will be 8 a.m. to 6 p.m. at our maintenance office (reference the map attached.) Please **do not** call the office to check on your packages, instead use the tracking app on your phone. Enter your cell phone number along with the owner and company name on the contact shipping label so you can be reached once it arrives.

**CHECK-IN:** Licensee is required to check-in with the Licensor and obtain their vendor packet BEFORE setting up. Vendor packets will be available in the main office. Licensee is to be checked-in, and packets need to be picked up no later than 5 p.m., prior to opening day.

**VENDOR DINNER:** There will be a dinner held in appreciation of our vendors on the Monday night before opening day. Each contract receives two complimentary tickets. Additional tickets can be purchased for \$10 each. An invitation and RSVP will be sent out via email in January. This event is for **ADULTS** who will be working the booths. Due to the number of attendees and the size of the facility we ask children do not attend this event.

**MOVE-IN:** Vendors (crafts, exhibits, and concessionaires; inside and outside) can begin to move in on Monday February 17<sup>th</sup>. Please use service gates 4 and 9. Buildings will be open

from 7 a.m. to 7 p.m. The only exception will be the STRAWBERRY BUILDING, which will begin move in on Tuesday, February 25<sup>th</sup> after 3p.m. Vendors placed in the Carriage House will need to provide their own lock and key for (each of) the roll up door(s) to their booth. Starting February 23<sup>rd</sup>, buildings will be open 7 a.m. to 10 p.m.

**FIRE/GREASE HAZARD REQUIREMENTS:** All food concessionaires are required to have certified fire extinguishers. The Fire Marshal will inspect each one before the festival opens. Food Concessionaire operators are REQUIRED to deposit grease in marked containers placed on the festival grounds for that purpose. DO NOT PUT GREASE IN STORM DRAINS, ON THE GROUND, IN GARBAGE CANS/BAGS OR ANY PLACE OTHER THAN APPROVED MARKED CONTAINERS. ANY CONCESSIONAIRE WHO DOES NOT DISPOSE OF THEIR GREASE PROPERLY WILL BE FINED, REMOVED FROM THE FESTIVAL GROUNDS AND/OR DENIED FUTURE AGREEMENTS. No refunds will be issued.

**DEADLINE:** Exhibits and concessions MUST be in place and ready for a final walk-through on opening day no later than 8 a.m. Space not ready by 8 a.m. the first day of the festival will be subject to removal and no refunds will be paid or issued by Licensor.

**EXCLUSIVE VENDORS:** Exclusive means no other vendors can be used. LP Gas: Propane Ninja (Tracie) 877-941-2138. Please preregister through this link [Strawberry Festival Propane Registration Form](#). Coke: Elizabeth Mosqueda – Equipment Orders and Product Orders, [EMosqueda@cocacolaflorida.com](mailto:EMosqueda@cocacolaflorida.com)

**PREFERRED VENDORS:** Preferred means no one else can sell the same products/services on the festival grounds. Ice: Southern Ice House: Russell Samson 813-732-2800 or Lori Samson 813-299-4303. Bread: Jimmy Lott 813-967-6561

## **Booth Decoration**

**CONTEST:** There is a bit of a competitive nature to this “feel good” contest, where your creativity can really shine. The Festival appreciates your efforts in making your booth look attractive and incorporating our yearly theme. Undercover judges will walk the grounds and quietly judge each booth. Each vendor will fall under one of these categories: Arts & Crafts, Educational, Commercial, Agriculture, Outside Concession, or Civic. There is a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winner for each category. Civic and Agriculture will receive ribbons and the others will receive a ribbon plus CASH PRIZES!!!! Participation is compulsory and we hope that this will be a “little” incentive to get creative and make your booth BERRY SPECIAL!

**SPACE:** Licensee may advertise and/or display from within their contracted space only, and signage must relate to Licensee’s name, product(s), or service(s), which are stipulated in their agreement. Licensee will NOT employ or display signs advertising or promoting

vendors or suppliers unless authorized by Licensor. Signage, decorations, merchandise, or any other items **MUST NOT BE PLACED OUTSIDE THE CONTRACTED RENTED SPACE.**

**COMPOSITION:** No permanent structures are allowed in the booth and alterations made to the booth (painting, etc.) **MUST** be approved by Licensor before work can begin. Please be prepared to take **EVERYTHING** with you at the conclusion of the festival. The Festival will not store items on property, as our facilities are rented out for other events during the year. All decorations, paints, products, or supplies used by Licensee to decorate your booth(s) **MUST** be flame retardant and is subject to testing by the Fire Marshal.

**APPEARANCE:** All displays must have a finished appearance. Pedestrian access to your booth will increase sales opportunities so give the public the ability to **ENTER** your booth and have easy access for entry.

**FENCING:** Concessionaires and vendors located outside are required to landscape, fence, or mask equipment/storage areas to make it aesthetically pleasing to our guests while ensuring compliance with all federal, state, and local laws, rules, and ordinances.

## General Information

**ADVERTISING:** Advertising or distributing information is prohibited; other than products/services specifically approved or indicated in your contract, nor are you allowed to advertise or promote your products, services, or booth at any location on the festival grounds other than your contracted space. Licensee agrees that concession, exhibit, display, merchandise, and/or service(s) will be of such quality as to not detract from neighboring exhibits and or concessions.

**ALCOHOL/TOBACCO:** We are an alcohol free event. Alcohol is not permitted on the festival grounds. There is no smoking or vaping allowed in any of our buildings or main festival soundstage.

**APP:** We have a new app that was rolled out in 2024, please download it to your phone by going to the app store and searching Florida Strawberry Festival®, and verify your business is on the festival map and in the correct location along with your products. This will help when guests ask for directions or where a certain attraction is located.

**BANK WINDOW:** The change bank walk up window is located on the southwest corner of the administrative office building. The hours of operation are 9 a.m. - 7 p.m. with an hour closed for lunch 1 p.m. - 2 p.m.

**BANNERS, SIGNAGE:** All banners, signage, posters, A-frames, etc. are strictly prohibited outside of your booth. Handmade, handwritten or other unprofessional looking signs are

prohibited. All signage must be professionally made. Signs or materials of any kind that are deemed objectionable (including promiscuous materials) by the festival, in its sole discretion, will be removed without liability of the festival. Such items are NOT permitted, even from within Licensee space.

**BOOTH ACCESS:** Any authorized representative of the Licensor will have access to said premises at all times.

**CLEAN-UP:** Licensee is required to keep the agreed upon space free of trash, paper, and litter. Licensee must take trash to the nearest designated container and not place trash in aisles or in contracted space. It is the Licensees responsibility to have their space clean by 11:00 p.m. each evening. Please ensure your area is clean and free of trash when move out occurs, **spaces left uncleaned may receive fines or denied future agreements.**

**CONDUCT OF VENDORS:** Vendors are expected to deal honestly and fairly with the public. Vendors will not misinform regarding any company or product(s) that is being represented, displayed, or sold at the festival. Unbecoming conduct, including profane, obscene, threatening and/or abusive language by Licensee, negative attitudes, excessive complaining etc. are not welcome and will not be tolerated. Please make sure your employees know that your opportunity to participate in future festivals is contingent on their professionalism and experience provided to guests. Unbecoming behavior may be grounds for termination of contract and/or eviction from the festival grounds. No refund will be issued.

**CUSTOMER REFUND POLICY:** Vendors must maintain a reasonable return/refund/exchange policy. Vendor Policy signage must be prominently displayed within your location. The Florida Strawberry Festival® reserves the right, at its discretion, to require a vendor to refund the full amount of any customer's purchase.

**DAMAGES:** You agree to promptly reimburse and pay the Florida Strawberry Festival® for any damages to the festival property, equipment that you, your employee or agent(s) cause.

**DATE CHANGES:** The Florida Strawberry Festival® reserves the right to change the dates of the festival and will notify Licensee within a reasonable time. The Licensee agrees to forego any claims for damages against the festival and further agrees to waive any and all rights which arise by reason of the terms of the contract. Licensee shall have no recourse against the festival.

**DELIVERIES/RESTOCKING:** Once the festival opens all vehicle deliveries to booth spaces must be completed and vehicles must exit the property no later than 30 minutes prior to gates opening. This is usually 9:30 a.m. but please check daily for the gate opening times. Deliveries after this time must be hand carted or hand carried to the booth. Automobiles that need entry to the festival grounds will need a security decal. This decal must be applied for and received BEFORE entry is granted. Decals should be applied for by February

1<sup>st</sup>. This is NOT an immediate process, so the ability to apply early should be used. Late applications could lead to being denied entry to the festival grounds. Once the festival starts **YOUR AUTOMOBILE WITHOUT THE DECAL WILL NOT BE ALLOWED TO DRIVE ONTO THE FESTIVAL GROUNDS.**

DRAWINGS/GIVEAWAYS: No drawing(s)/giveaway(s) may be conducted by Licensee unless a written request is placed prior to opening day and authorized by Licensor. The festival must be provided with the time and conditions of the drawing, along with a list of names and addresses of all winners and prizes won immediately following the drawing/giveaway. Under no circumstances may the Licensee use the name of or implicate the festival in any promotion. Any information, i.e. names, addresses, etc., collected may not be sold and those forms MUST be destroyed by shredding.

ELECTRICAL PERMIT: Electrical permits will be issued based on your application. If your electrical requirement changes it is the Licensee's responsibility to request the change. Your Electrical permit will be in your vendor packet at check-in; therefore, it is imperative you have the correct request on your application. Changes may cause a delay in your ability to set-up. Electrical and safety standards of all tents, booths, and concession stands must comply with State and local codes. ONLY a Florida Strawberry Festival® electrician or its exclusive electrical contractor may connect or disconnect from the festival's electrical circuits. This permit must be displayed for our electricians to see at all times.

EMERGENCY TEXTING SYSTEM: The festival will send out an alert through our texting system if an emergency should arise. Please closely monitor any information texted, it will be time sensitive.

LICENSE AGREEMENT/CONTRACT: By this reference, this Guide is incorporated and becomes part of the signed License Agreement/Contract indicating the Licensee Agrees to abide by the rules and regulations of this Guide. This obligation applies to Vendors and all employees, volunteers, booth workers, and staff.

MAILING LISTS: The Licensee will not attempt to acquire a mailing list from festival patrons by any method unless written permission has been received from the Licensor.

MISREPRESENTATION: Any misrepresentation of any type, including but not limited to, attraction, exhibit, or concession ownership, products and services offered, operation, mechanical condition of appearance in the registration process shall be grounds for contract cancellation, forfeiture of any payments made and immediate removal from the festival grounds; in which case the affected licensee shall waive all claims for damages against the Florida Strawberry Festival®, its officers, agents, and employees.

MUSIC/SOUND: No sound or voice amplification will be used by Licensee. No amateur or professional entertainment will be used without prior consent of the Licensor. Such permission may be rescinded at any time by Licensor. The festival is a family-friendly event,

and all music must be “radio-friendly”, with no cursing, swearing, or otherwise offensive language. The Festival reserves the right to deem objectionable from the standpoint of taste, quality, or compatibility.

MOVE-OUT: All materials and equipment belonging to Licensee must be removed from the festival grounds within seven (7) days following closing day. Licensor will NOT assume responsibility for storing any material or equipment. Items not removed in this time period, will be considered abandoned, become property of the Licensor, and will be disposed of in any manner deemed appropriate.

OWNERSHIP CHANGE: If ownership interests in a stand, company, or other type of exhibit change for any reason, the Licensee must notify the Vendor Manager immediately. Any transfer of ownership of a particular business, full or partial, does not automatically transfer with any previously contracted space at the Florida Strawberry Festival®. An interest in a Contract/License Agreement is **strictly non-transferable** without written consent from the Vendor Manager. Any request for ownership change will be evaluated by the Vendor Manager on a case-by-case basis. An in-person meeting between the two parties and the Vendor Manager is the preferred first step in any change in ownership.

PARKING: Parking is always limited. Each contract will receive ONE free parking space in our vendor parking lot. That parking tag will be in your credentials packet. If you need more than that one space it is the vendor’s responsibility to obtain any additional spaces needed. The festival grounds are surrounded by neighborhoods and schools, and you may wish to contact them about prepaid parking. Do not depend on the Festival to have any open spaces. This includes any “shift” changes for your staff. Due to overcrowding in our vendor parking lot this will be strictly enforced. Any Stock or Service Support parking should be addressed in your initial application and be a part of your contract. Please plan ahead as these areas always fill up quickly.

PETS: No pets are permitted on the festival grounds. Exceptions are police dogs on duty, ADA certified service dogs, and animals in scheduled acts, shows, or contests. Animals in scheduled acts, shows, and contests must be removed from festival grounds, immediately following their performance. Service animals are working animals, not pets. The work or task a dog has been trained to provide must be directly related to the person’s disability. Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under ADA. Animals must be penned, crated or on a leash at all times.

PRICING: Licensee agrees to post prices of products being sold in a conspicuous and easy to see location within their booth or concession. Failure to post prices and abide by such prices, for the duration of the festival, would result in the Licensee breaking their agreement. Licensee will be asked to vacate the festival grounds prior to the opening of the festival the next day. No refund will be given if asked to vacate. The Festival reserves the right to set prices and sizes on certain food and beverage items.

**PRODUCT LIMITATIONS:** The Festival reserves the right to limit products produced and sold during the Festival. The Festival reserves the right to prohibit the sale, rental, or display of any item that is deemed objectionable from the standpoint of taste, quality, or compatibility.

**REMOVAL:** Licensor reserves the right to remove, or demand removal, from the festival grounds and no refunds will be issued, of any exhibit, show, concession, item(s) not expressly approved of in the agreement or any part thereof which Licensor deems objectionable. It is agreed if such action is taken, the Licensee will waive all claims against the Licensor, its Officers, Employees, or Agents.

**SOLLICITAION, HAWKING, AND ADVERTISING:** Licensee may NOT engage in activities or demonstrations outside their agreed upon space. NO SOLICITING in the aisles or roadways will be allowed. All materials must remain inside the agreed upon space. Violators WILL BE REMOVED from the festival grounds and NO refund will be issued.

**STAFFING:** Exhibits and concessions MUST be in place and manned between the hours of 9:30 a.m. - 10:00 p.m. Monday -Thursday and from 9:30 a.m. - 10:30 p.m. Friday – Sunday for the duration of the festival to include closing night. NO EXCEPTIONS! \* Please expect to go past these times on busier nights. \* Licensee may be asked to participate in special events (i.e., Special Smiles Day) that occur outside of the times previously listed. In these cases, additional information will be provided.

**SUBLETTING:** Defined as: “The holder of a License Agreement/Contract allowing another company or business to occupy their location and conduct business in that location.” Licensee may not sublease or assign or transfer a License Agreement/Contract without written approval from the Florida Strawberry Festival®. Anyone found to be subletting space without approval shall have all of their License Agreements/Contracts canceled at the sole discretion of the Festival.

**TEAR DOWN:** Dismantling and packing may not begin until the festival closes on the final night. No vehicles will be allowed on property until the campus has been cleared of guests and festival management clears to allow vehicles on site. Vendors are required to leave their booth in the condition they found it. All trash should be bagged or disposed of in the proper receptacle (i.e. grease traps) and break down all boxes. Stack boxes and bagged trash together for easy pick up.

*Outside Concessionaires:* If possible, do not move your stands until you are pulling out to leave the festival grounds completely. If you must move from your original spot, then move to the red/blue parking lot. The gate off Reynolds Street will be open. Park in an orderly fashion, the lot will become congested. Again, please leave your stands where they are until you plan to exit the entire festival property and DO NOT park where others will be blocked in.

*Inside Vendors:* Please break down your booth and have it ready to load BEFORE you bring a vehicle on property. Then load as quickly as possible and MOVE out of others way. I realize for some this may be your only show. However, there is nothing more frustrating than watching someone leisurely take their booth apart completely when you have another show to get to. Be courteous and flexible. We will have the buildings open from 7 a.m. – 7 p.m. Monday, Tuesday, and Wednesday. Then 7 a.m. – 3 p.m. Thursday and Friday.

Again, Bag ALL TRASH, do not leave loose trash, and breakdown all boxes. Leave it in front of your stand/booth. If grease disposal is full leave grease in its container next to the grease receptacles.

## Rates

**\*\*All rates are subject to be changed \*\***

### Parke Building & Arthur Boring Civic Center:

12x12 inline \$1060	12x12 corner \$1870
12x10 inline \$1060	12x10 corner \$1678

### Carraige House:

10x10 \$882	11x10 \$971	14x10 \$1235
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### Teco Expo Hall:

10x10 \$1114	10x10 corner \$2224	15x10 corner \$3706
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### Stadium & Strawberry Building:

10x10 \$1114	10x10 corner \$1364
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### Outdoor rates:

Per selling foot side (if selling from multiple sides-add length plus width) Include awnings, tongues, any extensions:

Commercial food concessions \$155

Civic Food Concessions \$115

Non-Food Concessions \$165

Minimum 10' charge

\*\*\* Depths of concessions should not be more than 15 feet unless other wise approved.

All booths (inside and out) will have a minimum \$150 utility charge.



Outside concessions using water will be charged a flat rate of \$100 in addition to the use of electricity.

Outside receptacles are figured on the following connections: (no 3 phase)

Amps	Volts	Rate
20	120	\$100
30	120	\$120
50	120/240	\$200
70	120/240	\$250
100	120/240	\$350
125	120/240	\$450

\*\*\*Management reserves the right to determine location/size/products sold/menu based on availability of space and/or types of products in the vicinity.

# February/ March

2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9	10	11	12	13	14	15
16	17 Move-in	18	19	20	21	22
23	24 Vendor Dinner Campgrounds open	25	26	27 Opening Day Senior Day	28 Special Smiles Day Gate 5 opens at 9am	1 Free Kids Day
2 Family Day	3 Grand Parade	4 TWOSDAY	5 American Heros Day	6 Senior Day	7 Moonlight Magic	8 Farm Workers Appreciation Day
9 Family Day	10 Begin move-out Camping closes	11	12	13	14 Complete Move-out	15