

# VENDOR GUIDE

 FLORIDA  
STRAWBERRY  
FESTIVAL®

FEBRUARY 26-MARCH 8, 2026 | PLANT CITY, FL  
[WWW.FLSTRAWBERRYFESTIVAL.COM](http://WWW.FLSTRAWBERRYFESTIVAL.COM)  
813-752-9194

# Florida Strawberry Festival®

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

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

## Board of Directors

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Dr. Michael Salvato, Secretary

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Danny Coton, Immediate Past Chairman

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Chris Sparkman

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## Associate Directors

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Suzanne Cribbs

Jamie Davis

Doug Driggers

Erica Hall

Justin Hall

Alan Kicklighter

Judge James S. Moody III

Brian Shepherd

Stephanie Shuff

Brian West

Lori Yarbrough

***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, 95 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 650,000 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 2026 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 BerryFest26!

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

813.752.9194 ext. 241

[Lee@FLStrawberryFestival.com](mailto:Lee@FLStrawberryFestival.com)

### **Maintenance:**

Mozell Porter

[Mozell@FLStrawberryFestival.com](mailto:Mozell@FLStrawberryFestival.com)

813.754.1126

### **Shipping/ Deliveries:**

Patty

813.659.2668

1702 W. Oak Ave. Plant City, FL 33563

### **Administration Office:**

813.752.9194

303 BerryFest Place

Plant City,

FL. 33563



## 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, support staff 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. No public camping is available.

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 20'x 50'. 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 5 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.

Additional camping with our partners' links can be found on our website.

### 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 Licensors.

### **LEGAL (CONTRACTUAL) LANGUAGE**

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 as 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 that if such action is taken, the Licensee will waive all claims against the Licensors, 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 \$50 for water. In addition, electricity will be charged according to amperage usage. The Licensors, 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 not 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. Licensors will not be responsible for any loss due to damage from fire, theft, windstorm, repossession, or any other cause, 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 Licensors, 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 Licensors' 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 Licensors reserves the right to cancel the contract if just cause is provided.

Licensee expressly waives any recourse for damages against Licensors in the event this contract is revoked or canceled by Licensors 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 Licensors may revoke this agreement and refund any monies at Licensors's discretion.



## General Information

**ADVERTISING:** Advertising or distributing information is prohibited. You are not allowed to advertise or sell items other than products/services specifically approved or indicated on 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 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:** Please download it to your phone by going to the app store and searching Florida Strawberry Festival®. 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 always have access to premises.

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 11:30 p.m. each evening. Please ensure your area is clean and free of trash when the move out occurs, **spaces left uncleaned may receive a \$500 fine, which must be paid before applying the following year, or denied future agreements. Here are a few pictures of how the grounds are expected to be left. Clean and neat.**





**CONDUCT OF VENDORS:** Vendors are expected to deal honestly and fairly with the public. Vendors will not misinform 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. Again, this includes your staff as they are representatives of your business. 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 damage to the festival property equipment that you, your employee or agent(s) cause. The Licensee agrees to forego any claims for damages against the festival and further agrees to waive all rights which arise by reason of the terms of the contract. Licensee shall have no recourse against the festival.

DATE CHANGES: The Florida Strawberry Festival® reserves the right to change the dates of the festival and will notify Licensee within a reasonable time.

DELIVERIES/RESTOCKING: Once the festival opens all automobile 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. After this time deliveries must be hand carted or hand carried to the booth. Automobiles that need entry to the festival grounds will need a security Hangtag. This hangtag must be applied for and received BEFORE entry is granted. Hangtags 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 HANGTAG 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 five (5) 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 the one complementary 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 (refer to the section titled Banners/Signage; these MUST be professional non handwritten signs.). 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 objectionable from the standpoint of taste, quality, or compatibility. This includes limiting menus



**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 that if such action is taken, the Licensee will waive all claims against the Licensor, its Officers, Employees, or Agents. **DO NOT SELL A PRODUCT NOT ON YOUR CONTRACT. Doing so will affect your future ability to participate in our festival.**

**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. - 11:00 p.m. every day 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 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. This has been an issue in the past and excessive trash left will have a \$500 fine applied to the vendor before they are allowed to return. Take all trash to dumpsters and all grease to receptacles. Your space should look like this when you leave.

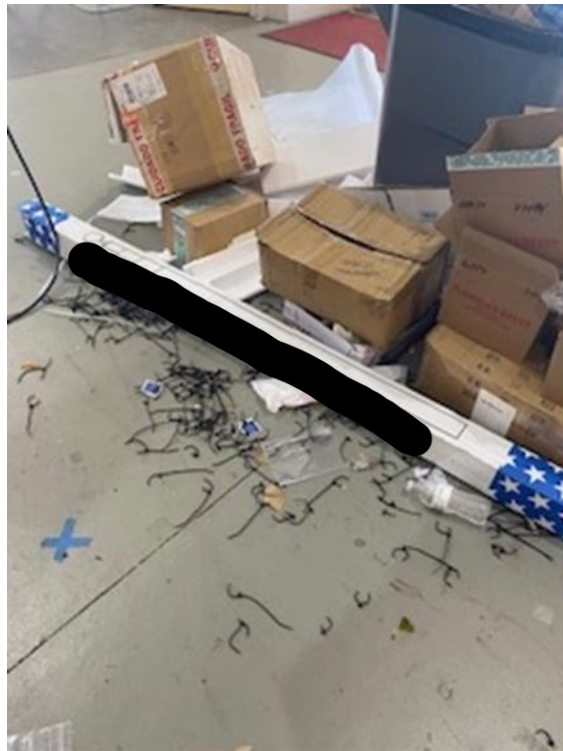


**Outside Concessionaires:** If possible, do not move your stands until you are pulling out to leave the festival grounds completely. If you must move from your original spot, then move to the red/blue parking lot. The gate off Reynolds Street will be open. Park in an orderly fashion, the lot will become 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 the hours will adjust for Thursday and Friday. Everything should be moved out by then. The facility will be completely closed the following weekend.

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.

This is unacceptable



## 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. While our traditional contest will continue (where 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!!!!)

This year we are adding some NEW CATEGORIES like the “BERRY BEST NEW BITE” where concessionaires that submit their new fair food by the deadline will automatically be placed in this category and their new fair foods will be judged, AND the “STRAWBERRY ROYALTY AWARD” where our new Strawberry Festival Queen and Court will judge their favorite booth. Prizes for our new categories will be ribbons and cash!!!!

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, this includes "A Frames," shelves, tables, decorative items, etc. Pedestrian walkways must be kept clear. If you must be asked to move any items, it could affect your ability to reapply in following years.

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. No nails, screws, or holes are allowed in the walls. **Your display structure should be self-sufficient.** 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. Please ensure your booths are left clean of all debris at move out. If there is excessive clean-up for our staff to perform you will be fined (I.E. nails/screws in walls that must be removed, floors that must be SCRUBBED to remove debris).

APPEARANCE: All displays must have finished appearance. Only professional signage is allowed (no handwritten menus, lists, announcements, etc.) **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. As a reminder this area is paid for by the Licensee. Do not "spread out" unless you indent to pay for the footage.



## 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 time you are on the property, 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 Licenser before the Licensee will be allowed to be 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. Email those COI's to [Heather@flstrawberryfestival.com](mailto:Heather@flstrawberryfestival.com). A template is attached showing the required items.

| ACORD   |                        | CERTIFICATE OF LIABILITY INSURANCE   |                               | DATE (MM/DD/YYYY)             |  |
|---|------------------------|--|-------------------------------|-------------------------------|--|
| THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.   |                        |  |                               |                               |  |
| IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).   |                        |  |                               |                               |  |
| PRODUCER  |                        | CONTACT NAME: _____ FAX: _____<br>PHONE: _____ FAX: _____<br>E-MAIL: _____<br>ADDRESS: _____<br>INSURER(S) AFFORDING COVERAGE: _____ NAIC #: _____   |                               |                               |  |
| INSURED   |                        | INSURER A: _____<br>INSURER B: _____<br>INSURER C: _____<br>INSURER D: _____<br>INSURER E: _____<br>INSURER F: _____   |                               |                               |  |
| Business Name<br>Business Address   |                        |  |                               |                               |  |
| COVERAGES   |                        | CERTIFICATE NUMBER:  |                               | REVISION NUMBER:              |  |
| THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. |                        |  |                               |                               |  |
| TYPE OF INSURANCE   | ADOL. SUBR. RISK, RVD. | POLICY NUMBER  | POLICY EFF. DATE (MM/DD/YYYY) | POLICY EXP. DATE (MM/DD/YYYY) | LIMITS   |
| COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR<br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PRO. <input type="checkbox"/> LOC<br><input type="checkbox"/> OTHER   | X                      |  |                               |                               | EACH OCCURRENCE \$ 1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000<br>MED EXP (Any one person) \$<br>PERSONAL & ADV INJURY \$ 1,000,000<br>GENERAL AGGREGATE \$ 2,000,000<br>PRODUCTS - COMHOP AGG \$ 1,000,000 |
| AUTOMOBILE LIABILITY<br>ANY AUTO<br><input type="checkbox"/> OWNED <input type="checkbox"/> SCHEDULED<br><input type="checkbox"/> AUTOS ONLY <input type="checkbox"/> AUTOS<br><input type="checkbox"/> HIRED <input type="checkbox"/> NON OWNED<br><input type="checkbox"/> AUTOS ONLY   |                        |  |                               |                               | COMBINED SINGLE LIMIT (Ea accident) \$<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$  |
| UMBRELLA LIAB<br>EXCESS LIAB<br><input type="checkbox"/> OCCUR<br><input type="checkbox"/> CLAIMS MADE<br>DED. RETENTION \$   |                        |  |                               |                               | EACH OCCURRENCE \$<br>AGGREGATE \$   |
| WORKERS COMPENSATION AND EMPLOYERS LIABILITY<br>ANY PREPARE TO PARTICIPATE RECLUTIVE OFFICER MEMBERS INCLUDED? (Mandatory in NY)<br>If yes, describe under DESCRIPTION OF OPERATIONS below  | Y/N                    | NA   |                               |                               | PER STATUTE OR E.L. \$<br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$   |
| DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  |                        |  |                               |                               |  |
| <p><b>"The Florida Strawberry Festival, Inc. is named as additional insured."</b></p> <p><b>**Additional Insured can also be indicated by the "X" above, or a separate endorsement page.**</b></p>  |                        |  |                               |                               |  |
| CERTIFICATE HOLDER  |                        | CANCELLATION   |                               |                               |  |
| Florida Strawberry Festival, Inc.<br>303 BerryFest Pl.<br>Plant City, FL 33563  |                        | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br>AUTHORIZED REPRESENTATIVE: _____ |                               |                               |  |

**DELIVERIES:** Packages should only arrive once you are physically on the property and able to take possession. Packages can arrive the Monday the week before opening (if you are on property and can take possession.) **DO NOT HAVE PACKAGES ARRIVE BEFORE YOU DO.** Packages will not be accepted after closing day. Packages not picked up by 6 p.m. closing day (Sunday) must be picked up at the admin office **PROMPTLY**. The **NEW** shipping address is 1702 West Oak Ave. Plant City, FL 33563. Hours for pick-up will be 8 a.m. to 6 p.m. Please **do not** call the maintenance 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 welcome 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 emailed 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 not to attend this event.

**Wi-Fi Availability:** 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 the Sunday, Monday, or Tuesday before the festival opens. 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.

**MOVE-IN:** All vendors move in dates and instructions will be emailed. Please use service gates provided. Building opening times will be emailed, please adhere to the times, there will be no entry allowed once closed and all exhibitors must exit at closing time. Carriage House exhibitors will need to provide their own lock and key for (each of) the roll up door(s) to their booth.

**DEADLINE:** Exhibits and concessions **MUST** be in place and ready for a final walk-through on opening day no later than 8 a.m. Spaces 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.

**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/GREY WATER 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.

**EXCLUSIVE VENDORS:** Exclusive means no other vendors can be used. You will receive contact info for these companies and will need to contact them directly with questions.  
Propane Gas: TBD

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.  
Please contact Lori by February 1 to ensure your ice box for your booth(s).

Bread: Jimmy Lott 813-967-6561



# CREDENTIALS

## Gate Passes:

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 (i.e. a 20 ft space will receive 4 [11-day] passes.) Space is always to be manned 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 their preferred gate pass combination. For example: 2 badges, or 1 badge and 11 worker (single day) passes, or 22 worker (single day) passes. There will be no 11-day paper tickets, formerly known as “exhibitor passes.” You can decide the combination that works best for you. **ALL BADGES MUST BE DONE AHEAD OF THE FESTIVAL!** Instructions will be sent for badges and if not followed then single day passes will be issued. **NO BADGES WILL BE DONE AFTER FEB.1** so please follow the instructions given. Vendors can also purchase additional single-entry tickets as part of their contract. These will be sold at the advanced ticket price and will be placed in the vendor’s welcome packet. **NO REFUNDS** will be given for tickets purchased in advance.

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.

## Security Hangtags:

Vendors who drive an automobile on property, on event days, during approved operating hours will need a Vehicle Security tag. In January an email will be sent to each vendor providing a link where you will apply for the Security tag. Each automobile that will be driven on property must have its own unique security tag. The tag will be assigned to the license plate number on the vehicle. You will receive the decal in your vendor welcome packets. This decal will need to be hung on the rearview mirror 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. Apply early for the tag, it is a process and cannot be obtained the morning you need to drive on property.



# Rates

**\*\*All rates are subject to change \*\***

## Indoor/Building Rates:

### 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 |
|-------------|-------------|--------------|

### Stadium Building, Teco Expo Hall, & Strawberry Building:

|              |                     |                     |
|--------------|---------------------|---------------------|
| 10x10 \$1114 | 10x10 corner \$1853 | 15x10 corner \$3706 |
|--------------|---------------------|---------------------|

## Outdoor rates:

### Rates are calculated by:

Per selling foot side (if selling from multiple sides-add length plus width) Include awnings, tongues, any extensions, (any and all area needed for you to perform your business) Prep areas, storage etc.:

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

**\*\*\*\* Minimum 10' charge**

All outdoor stands will be \$180 per foot

## Utilities:

All booths (inside and out) will have a minimum \$100 electric charge + \$50 Maintenance fee.

Concessions using water will be charged a flat rate of \$50.

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 2026

| Sunday          | Monday                            | Tuesday                           | Wednesday                  | Thursday   | Friday                        | Saturday                              |
|-----------------|-----------------------------------|-----------------------------------|----------------------------|--|-------------------------------|---------------------------------------|
| 15              | 16                                | 17                                | 18                         | 19   | 20                            | 21                                    |
| 22              | 23<br>Vendor<br>Dinner<br>Move-in | 24<br>Move-in                     | 25<br>Move-in              | 26<br>Opening Day  | 27<br>Special Smiles<br>Day   | 28<br>Free Kids Day                   |
| 1<br>Family Day | 2<br>Grand<br>Parade Day          | 3<br>TWOSDAY-<br>Free Kids<br>Day | 4<br>American<br>Heros Day | 5<br>Senior Day  | 6<br>Moonlight<br>Magic Night | 7<br>Farm Workers<br>Appreciation Day |
| 8<br>Family Day | 9<br>Move-out                     | 10<br>Move-out                    | 11<br>Move-out             | 12<br>All<br>Campgrounds<br>close. You<br>must exit by<br>this day | 13                            |                                       |
|                 |                                   |                                   |                            |  |                               |                                       |