

# VENDOR GUIDE

FLORIDA  
STRAWBERRY  
FESTIVAL®

March 4, 2027 – March 14, 2027

# 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

Pamela Warnock, Chairman of the Board

Jon Poppell, Vice Chairman

Dr. Michael Salvato, Secretary

William “Billy” Keel, Treasurer

Danny Coton, Immediate Past Chairman

Renita Boles

Andrew Knotts

Rick Lott

Kenneth Parker

Rhett Rollyson

Jim Scott

Chris Sparkman

David Sullivan

Kay Varnum

Dan Walden

Lane Wetherington

## Associate Directors

Calvin “Pee Wee” Callins

Suzanne Cribbs

Jamie Davis

Doug Driggers

Erica Hall

Justin Hall

Alan Kicklighter

Judge James S. Moody III

Brian Shepherd

Stephanie Shuff

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, 96 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 570,000 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 2027 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 BerryFest27!

Sincerely,

Kyle N. Robinson  
President  
Florida Strawberry Festival®

## TABLE OF CONTENTS

<b>Welcome Letter.....</b>	<b>3</b>
<b>About Us.....</b>	<b>5</b>
<b>Contact Information.....</b>	<b>6</b>
<b>Lodging.....</b>	<b>7</b>
<b>General Information.....</b>	<b>8</b>
<b>Booth Decoration .....</b>	<b>15</b>
<b>Pre-Festival Information.....</b>	<b>16</b>
<b>Credentials.....</b>	<b>19</b>
<b>Rate .....</b>	<b>20</b>
<b>Calendar, Terms, Legal Language .....</b>	<b>21</b>

# 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:**

Mike Hannaford [Michael@FLStrawberryFestival.com](mailto:Michael@FLStrawberryFestival.com)

**Shipping/ Deliveries:**

Office opens approximately two weeks before Festival opens  
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, entertainers, 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 Richter Lot. Only one “RV/Camper” per site with one tow vehicle that cannot be used for any purpose other than towing (no sleeping quarters/supply trailers/housing/etc.) No public camping is available.

All sites are 50-amp full hook up. The rate is \$55 per night. Sites will only accommodate one camper per site. Only one vehicle for sleeping per site. For example: You may not use a Motorhome to pull a travel trailer in one site, that would require two sites regardless of length. NO stock vehicles are allowed in the campground. This is STRICTLY for campers.

Camping is only allowed in assigned sites. Camping fees begin when campers enter the property, regardless of occupancy or hook up. Sites vary in size. Indicate the length of the RV on the application. The largest sites are 20’x 50’. If you need that size and they are full we will not be able to accommodate your camping needs. Again, Space is limited so no extra trailers/equipment/vehicles of any kind. No dry camping is allowed. Specific sites are not guaranteed with any reservation. Refunds will be provided if cancellation is made in writing and received no later than 60 days prior to opening day. Campers need to exit the property no later than 3 days after the closing day of the festival.

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>



## 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 to 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®. Please check the app for accuracy BEFORE the festival starts. The week leading up to the festival verify your business is on the festival map and in the correct location along with your products. Once the festival has begun your adjustments maybe to late. This will also help when guests ask for directions or where a certain attraction is located.



**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. DO NOT complain about lines in front of your booth or heavy traffic if you have nowhere for patrons to ENTER your booth.**

**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 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 dumpster/trash trailer and not place trash in aisles or in contracted space. It is the Licensees responsibility to have their space clean 30 minutes after closing each evening. Please ensure your area is clean and free of trash when the move out occurs.

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 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/holes in walls that must be removed/repared, floors that must be SCRUBBED to remove debris.)

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.

COPYRIGHTS: The Florida Strawberry Festival owns all the copyrights to its images. You may not use any of these images without permission from Festival management. Any unlawful use of these images will be addressed immediately.

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 any 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.

**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 all rights which arise by reason of the terms of the contract. Licensee shall have no recourse against the festival.

**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. opening day of the festival will be subject to removal, and no refunds will be issued by Licensor.

**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.

**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.

**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 intend to pay for the footage.

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, volume, or compatibility.



MOVE-OUT: All materials and equipment belonging to Licensee must be removed from the festival grounds within three (3) 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 complimentary 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 PRODUCTS NOT LISTED ON YOUR CONTRACT. Doing so will affect your future ability to participate in our festival.**

SOLICITATION, 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.

**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.

**STAFFING:** Exhibits and concessions MUST be in place and manned 30 minutes prior to opening and closing time every day for the duration of the festival to include closing night. NO EXCEPTIONS! \* Please expect to have longer days/times on busier nights. \* Licensee may be asked to participate in special events (i.e., Special Smiles Day) that occur outside of the traditional hours of operation. 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 allows 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, trash trailers/dumpsters) and break down all boxes. 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.

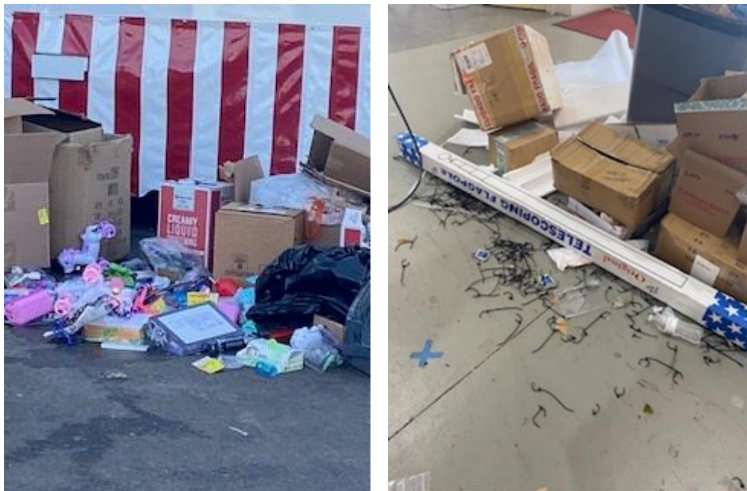


*Outside Concessionaires:* If possible, do not move your stands until you are pulling out to leave the festival grounds completely. If you must move from your original spot, then move to the Red parking lot. The gate off Reynolds Street will be open. Park in an orderly fashion, the lot will become congested. 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. The facility will be completely closed the following weekend.

Again, Bag ALL TRASH, do not leave loose trash, and breakdown all boxes. Dispose of in trash trailers/dumpsters. If grease disposal is full leave grease in its container next to the grease receptacles.

This is unacceptable



TEXTING SYSTEM: The festival uses an alert texting system. Please closely monitor any information texted, it will be time sensitive. If an emergency should arise this is how information will be dispersed. You will receive information on how to join the text group the month leading up to opening day. **Multiple company representatives can join the group.** **Please have someone on property, at all times, in that text group.**

## 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.

Last year we implemented a new awards system.

The rubric shows the guideline judges will be given to place the booths.

Award Name	Description	Judging Criteria (1–5 Scale)
Berry Best Award	Overall excellence – presentation, creativity, engagement, and representation of the festival.	Creativity, Presentation, Engagement, Quality, Overall Impact
Strawberry Spirit Award	Best embodiment of the festival theme “TBD” and strawberry pride.	Theme Connection, Creativity, Visual Appeal, Enthusiasm, Relevance
Festival Friendliness Award	Vendor or staff who show exceptional hospitality, kindness, and helpfulness.	Friendliness, Helpfulness, Professionalism, Attitude, Customer Interaction
President's Pick Award	Chosen by the Festival President based on personal impression and overall contribution.	Creativity, Professionalism, Impact, Presentation, Uniqueness
Strawberry Royalty Award	Selected by the Queen and Court for charm, creativity, and festival spirit.	Charm, Creativity, Presentation, Theme Connection, Spirit
Berry Beloved Award	Public or fan favorite – the booth or vendor everyone loves.	Popularity, Customer Engagement, Presentation, Product Appeal, Memorability
Berry Best Bite (a Sweet & Savory)	Best new food item or product featuring creativity, taste, and presentation.	Flavor, Creativity, Presentation, Originality, Customer Appeal
Strawberry Standout Award	Most unique or eye-catching booth, product, or display.	Uniqueness, Visual Impact, Creativity, Design, Memorability
Cream of the Crop Award	Recognizes a deserving vendor or product that may be overlooked but outstanding.	Quality, Effort, Improvement, Originality, Value

Prizes will include 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!

# PRE-FESTIVAL INFORMATION

**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. the day before opening day. Failure to pick up your packet by the deadline may lead to your booth being reassigned.

**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 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. There is a map showing the location of the Shipping office. If you are ordering Uber Eats/Instacart or any type of “immediate delivery” items, please meet the delivery at a designated location. Please don’t expect our warehouse personnel to collect your lunch/grocery items, log them, store them and then contact you for pick up.



**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.  
Beverages: Coke (Equipment Orders and Product Orders)  
Propane Gas: Propane Ninja

**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.

**MOVE-IN:** All vendors move in dates and instructions will be emailed. Please use the service gates provided. Building opening times will also be emailed, please adhere to these 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.

**PREFERRED VENDORS:** Preferred means no one else can sell the same products/services on the festival grounds.

Ice: Southern Icehouse: 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 813-245-1555.



**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 Arthur Boring Civic Center, Stadium Building, TECO Expo Hall or the BayCare Center you **SHOULD** have a good signal. If you are in the Parke building or Carriage House, you will **PROBABLY** have a good signal. All other areas **MIGHT** have signal. Wi-Fi can be purchased for \$110 and can be purchased the Monday and Tuesday before the festival opens. Instructions for Wi-Fi will be given at the time of purchase, and we ask you to test out your process in your booth the morning before opening day. We want to resolve any issues before the gates open.



# CREDENTIALS

## Gate Passes:

Vendors will receive 22 single day entries for each booth measuring 19 feet or less, booths measuring more than 19 feet will receive 22 single day entries per ten (10) feet of booth space (i.e. a 20 ft space will receive 44 single day passes.) Space is always to be manned during hours of operation. Additional worker passes (single entrance passes) may be purchased at the festival box 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 single day passes, or 22 single day passes. You can decide the combination that works best for you. **ALL BADGES MUST BE COMPLETED AHEAD OF THE FESTIVAL!** Instructions will be sent for badges; if not followed then single day passes will be issued. **NO BADGES WILL BE ISSUED AFTER FEB.1** 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.



# 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

### Carriage House:

10x10 \$882                      11x10 \$971                      14x10 \$1235

### Stadium Building, Teco Expo Hall & BayCare Center:

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 depth) 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

**Outdoor Food Concession stands will be \$200 per foot**

Outdoor non-food 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.**

# March (Tentative) 2027

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

## TERMS

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

## 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 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 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. Licensor will not be responsible for any loss due to damage from fire, flood, 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 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.