

# LocalShops1's Shopapalooza 2017 Vendor Space

- Nov. 18 only**       **Nov. 25 only**       **Both days! Nov. 18+25**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name: \_\_\_\_\_ EIN, TAX ID or SS#: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: FLORIDA Zip Code: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Cell phone # used at event: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

Description of items/services you will be selling and/or displaying:

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## Application and Booth Fee rates are available on [LocalShops1.com](http://LocalShops1.com)

- Already paid in full line online** Amount paid: \$ \_\_\_\_\_
- Check to LocalShops1 (payment must be in full)** Amount enclosed: \$ \_\_\_\_\_

## Please mark the type of booth space you are requesting.

- Nonprofit (10x10)**       **Retail/Resell/Service (10x10)**
- Restaurant/Food Truck (10x20)**       **Artist/Crafter/Upcycled (no resell; 10x10)**

**Food:** Prepacked items (ie; sauces, chocolate) may go in Retail. Food consumed on premises must select Food space. Food vendors must provide Certificate of General Liability Insurance.

**Food vendor fee includes access to electricity. Other vendors do NOT have access to electricity, unless otherwise agreed upon. (additional fee required)**

Events are held rain or shine. Booth fees are non-refundable, unless your application is not accepted. Vendors are solely responsible for compliance with all state, local, and federal health regulations, codes, licenses, insurance, and taxes. I, the undersigned, have read and agree to the above terms, and will adhere to the Rules set forth by LocalShops1.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

# Event Rules & Vendor/Booth Agreement

- The Event will provide a standard space that can accommodate a 10'x10' tent. Restaurant/food trucks get 10 by 20 space. Tent is NOT provided. Fee is for space only. Only one vendor per space. Subletting or sharing space is NOT ALLOWED.
- Vendors must provide own tent, tables, chairs, extension cords, display, etc., unless otherwise agreed upon. LocalShops1 and Shopapalooza **DO NOT** provide tents/tables/etc.
- Vendor's tent must fit in space and be able to withstand inclement weather. Tents must be weighed on all corners. (You are responsible for any damages caused by your canopy.) Tents must have attached tag to prove it was manufactured of flame-retardant materials.
- It is recommended (but not required) that vendors have a fire extinguisher at their booth.
- ALL FOOD VENDORS MUST HAVE adequate fire extinguishing equipment at their booth with current certification tags attached; this includes Class K extinguisher if fryer is used.
- Booth fees are non-refundable, unless your application is rejected.
- If paying by check and check does not go through, there will be a fee of \$25.
- All fees must be paid in full prior to the event.
- LocalShops1 events are always held rain or shine. There will be no refunds.
- Confirmation or rejection of acceptance will be sent via e-mail.
- Restaurants, food trucks and any other vehicles that need to drive onto the park must arrive between 7 and 8 am. All others must arrive 7-9 am. Everyone must be completely set up by 9:30 am.
- Only quiet generators will be permitted. If your generator is deemed by LocalShops1 to be disruptive to your neighbors or the event, you must discontinue its use immediately.
- Vendors are fully responsible for their own personal property. Neither LocalShops1 nor the event will assume liability for any losses that you may incur.
- Approved Applicants must sign a WAIVER OF LIABILITY before occupying a booth space.
- Cooperation with local authorities and event staff and volunteers is mandatory.
- LocalShops1 has rights to move, remove, or limit participation of any applicant at any time.
- Approved applicants are solely responsible for maintaining their compliance with relevant state, local, and federal health regulations, codes, licenses, insurance, and taxes.
- Compliance, Failure to comply with the Rules and Regulations governing this event may result in your expulsion from the event without refund.
- Exclusivity is not guaranteed to any one vendor, but precautions will be taken to limit duplication of similar items. Direct sales distributors are limited to one per company (ie, one Mary Kay, one Pampered Chef).
- Sales will be restricted to those items listed on your approved application. You will be notified prior to acceptance if any of your listed items are required to be removed from your item list. Only sponsoring companies or entities may request exclusivity on certain

products and services, if request is granted; affected vendors will be notified prior to the event of new limitations. If affected vendor is not able to accept new limitations, they may request to have application rejected and receive a refund in the amount of booth fee. The vendor further understands they are not entitled to additional compensation.

- Sale of firearms, alcohol, tobacco, obscene materials, stolen merchandise, and illegal paraphernalia is forbidden.
- Vendors are asked to park in a garage, so as street parking is available to shoppers. Parking rules will be enforced. LocalShops1 is not responsible for parking fees, tickets, etc.
- Unauthorized vehicular traffic in the event area during event hours is prohibited. Violators will be deemed as causing a safety hazard and issued a citation by local law enforcement.
- SET UP: Unload at assigned booth space and move vehicle before you begin your set up.
- PACK UP: Vendors must remain for duration of the event. When the event is over, break down display and pack booth before bringing car curbside. For the safety of the general public, be sure an ALL CLEAR for vendor pack up has been given before proceeding.
- Photos or video including sound may be taken at this event of you, your booth, and or your products or works and used to promote this and future events by LocalShops1, its affiliates, and other advertising entities.
- LocalShops1 may adjust hours or days of the Event due to forces of nature, or other occurrences beyond our control. Such changes will not be considered a breach of this agreement, and will not constitute grounds for a refund.
- Food /Amusement vendors are required to maintain general liability insurance policy with a minimum of \$1,000,000 in coverage. Prior to your acceptance, you will be notified (via e-mail) and asked to submit a Certificate of Insurance naming LocalShops1 and EVENT or ENTITY NAME TO BE DETERMINED each as Additional Insured.

**Enforcement of these terms and conditions are at the sole discretion of LocalShops1  
LocalShops1 reserves the right to make final interpretation of all event rules**

I, the undersigned, acknowledge I have read and fully understand this agreement, and I voluntarily executed the same without inducement or promise not contained herein. I further understand that this agreement may affect my rights and I expressly agree that this agreement shall be construed as broadly as permitted by the law of the State of Florida, and that if any part hereof is declared invalid, the remainder shall remain in full force and effect.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Full Name - Please Print \_\_\_\_\_ Title: \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State FLORIDA Zip Code \_\_\_\_\_

# Waiver, Release and Hold Harmless Agreement

1. Enter the name of event: **SHOPAPALOOZA FESTIVAL 2017**
2. Date(s) of event: **NOV. 18 & 25, 2017 from 10 am to 5 pm)**

I agree and acknowledge as follows:

3. Release of Liability. I, unconditionally waive, release, indemnify and forever discharge and hold harmless, LocalShops1, the event named above, the city and or county the event is held in, all sponsoring organizations, their directors, officers, employees, agents and volunteers, successors and assigns, and all other persons directly or indirectly liable, from all claims of legal or financial liability of any kind, including but not limited to, personal and economic injury, loss, costs, or damage arising out of or in conjunction with the above named festival or event, whether foreseeable or unforeseeable, including those resulting from negligence or fault, without regard to any hazards which may exist, whether hidden or obvious.
4. Severability. If any part of this Waiver and Release is found to be invalid, all other parts of this agreement shall remain binding and continue in full force and effect. I expressly agree that this agreement shall be construed as broadly as permitted by the law of the State of Florida.
5. Acknowledgment of Voluntariness. I have not been pressured or coerced in any way to participate in these activities. Any activities I undertake are done so voluntarily and solely for purposes of participating in or attending the above event.
6. Affirmation. I affirm I am an adult and legally competent to sign this release; that the terms of this release are contractual; and that this release shall be binding on me, my personal representatives, heirs, successors and assigns. I have read and understand the contents of this agreement and I acknowledge I voluntarily execute the same without inducement or promise not contained herein.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Full Name - Please Print \_\_\_\_\_ Title: \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State FLORIDA Zip Code \_\_\_\_\_

**Email ONE photo of your product to events@localshops1.com. It may be used in our marketing and ads. Vendors are also asked, but not required, to contribute a raffle prize valued at \$25 or more. Prizes will be announced in our promotions.**

Mail signed Agreement, Waiver, and completed Application.

Please include payment (or pay online) and the optional prize valued at \$25+ to:

**LocalShops1 P.O. Box 530144 St. Petersburg FL 33747**

## Vendor Instructions

- **Don't forget:** flashlights (it will be dark during setup), portable phone battery charger, credit card reader, change, brochures/business cards, holiday decor ... If you reserved electricity, bring two 100-foot outdoor extension cords, tape to secure them and mats to cover them up. (If you didn't already reserve electricity, plan to be without it)
- **We do NOT provide** tents, tables, chairs, etc. Your vendor fee covers annual membership to LocalShops1 and the space (big enough to accommodate a 10 by 10 tent; for restaurants/food trucks/those who signed up for double space, you get 20 feet wide/frontage, 10 feet deep). Again, you are responsible for tent/table/chairs/etc.
- **Check in at one of the LocalShops1 stations** (in the middle of the park or on Beach Drive, on 2<sup>nd</sup> Ave NE side) to get space assignment, then unload and park your car before beginning to set up. You must be completely set up by 9:30 am. Event starts at 10, but often we get early shoppers!
- **When to arrive:** If you want to drive up to your spot to unload, you must arrive 6 to 7 am; if you plan to unload curbside, arrive 7 to 8 am. If you arrive after 8 am you may be turned away and will not receive a refund. (Please note that if the grass is soggy, the city will NOT allow you to drive up, regardless of what time you arrive. Only exception is for food trucks.)
- **Where to park:** Use the lot on 2nd Ave. NE (formerly the approach to the Pier), or the Sundial parking garage. It's only a few dollars for the whole day. Don't park at the metered spots. You most likely will get a parking ticket and you will be making it more difficult for shoppers to find parking!
- **When to leave:** Breakdown starts at 5 pm. Do not start breaking down before that. Doing so messes up the flow of the event, is disruptive to shoppers, and is very inconsiderate of your fellow vendors.
- **Electricity:** If you have not already reserved & paid extra for electricity, plan on going without it. If you have already reserved & paid for it, bring TWO 100-foot outdoor extension cords, tape to secure, and mats to cover it. **If you have not reserved and paid for electricity already, plan to go without it.**

## Use the power of social media

- \* Use hashtag #shopapalooza on Facebook, Twitter and Instagram
- \* Tag @localshops1com + @shopapalooza so we won't miss your posts

## **Make your booth stand out!**

The Shopapalooza Festival is the kick off to the holiday shopping season, and the local alternative to traditional Black Friday, so stay with the theme and follow some of the tactics successful retailers use to attract customers:

- Holiday-themed booth display
- In addition to regularly priced merchandise, have markdown bins and an amazing "Black Friday-esque" special offer. A "10 percent off" sale isn't much of a draw. Instead, offer a few deals that they just can't pass up. BOGOs, prize-with-purchase, etc.
- Free raffles (great way to build your email list), "door prizes" and Spin-the-Wheel for prizes (company T-shirts, coupons, branded mugs, etc)
- Candy attached to your brochures or business cards
- Give them more reasons to stop at your booth: samples, smiles, dog treats/water bowl, "free hugs" signs, candy.

## **And here is more advice from past 'Palooza vendors!**

- This is a long day, and you'll want to take breaks to keep you going -- and to shop, too! We recommend having at least one other person there the whole time, and asking friends if they can come even for an hour or two to help.
- It's tough to keep smiling all day long if you're hungry and tired.
- Bring a hand cart/dolly (big wheels to make it easier to go through grass), plus an "essentials" kit including flashlights (it's dark during setup), suntan lotion, zip ties, pens, portable phone battery charger.
- Don't forget brochures, email sign-up sheets and your credit card reader!
- Don't sit back and play on your phone. Make eye contact with customers, and engage with conversation. Become your brand and that you're telling your story. People buy from people they like.
- Make it easy for shoppers: Label all items with pricing, keep things organized in bins/baskets, and be attentive but not overbearing. Have plenty of change for cash customers and Square/PayPal Reader/etc for credit card customers. Don't lose a sale by making it difficult for someone to pay you!