



2024 Vendor Guidelines

READ CAREFULLY - IMPORTANT LOCATION/DATE/TIME INFORMATION

Venue Location: NORTH Straub Park, 400 Bayshore Drive Northeast, St. Petersburg, FL 33701

Event & Vendor Exhibition Dates: Saturday, March 9th & Sunday March 10th, 2024

Festival Hours on SATURDAY: 10am-7pm

Festival Hours on SUNDAY: 10pm - 5pm

Vendor Setup: AFTER 4pm on Friday, March 8th and/or 7am-10am Saturday, March 9th ****Your booth must be ready when gates open at 10am****

Parking: Free parking is available to vendors in the lot at North Shore Park: 799 Bayshore Dr NE; paid parking is available at the Sundial Parking Garage at 129 2nd St N and metered street parking is available on Beach Drive.

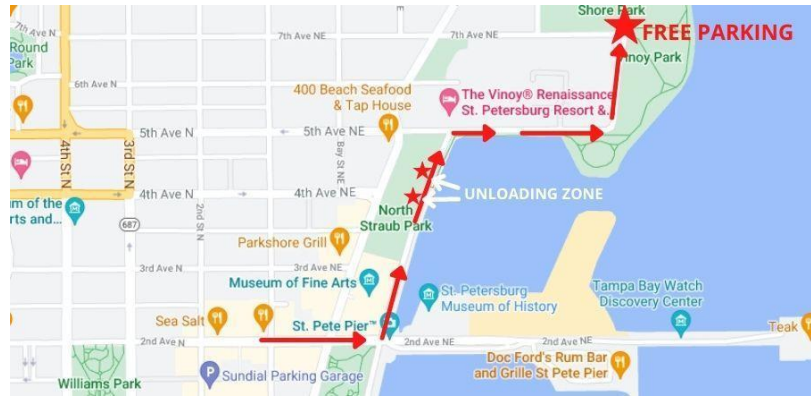
We will have *one 6-seater golf cart* running shuttle service from the **North Shore parking lot** during vendor setup/break down both days. If you would like a ride back to the park just go to the entrance of the parking lot and wait there, the shuttle takes about 10 minutes to do one round-trip. You can catch the shuttle at the park at the corner of 5th & Bayshore. It is approximately a 12-minute walk between the North Shore parking lot and North Straub Park.

****IN THE EVENT OF AN UNFORESEEABLE ISSUE WE CAN NOT GUARANTEE THE SHUTTLE WILL ARRIVE EXACTLY ON-TIME. WE MAKE NO PROMISES OF SHUTTLE AVAILABILITY BUT WE DO OUR BEST TO HAVE HAPPY VENDORS****

PLEASE NOTE: there is NO reserved parking or unloading zone on Friday evening and you are not permitted to drive your vehicle inside the park. Friday evening setup is OPTIONAL and a courtesy from the City - please observe their guidelines if you don't want to be ticketed.

Loading and Unloading: *Vehicles are not permitted to drive inside the park.* Unloading/loading takes place on Bayshore Drive between 2nd Ave & 5th Ave. The parking spaces along the tree line will be kept clear for vehicles to stop for unloading purposes. Our golf carts and volunteers will be ready to assist you in getting your items to your booth space both Saturday and Sunday mornings. **PLEASE DO NOT PARK YOUR VEHICLE IN THE BLOCKED OFF SPACES ON BAYSHORE DRIVE OR YOU WILL BE TOWED.**

VENDORS MUST FOLLOW THIS ROUTE ON SATURDAY & SUNDAY MORNINGS FOR UNLOADING:



Setting up Booth Spaces: *PLEASE NOTE we do NOT provide tents, tables, chairs, or extension cords for your booth space - please bring the supplies you need! If you would like to set up your tent and tables/chairs on Friday evening, you may arrive to do that after 4pm. We have arranged for security to be at the park overnight both Friday and Saturday nights. We DO NOT recommend leaving any valuables/products at the park overnight. Tents/tables/chairs/display pieces are the only items we recommend leaving at the park overnight. Saturday morning the park is open for setup at 7am - but you do not need to arrive early if you do not need that much time to set up. The festival begins at 10am on Saturday and Sunday so please ensure your booth is completely set up by those start times.

****Vehicles are not permitted to drive on the grass inside the park...please make use of the golf carts that we have provided to assist you in getting your booth items to your booth space****

Tents: One 10'x10' tent is required for all vendors. Please Note: the maximum tent size allowed by the city is 10'x10', anything larger requires that you obtain a special permit from the city along with approval from Festival management.

Tent Weights: Weights on ALL tents are required **WITHOUT EXCEPTION**. A minimum of 30 Pounds of weight per leg is required to hold your tent down. This venue can be very windy. **NO STAKES ALLOWED PER CITY GUIDELINES.** **Vendors without proper weights will not be allowed to participate.**

Breaking Down Booth Spaces: Volunteers will be available to help you get your supplies to the loading zone at the end of the festival on Sunday. Tear down should not begin before 5pm.

Restrooms: Flushing toilet facilities are located on the NE corner of Bayshore and 2nd Ave, at the entrance of the Pier. There will also be portable facilities at the NE corner of the park, near the intersection of 5th Ave and Bayshore Drive.

Electricity: An electrical connection is available for an additional \$30 fee. If you require an electrical connection, you must provide your own 16-gauge outdoor-grade 50-foot extension cord. Indoor extension cords will not be permitted. If you have paid for access to electricity, your booth space will be located within 50 feet of an outlet.

ATM Machines: An ATM machine is conveniently located on Beach Drive directly across the street from the park in the ANNEX shopping center.

Security: Security will be provided overnight on Friday, March 8th and Saturday, March 9th. You may leave your tent/table/chairs in place overnight, however, you are encouraged to remove anything of value from your exhibit area prior to leaving for the night on Saturday. Awakening Into The Sun, its staff and the City of St. Petersburg are not responsible for lost, damaged or stolen items left overnight, nor are they responsible for losses experienced by vendors due to inclement weather, guest/vendor negligence, theft or loss during the event.

GENERAL INFORMATION

You are responsible for keeping your site clean. Please throw away all garbage in the designated areas.

No alcoholic beverages or smoking will be allowed while vending.

Vendor space cannot be shared without the prior approval by Awakening Into The Sun.

Be mindful and courteous of your neighbor. Any issues or concerns should be brought to the attention of the event coordinator. We have a zero tolerance policy to rudeness, harassment, bullying and violence. Remember that this is a family-oriented community event.

This is a Pet-Friendly market. Vendors may keep a bowl for water or treats to offer the pet owner for their pets.

Each vendor is solely responsible for all monies collected and reporting sales tax.

Vendors, vendor booths and representatives consent to be photographed and/or video recorded for use in advertising of the event. All images taken will become property of Awakening Into The Sun.

*****Food vendors are responsible for having their permits in order and comply with all applicable city, county and state ordinance, codes, health, waste, and laws.***

VENDOR BOOTH PRICING

Weekend Vendor Booth Space - one 10' x 10' open space for **TWO FULL DAYS Saturday AND Sunday** - one-day-only booth spaces **are not available** (booth sharing option explained below).

****tents/weights/tables/chairs are NOT included - vendors must bring their own****

\$200 before 3/13/23

\$250 before 12/31/23

\$300 AFTER 1/1/24

We are limited to 150 vendor spaces and will close registration when we reach maximum capacity.

NON-PROFIT - \$99.00 ***REQUIRES APPROVAL*** Please email a copy of your IRS non-profit status certificate to info@awakeningintothesun.org prior to registering - *Limited to first 10 applicants.*

FOOD TRUCKS - *due to the cost of street closure, we do not host food trucks.* ***Food vendors with tents are welcome inside the park, however, generators are not permitted.** *Electrical connections can be purchased during registration.*

DEADLINE FOR VENDOR APPLICATIONS: 2/1/24 - No applications will be accepted after the deadline.

We are limited to 150 vendor spaces and will close registration early if we reach maximum capacity.

Due to the nature of our event, we are unable to offer one-day-only booth rentals. You are more than welcome to share your booth space with someone who would like to use it on the day you cannot attend. Since all vendors must be approved by Awakening Into the Sun, *please contact us if you plan to arrange a sharing situation. Both vendors must complete the online Vendor Registration Form.*

Vendor Booth Assignments will be announced via email to all registered vendors on Friday, March 1, 2024. Booth assignments will not be given out prior to that date. *Please do not email or call for your booth assignment prior to the published announcement date.*

CANCELLATIONS AND REFUNDS

ALL cancellation requests must be made via email to info@awakeningintothesun.org.

Prior to 1/1/2024, a full refund LESS a \$75 cancellation fee will be processed within 2-3 days.

After 1/1/2024, all fees are non-refundable.

WEATHER

This is Florida - weather will likely change from one moment to another. This is a rain or shine event! Our team monitors the forecast closely. In case of severe weather, we will reach out to you directly should it be deemed unsafe and rescheduled. No refunds will be given due to bad weather. We are working with the City of St Petersburg to secure backup dates.

ADVERTISING OPPORTUNITIES

Add your logo to our website for just \$50! All vendors have the opportunity to advertise with Awakening Into The Sun by submitting your logo to us for placement on our website. Your logo will link directly to your website or social media page. All ads will be displayed in random-order rotation on our site, geared for 100,000+ visual impressions. Once our public advertising campaign launches, we expect tens of thousands of hits to our site, and to your ad - don't miss out! ****Select this option on the registration form and then email your logo file to info@awakeningintothesun.org.**

SPONSORSHIP OPPORTUNITIES

For vendors who wish to stand out in a prominent way and see the value in partnering with Awakening Into The Sun and our mission for this event, we are offering event sponsorships. We offer three levels of sponsorship to consider, depending on your goals and the level of visibility you desire. A limited number of sponsorships are available, and we offer category exclusivity at our partner level. *We encourage interested sponsors to sign up early for maximum advertising exposure.* **For full details on the perks that come with sponsorship, [click here](#).**

In closing, the Board & Staff of Awakening Into the Sun, Inc. and the City of St. Petersburg have worked hard to ensure a safe, secure, uplifting, and fun environment for vendors and guests alike. It is our sincere goal that everyone can enjoy themselves. However, sometimes things happen. Therefore, we want to be clear with you around issues of responsibility. Awakening Into The Sun, Inc., its Board and Staff Members, and the City of St. Petersburg are not responsible for any damage a vendor may suffer through theft, loss, inclement weather, vendor or guest negligence or other unforeseeable circumstances. Each prospective vendor is required to confirm their understanding of, and agreement to this clause prior to finalizing their vendor/contractor relationship with us. Thank you for your participation - we look forward to another amazing weekend with you all!