

Aquatic Afrolic Fantasy Fest 2011

Food Vendors

FANTASY FEST® STREET FAIR INFORMATION AND RULES

Street Fair Dates: FRIDAY, October 28, 2011 and SATURDAY, October 29, 2011

FRIDAY Street Fair:

Booth Setup:	10 a.m.	Street Fair Official Opening:	Noon
Booth Breakdown:	10 p.m.	Street Fair Official Closing:	10 p.m.

SATURDAY Street Fair:

Booth Setup:	10 a.m.	Street Fair Official Opening:	Noon
Booth Breakdown:	Midnight	Street Fair Official Closing:	Midnight

Cost: Varies by block and day. See maps, page 2 and 3.
Deposit: \$300 or \$500 deposit for each purchased exhibition space (refundable at the event end.)*
Booth Size: 20 feet wide by 10 feet deep. This is an ABSOLUTE.
Notes: The Friday Street Fair includes arts and crafts vendors, alcohol vendors and food vendors selling in eight blocks directly on Duval Street. The Saturday Street Fair moves to the side streets of Greene, Caroline, Fleming and Southard Streets and food and alcohol vendors sell before, during and after the Captain Morgan Fantasy Fest Parade.

1. **The Lottery/Local Vendor Signup will be held at 10 a.m. on Tuesday, August 30, 2011** at the Doubletree Grand Key Resort, 3990 S. Roosevelt Blvd., Key West, Florida. Monroe County vendors may choose and pay for their booth locations at that time. After the lottery, other vendors will be awarded booth selections on a first-come, first-served basis. Please Note: If you mail your application and vending fee to our office *before* August 30, 2011, your check/credit card WILL be deposited/charged but you will not be assigned a vending location until AFTER August 30, 2011.
2. After your spot has been assigned, you will receive an information packet by mail. Do not lose this important packet as it will contain your vending and parking passes. Please make sure to bring this packet with you to the event.
3. *Your application constitutes a written agreement to abide by all street fair rules. These rules will be included in your vendor packet. Your deposit will be forfeited if the rules are not followed.
4. Final application deadline is Friday, October 7, 2011. Receipt of application and payment does NOT guarantee vendor space. If booths are sold out, your application and payment will be returned to you.
5. Applications must be filled out in their entirety and must include booth fee (see Page 2) and refundable deposit (\$1000 for 200 block to Rose Ln.; \$300 for all others/ \$1000 for Greene) for each booth. If paying by check, please make payable to Fantasy Fest 2011. Applications without payment will be returned.
6. Booth fees are non-refundable except in the event spaces are sold out. Event is held rain or shine.

DO'S AND DON'T'S

- ✓ **DO** print the application, fill it out entirely, include booth payment and deposit, provide block preference and mail to Fantasy Fest 2010 (see page 3.)
- ✓ **DO** make sure to sign and date the Street Fair Entrant Release Agreement.
- ✓ **DO** plan to RECYCLE!!!!
- ✓ **DO** bring your own tables, chairs, shade, water, garbage cans and can liners.
- ✓ **DON'T** arrive on Duval Street before the scheduled set up time.
- ✓ **DON'T** be late as vehicles will not be permitted to enter Duval Street after official opening time.
- ✓ **DO** feel free to call the Fantasy Fest office with questions. The number is (305) 296-1817 to speak to or leave a message for Betsy Dietz, street fair coordinator or e-mail her at streetfair@marketsharecompany.com

Fantasy Fest Friday Street Fair • October 28, 2011

Food Vendors - booths on west side of the street

NOTE: Vendor Fees are as stated. Refundable deposits per booth are \$1000 (*)for 200 block to Rose Lane/ \$300 for all other food booths.

		Front Street
100 Block	Hog's Breath Bar	2 FOOD VENDING SPACES • \$700 EACH
	Diamond's International	
		Greene Street
200 Block	The Bull & Whistle Bar	*9 FOOD VENDING SPACES • \$825 EACH
		Caroline Street
300 Block	Oldest House Museum	*2 FOOD VENDING SPACES • \$825.EACH
		Eaton Street
400 Block	Crowne Plaza La Concha Hotel	1-2 FOOD VENDING SPACES • \$700
		Fleming Street
500 Block	Fast Buck Freddies Department Store	6 FOOD VENDING SPACES • \$650 EACH
	Margaritaville Cafe	
	San Carlos Institute	
		Southard Street
600 Block	Guild Hall Gallery	4 FOOD VENDING SPACES • \$650 EACH
		Annala Street
700 Block	Mangoes Restaurant	4 FOOD VENDING SPACES • \$625 EACH
	Restaurant	
		Petronia Street
800 Block	801 Bourbon Complex	VENDING FEE BASED ON PRODUCT
		Olivia Street

Fantasy Fest Saturday Street Fair • October 29, 2011

Food Vendors

N O V E N D O R S

The Bull & Whistle Bar

G H I Braz J

Street Fair Headquarters

N O V E N D O R S

Crowne Plaza La Concha Hotel

Alc P Q R S

Alc

T-Shirt Shop

X Y Z AA BB

D U N

Greene St.

100

Greene St.

GREENE ST

A B C D

200

Caroline St.

Sloppy Joe's Bar

Alc E F

V A L

Caroline St.

300

Eaton St.

NO VENDORS

Hard Rock Cafe Fat Tues day

S

Eaton St.

400

Fleming St. East

Express Clothing Store

K L M N O

T R E

Fleming St. West

500

Souhard St.

Pegasus Hotel

Alc W V U T

F E T

Souhard St.

P e t r o n i a S t

Fantasy Fest Saturday Street Fair

Saturday Food Booth Prices (see map, page 3)

Friday vending locations are directly on Duval Street. Saturday vending locations are on side streets off Duval Street. There are only four corner locations available on Saturday: booth numbers E, F, O, and X. All other Saturday booths are approximately 40 feet back from Duval Street. The scale of the maps is not exact. Booth locations are approximations and may change between now and the time of the event.

NOTE: Refundable deposits per booth are \$1000 for Green St. All other food booths are \$300 per.

Greene Street

- A \$800
- B \$900
- C \$1000
- D (sp) \$1200

Caroline Street East Side

- E \$600
- F \$700
- S2 Liquor (cor. Duval)

Caroline Street West Side

- G \$900
- H \$700
- I \$500
- SP -- Braza Lena (at entrance)
- J \$450

Fleming Street East Side

- K \$450
- L \$550
- M \$600
- N \$700
- O \$800

Fleming Street West Side

- S3 Liquor
- P \$700
- Q \$600
- R \$500
- S \$500

Southard Street East Side

- T \$400
- U \$400
- V \$500
- W \$600
- S5 Liquor (cor. Duval)

Southard Street West Side

- X \$800
- Y \$600
- Z \$500
- AA \$400
- BB \$400

Fantasy Fest Street Fair Food Vendor Application - 2011

Date: _____

First and Last Name: _____

Business Name: _____

Street Address or P.O.: _____

City, State: _____ Zip Code _____

Home Phone: () _____ Cell Phone: () _____

E-mail(required): _____ **Website:** _____

Payment (circle one): Check Money Order MasterCard Visa

Credit Card Number: _____

Expiration date: _____

*Card Validation Code: _____

*The group of three (3) numbers printed on the back signature panel of your credit card, to the right of your signature.

MAIL this form (don't forget to include payment):

FANTASY FEST® STREET FAIR 2011

1111 12th St., Suite 211 • Key West, FL • 33040

OR FAX with credit card information to:

(305) 294-3335 • FANTASY FEST® STREET FAIR 2011

OR BRING TO LOTTERY MEETING

Location Preference

Friday Preference (by block number) _____

Saturday Preference (by letter) _____

OFFICE USE ONLY

Booth Assignment

Friday: Booth/Cost _____

Saturday: Booth/Cost _____

Total Cost: Deposits/Booth Fees _____

Total Fee: _____

Entrant Release Agreement

In consideration of the sponsorship of Fantasy Fest® and all its attendant activities (the "Event"), I, the undersigned, on behalf of myself and all my employees and/or volunteers participating in the Fantasy Fest® Street Fair do hereby release and forever discharge Fantasy Fest®, the Key West Tourist Development Association, the Monroe County Tourist Development Council, the Market Share Company, the City of Key West and their respective officers, directors, agents and employees (collectively, the "Sponsors"), from any and all liability, claims, demands, obligations, expenses, actions and causes of actions whatsoever against the Sponsors arising out of or relating in any way to property damage, personal injury, including death, that may be sustained by the undersigned and/or employees and/or volunteers in the Event.

The undersigned, being fully aware of the risks and hazards inherent in participating in the Event, hereby elects voluntarily to engage in such activities. The undersigned hereby voluntarily assumes all risk of loss, damage or injury, including death, that may be sustained by the undersigned and/or employees and/or volunteers in the Event.

This release shall be binding upon all distributees, heirs, next of kin, personal representatives, executors and administrators of the undersigned.

The undersigned also acknowledges the fact that the Sponsors may publish photographs of the Event to be used in connection with the promotion and advertising of Sponsor brands for future events. The undersigned hereby grants to the Sponsor the right to use his/her likeness in photographs or on film or video tape in the above promotional and advertising materials and may be exhibited without limitation or liability.

This release agreement shall extend to claims, demands and cause of action whatsoever arising wholly or in part from any act or omission of the Sponsor, their officers, directors, agents and employees or any one or more of them.

The terms "Fantasy Fest," "Fantasy Festival" and "Fantasy Week" and their logos are protected by trademark, and the theme "Aquatic Afrolic™" is protected by copyright. Any use of the terms "Fantasy Fest" or "Fantasy Festival" or "Aquatic Afrolic™" or use of the logo is prohibited without the express written consent of the Key West Tourist Development Association.

Participant printed name: _____

Signature: _____

Important!

Date: _____