



Arts & Crafts Vendors

FANTASY FEST® STREET FAIR INFORMATION AND RULES

Street Fair Date: Friday, October 29, 2010 **➡ ONE DAY ONLY ⬅**
Booth Setup: 10 a.m. **Street Fair Official Opening:** Noon
Booth Breakdown: 9 p.m. **Street Fair Official Closing:** 10 p.m.
Cost: \$300 per 10' X 10' exhibition space, all blocks.
Deposit: \$100 deposit required for each purchased exhibition space (refundable at the event end.)*
Booth Size: 10 feet wide by 10 feet deep
Amenities: Fantasy Fest® Street Fair vendors enjoy prime selling opportunities along eight blocks on famous Duval Street, the most happening street in Key West! We also provide active **and** diligent police and festival support to our vendors. The crowds are estimated to be 45,000+

1. The Lottery/Local Vendor Signup will be held at 10 a.m. on Monday, August 30, 2010 at the Doubletree Grand Key Resort, 3990 S. Roosevelt Blvd., Key West, Florida. Vendors may choose and pay for their booth locations at that time. After the lottery, mail-in 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, 2010, your check/credit card WILL be deposited/charged but you will not be assigned a vending location until AFTER (the Lottery) August 30, 2010.
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 festival.
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 8, 2010. 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 (\$300) and deposit (\$100) for a total of \$400. If paying by check, please make payable to Fantasy Fest 2010. 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.
7. Use of the Fantasy Fest® logo and theme (Habitat for Insanity™) is not permitted without written permission.

DO'S AND DONT'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** ensure that your art/craft is made by you and not manufactured. If you wish to sell a manufactured item, you must pay an additional \$1500 sponsorship fee.

- ✓ **DEFINITE NO-NOS:** T-shirts, buttons, glow sticks, sunglasses, ball caps, beads (unless hand-made).
- ✓ **DON'T** engage in activities that promote or encourage nudity including body painting or body jewelry. No vulgar, pornographic or objectionable items will be sold during the street fair.
- ✓ **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 noon.
- ✓ **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, street fair coordinator or e-mail her at streetfair@marketsharecompany.com

Fantasy Fest Friday Street Fair • October 29, 2010

		Conch Train		Front Street
100 Block	Hog's Breath Bar Ripley's Believe It Or Not Museum	D U V A L S T R E E T	5 ARTS & CRAFTS SPACES	Greene Street
200 Block	The Bull & Whistle Bar		Sloppy Joe's Bar FOOD ONLY - NO ARTS & CRAFTS	Caroline Street
300 Block	Oldest House Museum		Hard Rock Cafe 6 ARTS & CRAFTS SPACES KW Women's Club	Eaton Street
400 Block	La Concha Hotel		St. Paul's Episcopal Church 11 ARTS & CRAFTS SPACES	Fleming Street
500 Block	Fast Buck Freddies Department Store Margaritaville Cafe San Carlos Institute		6 ARTS & CRAFTS SPACES The Strand Theater	Southard Street
600 Block	Guild Hall Gallery		Antonia's Restaurant 8 ARTS & CRAFTS SPACES Wyland Gallery	Angela Street
700 Block	Mangoes Restaurant Crabby Dick's Restaurant		8 ARTS & CRAFTS SPACES Evan & Elle	Petronia Street
800 Block			801 Bourbon Complex 6 ARTS & CRAFTS SPACES	Olivia Street

Street Fair Arts and Crafts Vendor Application - 2010

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 2010
1111 12th St., Suite 211 • Key West, FL • 33040
OR FAX with credit card information to:
(305) 294-3335 • FANTASY FEST® STREET FAIR 2010

OFFICE USE ONLY
Booth Assignment

Notes: _____

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 "Habitat for Insanity™" is protected by copyright. Any use of the terms "Fantasy Fest" or "Fantasy Festival" or "Habitat for Insanity™" 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: _____

Description of Art/Craft
Describe your art/craft: _____

Please note: If your product is not hand-made by you, your goods are considered manufactured and you must pay a sponsorship fee.
Can we view your art/craft on-line? Please provide your website: _____
If not, enclose photos of your craft with this application.

Location Preference
Location preference by block number.
Example: "100 block, 200 block." (See map, page 2)
First and second choices: _____