



4/30/22

Marketplace Vendor

MADISON FEST

Application & Participant Agreement

A Spring Arts, Crafts & Garden Marketplace

Sat. April 30, 2022, 10:00 a.m. until 4 p.m.

Madison's Town Park

Deadline To Enter: April 15, 2022

WE'RE EXCITED TO BE BACK IN 2022! All items sold at Madison Fest must be original and created by the submitting artist, or vintage (at least 20 years old). We do not allow imports or re-sale items that are not vintage. We do not allow MLM items. This is a juried event with a limited number of slots. The application deadline is April 15, 2022. We will email notifications after the jury meets. If you are not accepted your money will be promptly returned to you by the City of Madison. We will not consider your application if it is not complete or if we receive it after the deadline. **A complete application includes all the information requested below, including photos of items you plan to sell and your booth set-up, plus payment (make checks payable to City of Madison).**

Business Name (this will be used for marketing): _____

Contact Name: _____

Contact Mailing Address: _____

City/State/Zip Code: _____

Contact Email Address: _____ **Contact Mobile:** _____

BRIEF DESCRIPTION OF THE ITEMS YOU PLAN TO SELL _____

ATTACH PHOTOS OF ITEMS TO BE SOLD AND BOOTH SET UP The selection of vendors is based solely on submitted photos. Vendors are required to include photos of products, plus a photo of the booth set-up. Garden vendors include sample photos of booth set-up and a written description of products. Photos may be printed and mailed with the application or sent digitally via email to Colleen Hall at chall@madisonga.com (make sure to include your vendor name in the email subject line). By submitting your application you agree to allow the City of Madison permission to use your images for promotion of the event.

FEES The fee to participate is \$85. This amount is due with your application. A limited number of spaces that are accessible to electricity are available for an additional \$25. **Make all checks payable to the City of Madison.** If you apply and are not accepted, you will receive a full refund minus the \$10 application fee. Your \$85 fee reserves one 10-ft x 10-ft space for your tent.

SALES TAX State law requires that all vendors pay sales tax on their revenue from events. It is each individual's responsibility to make sure that they claim their income and collect sales tax.

YOUR BOOTH A 10-ft x 10-ft tent is mandatory for all vendors at Madison Fest; we prefer the white pop-up style (preferred but not required) tent for use in Town Park with a good roof for inclement weather. The overall appearance and presentation of your booth is critical to the overall feeling of the festival and to your retail success. We want to ensure that everyone has the best possible experience. Vendors are responsible for all their own set up including tables, chairs, tents, and tent weights, etc. Your complete display must fit inside the 10 ft x 10 ft parameters. Vendors are responsible for hauling and setting up the display. We will attempt to provide

load-in/load-out volunteers when possible, but ultimately it is your responsibility to take care of your space—your own booth, your merchandise and your trash. Plan to take your trash and empty boxes home, or use our provided dumpster positioned on Jefferson St. Do not leave any trash in your space and do not use the garbage cans within the park.

Please do not break down early, the festival ends at 4:00. If you run out of product, you may take down your signs and pack up, but remain in place until 4:00. At close, plan to completely pack up your booth before bringing in your vehicle for loading.

SECURING YOUR TENT All tents in Town Park must be secured with hanging weights—weights that hang from the canopy corners—for safety in wind conditions. A good quality, securely weighted tent will ensure your booth does not take off and damage your inventory, the inventory of vendors near you, or injure someone at the festival. There is absolutely no staking within Town Park.

VENDOR PARKING Parking is reserved within easy walking distance of Town Park for all vendors. Parking is at a premium Downtown, so it's crucial that all vendors **use only the provided vendor parking**. You will receive an email the week of the festival with load-in and assigned parking instructions.

REFUNDS If you are not accepted, \$85 will be promptly returned to you by the City of Madison. Madison Fest is a rain or shine event—only severe weather (or a global pandemic) would hinder our plans for the day.

BOOTH SHARING You may share a space with another vendor, BUT you must apply together. This is a juried event, so we must approve both of you. Put information about Vendor #2 in the "Brief Description Of Your Items" section, and include clearly labeled photos from each of you.

MARKETING Madison Fest encourages all vendors to decorate their booth in keeping with their merchandise. Your 'look' is key to getting your name out into 'the world,' and we encourage you to promote your business during the event with stickers, business cards, postcards, and general fun stuff. We also encourage you to follow us on social media at FB: **Main Street Madison Georgia** and IG: **MainStreetMadisonGA**. Once accepted to Madison Fest you grant the City of Madison the right to use images of your products for festival promotion.

SECURITY Madison Fest believes that providing a safe and secure environment for the event is very important. Park security will be provided for Friday over-night and during event hours. However, Madison Fest will not be liable for any damage, theft, injury, or weather-related damage incurred during the festival. Your signature on the vendor application signifies your acceptance of these parameters.

MADISON, GA Madison is a beautiful, historic, small town located 45 miles east of Atlanta, GA, off of I-20, and 30 miles south of Athens, GA, off of Hwy 441. Learn more about what's going on in Madison at MadisonGA.com.

Booth Fee

of Spaces _____ x \$85 = _____

Access to Electricity (+ \$25) _____

TOTAL ENCLOSED _____

Non-profit Organization Fee
\$40, per 10 ft x 10 ft space.
(Access to electricity +\$25)

TOTAL ENCLOSED _____



Signature _____ Date _____

MAIL OR DROP OFF APPLICATIONS:

- Mail: 132 N. Main Street, PO Box 32, Madison GA 30650 - attn. Colleen Hall
- Drop off: At the **New! Main Street & Planning Office at 162 N. Main St.**
- Checks payable to **City of Madison**

Questions or just want to chat? Call Colleen: (706) 342-1251 x1208, or
Email: chall@madisonga.com

