



40th Annual Light Up Ocala

Saturday, November 23, 2024 | 3 – 8 p.m. | Downtown Ocala

Vendor Application and Contract

IMPORTANT DATES

Application deadline:	Thursday, July 11, 2024
Notices of acceptance/denial:	Wednesday, July 17, 2024
Payment due:	Thursday, August 1, 2024 (late fee: \$50)
Do not submit payment until you receive an acceptance notice!	

VENDOR INFORMATION:

Vendor Business Name:			
Contact Name:			
Address:			
Phone/ Day of Phone:		Email:	
Have you been a LUO vendor in the past? If yes, which year(s)?			

VENDOR SELECTION:

Please select the booth size you are interested in, according to your vendor type. NOTE: Commercial businesses must apply as sponsors. To qualify for non-profit fees a business must be a 501c(1), (3), (8) or (13). Politically affiliated groups and direct sales/MLM businesses are not permitted.

Vendor Type	Booth Fee		
Community Partner	<input type="checkbox"/> 10' x 10' – Price Negotiated		
Non-profit	<input type="checkbox"/> 10' x 10' - \$30		
Craft	<input type="checkbox"/> 10' x 10' - \$65		
Food	<input type="checkbox"/> 10' x 10' - \$175	<input type="checkbox"/> 10' x 20' - \$275	<input type="checkbox"/> 10' x 30' - \$375

Booth Description

<input type="checkbox"/> Tent	<input type="checkbox"/> Truck/Trailer		
Total Size of Tent:	Total Dimensions (include tongue, awning, etc.):		
Indicate which side you serve from:	<input type="checkbox"/> Driver	<input type="checkbox"/> Passenger	<input type="checkbox"/> N/A
If you are a food vendor, do you possess a license to sell food in the state of Florida?	<input type="checkbox"/> Yes		<input type="checkbox"/> No

Electric Request

Not all requests can be accommodated. Generators will be approved on a case-by-case basis. All generators must be quiet, non-fume emitting & meet Fire Safety Guidelines.

<input type="checkbox"/> N/A	<input type="checkbox"/> 110v/20amp	<input type="checkbox"/> 30amp	<input type="checkbox"/> 50amp	<input type="checkbox"/> Generator
Type of Generator (include Make/Model/Horsepower):				

Provide a detailed list of items (including menu items) for sale. Include name of the item, description, and price per item if applicable. *Food vendors are limited to 10 items (drinks count as 1 item) - you must include the serving size and price per serving for all items.

Item	Description	Serving Size Food Vendors ONLY	Price Per Item
1.			\$
2.			\$
3.			\$
4.			\$
5.			\$
6.			\$
7.			\$
8.			\$
9.			\$
10.			\$
11.			\$
12.			\$
13.			\$
14.			\$

VENDOR SPECIAL REQUESTS:

EVENT TERMS AND GUIDELINES

It is the City of Ocala's intent to provide a high quality, family friendly, hometown event atmosphere by being selective in choosing vendors for this event. As such, vendors that further the City's goal of providing a professional-looking display and variety of merchandise and activities are more likely to be selected for participation. Participation in this event should be considered a privilege.

Application Terms

- **Applications submitted by mail must be postmarked by the deadline date and** mailed to the City of Ocala Recreation and Parks Department, Attention: Brooke Perry, 828 NE Eighth Ave., Ocala, Florida 34470.
- **Applications submitted by email** must be emailed to Brooke Perry at bperry@ocalafl.gov and must be received by the deadline date identified above.
- All fields of application must be fully completed according to vendor type and booth size as specified on page 6 of this agreement.
- Applications postmarked or emailed outside of the deadline will only be considered if openings become available. If all vendor spaces are filled, applications that do not meet the deadline stipulations will not be reviewed.
- The City will not give preferential selection to prior vendors nor will we use a first-come, first-served selection process. The highest quality vendors (judged by the proposed product offerings, booth space appearance and our knowledge of your operation from prior participation) will be selected for participation.
- An application submittal **does not** guarantee acceptance into the event. Approval or denial will be based on event needs, space availability and variety of product offerings. The City reserves the right to request more information from a vendor as needed to judge the vendors suitability for participation in this event.
- This event will be held, rain or shine. There is no rain date. If a vendor chooses not to participate in the event, the vendor permit fee is refundable, less a \$10 processing fee, provided the cancellation request is postmarked by October 23, 2024. No refunds will be issued after that date for any reason. Failure to properly cancel your appearance at the event will result in a forfeiture of a chance to appear at next year's festival.

Vendor Types

- **Vendors must submit at least two photos of their booth display and items for sale.** Submitted photos should be the vendor's best representation of what the booth will look like and what type of products the vendor will offer. The City expects that the vendor's booth and products will resemble the photo depiction in quality and appearance.
- A detailed list indicating products to be offered for sale or activities to be offered, price per item (if applicable) and photos depicting all types of merchandise or activities must be included.
- The City of Ocala reserves the right to make final decisions as to which products or activities may be offered by which vendors and the vendor approval letter will provide information as to the approved products or activities.
- Only approved merchandise as listed on the event acceptance letter may be sold. The City of Ocala reserves the right to prohibit the sale of any products unacceptable and/or those products not included on the list of items approved for sale.
- For certain themed events, the city may seek vendors that can provide unique offerings to our patrons, not only with their attire and booth set up, but with merchandise or activities as well. Applicable details will be provided as required.
- Vendors applying as non-profits must provide proof of their non-profit status. (They must be registered non-profit organizations and have proof of their non-profit status on file with the City of Ocala and on site for inspection by the State at the event)

Craft Vendors

- Only high-quality, hand-crafted, or original items are permitted for sale. No 'buy and sell' items are permitted to be presented as craft items. Commercial items which have been substantially altered by the vendor may be approved on a case-by-case basis.
- Only approved craft items may be sold. Any restrictions designated by the City of Ocala will be listed on the event acceptance letter. The City of Ocala reserves the right to prohibit the sale of any products unacceptable and/or those products not on the list of items approved for sale.

Food, Beverage and Snack Vendors Only

The acceptance of your businesses participation in this event is contingent upon your agreement to comply with the following rules and regulations as stipulated by the city of Ocala, the Department of Business and Professional Regulations (DBPR) and Ocala Fire Rescue. For the protection of liability to yourself, sponsoring organizations and the City of Ocala, your vendor space, equipment, and tent/truck/trailer will be inspected by the City of Ocala Fire Rescue and shall comply with local, state and federal fire codes and ordinances. Copies of 'Fire Prevention and Life Safety Planning for Special Events' by Ocala Fire Rescue and the DBPR's 'Guide to Temporary Food Service Events' will be sent to the appropriate vendors along with their acceptance letters. Failure to meet requirements may disqualify your participation in the event.

- Food vendors are also permitted to have **ONE** "menu" board no larger than **4' X 2'** which shall list the items for sale and cost of each item. Signs must be of a professional quality and shall **NOT** be handwritten.
- **ALL food vendors must provide Product Liability Insurance for sale or distribution of any products (i.e. food, beverages, etc.) at the event. Each vendor** (an entity in the business of making a profit) **must provide a certificate of insurance which provides for \$1,000,000 Product Liability Insurance and must name the city of Ocala as an Additional Insured.**
- Vendors who do not have an annual license through DBPR must apply for and purchase a temporary event license on site. For a copy of their requirements and guidelines, contact the DBPR at 850-487-1395.
- Vendors possessing a DBPR issued license to sell food in the State of Florida must bring their license to the event as proof for the DBPR inspector.
- Non-profit organizations are exempt from the DBPR temporary license requirement but must be a registered non-profit organization 501(c) (3) and have proof of their non-profit status on file with the city of Ocala and on site for inspection by the State at the event.
- Vendors must bring their driver's license as proof of identification.
- Vendors found dumping, spilling grease/oil on the ground, or on any other area on event property, will bear the cost and responsibility of cleaning up the grease/oil and paying for any damage.
- Vendors are responsible for taking their trash out, no trash is to be left at booth at the end of the night
- Vendors who choose to sell beverages (water, carbonated or sports drinks) must sell Coca-Cola products as the city has an agreement with said company and any beverages sold at city events must be by our beverage provider, Cola-Cola. Point of contact for questions is Brian Stipsits at bstipsits@coca-cola.com
- **NO STYROFOAM** can be used at City events. Paper, plastic and other recyclable materials only.
- Vendors are to limit single-use items.
- In order to ensure a variety of food offerings, and reduce duplication, **VENDORS MAY SELL UP TO 10 MENU ITEMS AND NOT MORE.** Drinks will be considered a category rather than an item, the whole variety of them will only count as one of your 10 menu items.
- Failure to meet requirements may lead to removal from the event and no refunds will be provided.

Exhibit Space

- Exhibits must be open and staffed for the entire duration of the event.
- Vendors are required to have a solid non-flammable tent in a neutral color. No carport-type tents allowed.
- The entire booth (including tent, tables, displays, etc.) must fit into your approved booth space
- Identification signs must be hung at the top front of the tent. The sign is restricted to 18" high and shall be no longer than the width of the tent (10').
- No feather flags are allowed.
- Signs must be of a professional quality and shall **NOT** be handwritten.
- Vendors must have a plan for how they will secure/weigh down their tent, staking is prohibited.

- Vendors may reserve more than one space (at the set fee per space); however, only one vendor can occupy that space (no two vendors are allowed to share one vendor space and no space may be sublet).
- All vendors are responsible for providing their own supplies including, but not limited to, fire extinguishers, trash cans, trash bags, tables and chairs (for vendor use only), lights, extension cords, cord covers, etc.
- Vendors are responsible for maintaining their booth and surrounding areas during and after the event.
- Vendors must dispose of all trash (cardboard boxes must be broken down) in event dumpsters not in trashcans provided for public use. Booth space should be left clean after tear-down; no trash, trash bags, empty boxes, etc.
- Amplification/music of any kind at your booth is prohibited.
- Vendors are prohibited from having animals within the confines of the event, except for legitimate service animals as authorized by State Statute and ADA standard or otherwise approved by the event manager.

Electric

- Electric access is reviewed on a case-by-case basis and cannot be guaranteed. Demonstrators who require more than a 110/20 outlet must coordinate with the event manager prior to being accepted. A limited number of 30 amp and 50amp outlets are available. Vendors using 30 or 50 amps must bring an adaptor to the event. Failure to bring an adaptor will cause you to be without electric service and unable to participate in the event. 220-volt outlets are not available and cannot be split off into two 110 outlets.
- If pulling more electric than allowed, you will be instructed to minimize your electric needs to the point where you meet the electrical load allowed. If the problem cannot be addressed before the scheduled set-up completion time, you will be asked to disconnect and remove your display from the site and no refunds will be provided.
- Vendors must provide their own electrical cords and must ensure that these cords are no shorter than 100 foot in total length (One – 100' cord or two – 50' cords), adequately rated (12 gauge for 20-amp outlet) and UL approved for outdoor use. Frayed, spliced or damaged cords will not be allowed.
- Vendors are responsible for covering their cords by either taping or matting electrical cords. All such matting and/or taping is subject to inspection and approval by the City of Ocala who may at city's sole discretion require changes as necessary to meet safety standards.
- Generator requests will be reviewed by the city on a case-by-case situation and only approved to the extent that power needs cannot otherwise be met and/or the City determines that the advantages of allowing the generator power to outweigh the disadvantages related to the use of the generator in terms of enhancing the event.

Check-in, Set-up and Breakdown

- All vendors must check in with their designated event zone coordinator, who will be present to meet them at the check-in area. Maps will be provided to all vendors with check-in information prior to the event.
- Vendor setup will take place between 11 a.m. and 1 p.m. You must check-in NO LATER THAN 1p.m. to setup your booth space. Set up must be complete and ready for inspection by 2 p.m. All vehicles must be out of the event zone by 2 p.m. Failure to meet these timeframes will result in forfeiture of the vendor space and no refunds will be provided.
- Vendors must limit themselves to one vehicle within the event site, unload the equipment/product and remove the vehicle prior to set-up.
- Exhibits must be open and staffed for the entire duration of the event.
- Non-food vendors can sell until 8 p.m. Food vendors are encouraged to close their lines no later than 7:30 p.m.
- Vendors can begin breakdown at 8 p.m., but no vehicles will be allowed into the event area until cleared by the appropriate event personnel. Early breakdown is prohibited. Anyone found breaking down before the end of the event will not be able to participate in future events with the city of Ocala.
- Vendors must be completed with breakdown and out of the event zone no later than 9:30 p.m.

Additional Guidelines

- The individual listed on the application must be present for the entire event. Representatives or employees are welcome but shall not be in lieu of your presence.
- Professional behavior and dress are required and will be determined at the sole discretion of the City of Ocala.
- **VENDORS ARE PROHIBITED FROM SMOKING WITHIN THE EVENT SITE.**
- "Pushing" sales to passing customers is prohibited.
- Vendors are responsible for collecting and reporting sales tax on all sales.

Marketing

- The City of Ocala will create flyers/posters for event. Electronic versions of these flyers/posters will be made available to you for social media distribution. If you wish to print out posters, please do not post any flyers/posters (or any other type of advertisement) on any trees, posts, telephone poles, signage, buildings, cars, etc. as this is illegal. You may contact various businesses and ask if they will post the information within their business. All flyers, posters, handbills, advertisements, etc. promoting the event must receive prior written approval from the City of Ocala event coordinator prior to any posting/distribution.
- We encourage our exhibitors to promote their participation with the event. However, the following cannot be done by any vendor or sponsor:
 - Create/sell items bearing the event name or likeness or event logo
 - Use copywritten photos/materials as your own
 - Create events on Facebook (or any other social media/website) using official event name or logo. However, links to the Ocala Recreation and Parks Facebook page/event page and website are permitted and will be provided.
- Please contact the Ocala Recreation and Parks Marketing Department for questions regarding digital or print marketing and to obtain approved promotional materials at rpmarketing@ocalafl.org.

VENDOR AGREEMENT

The vendor certifies that the information on the vendor application is a correct depiction of the services and products to be provided by the vendor at the event. The vendor understands that failure to follow application/vendor permit terms as described and stipulated herein will result in ineligibility for this and future events. The vendor further agrees to abide by all terms of the vendor permit for this event and to hold harmless and indemnify the City of Ocala against any claims arising by virtue of their occupancy of vendor space and participation in this event.

GENERAL RELEASE

The undersigned, individually and/or on behalf of the company/organization, in consideration for the City of Ocala's permission to attend Light Up Ocala does hereby discharge, release, indemnify and hold harmless the City of Ocala, its employees, agents and officers and all other sponsoring organizations from any and all manner of actions, suit, damages or claims whatsoever arising from any loss or damage to the person or property of the undersigned and the undersigned's employees, volunteers, representatives or agents while in possession of vendor space or participating in Light Up Ocala.

I understand that, if accepted into the event, my booth fee shall not be refunded if all or part of the event is cancelled, including but not limited to inclement weather or acts of nature.

I HAVE READ ALL THE RULES PERTAINING TO THIS APPLICATION/CONTRACT AND AGREE TO ABIDE BY THEM.

Business name (please print): _____

Vendor's name (please print): _____

Vendor signature: _____ Date _____

RETURN COMPLETED APPLICATIONS TO:

CITY OF OCALA RECREATION AND PARKS ATTN: Brooke Perry

828 NE EIGHTH AVE., OCALA, FL 34470

bperry@ocalafl.gov | 352-368-5517