

# Hoggetowne Medieval Faire

## 2022 MERCHANT INFORMATION

All artists and craftspeople are royally invited to display their finest medieval talents and wares in the bustling marketplace of the **35<sup>th</sup> Annual Hoggetowne Medieval Faire!**

Help us celebrate the colorful culture of our medieval village at festival time. Skilled artisans will sell and demonstrate time-honored arts and crafts such as weaving, blacksmithing, leatherworking, pottery, woodcarving, jewelry and clothing. The aroma of mouth-watering turkey legs, blooming onions, sweet potato fries and pastries will fill the air. More than 160 artisans and craft makers will join a troupe of actors, musicians and street performers for a journey back to the days of brave knights and fair maidens.

This highly anticipated event, produced by the City of Gainesville Parks, Recreation and Cultural Affairs Department, has earned a reputation as one of the best medieval (tent) fairs in the country. This popular event will enchant Gainesville, Florida and its surrounding community for **THREE weekends, Jan. 15-16, 22-23, and 28-30.**

January 28 is Family Friday and features reduced-price admission for the general public. It is held in conjunction with "School Day at the Faire" which brings in more than 2,000 curious and energetic students who are eager to experience the Middle Ages.

Join us! We hope to create the kind of atmosphere that makes coming to our Faire a truly enjoyable experience that you will anticipate year after year.

If you have any questions, please contact Faire Coordinator, Sunny Andrei at 352-393-8536 or at [andreisv@cityofgainesville.org](mailto:andreisv@cityofgainesville.org). For more information, please feel free to visit [www.hoggetownefaire.com](http://www.hoggetownefaire.com). We look forward to hearing from you.

### FAIRE DATES & TIMES

Saturdays and Sundays

**January 15-16**

**January 22-23**

**January 29-30**

(9:30 – 5:00)

Family Friday

**January 28**

(9:00 – 4:00)

### BOOTH FEE

\$253 - \$931

### # OF BOOTH SPOTS

160

### ATTENDANCE

~ 35,000 visitors a year

### FAIRE THEME

*The Rise of Robin Hood*



**APPLICATION DEADLINE:**  
**September 30, 2021**

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**FAIRE THEME:**

The Rise of Robin Hood

The theme for the 35<sup>th</sup> Annual Hoggetowne Medieval Faire is “The Rise of Robin Hood” and features timeless characters such as Robin Hood, Maid Marian, Prince John and the Sheriff of Nottingham along with a cast of colorful characters that roam the streets of Hoggetowne, delighting visitors as they play out the story theme of the Faire.

**GET INVOLVED:**

**Join the merriment!** Merchants are invited to play along with the faire theme and cheer (or jeer) in good fun. Please indicate on your application if you are interested in engaging with the actors, so that we can arrange introductions. Interactions can range from the wandering actors wishing you a good day to escaping capture by hiding behind the shopkeeper. You determine the type of interaction. Joining in the storyline of the faire not only adds to the atmosphere of Hoggetowne, but can also draw more patrons’ attention to your booth.

**Help solve the mystery!** King William (aka the King of Hoggetowne) has had his favorite stash stolen. You can help the patrons in their quest to determine the culprit by providing clues. This adventure is managed by the Thieves Guild who will provide the clue information to those who wish to engage with patrons on their quest.

**Engage in Scout Day!** This new experience was a hit in 2020 and featured over a dozen activities for attending scouts and their families. From watching demonstrations to finding their way out of the Maze, scouts earn stamps in a special Hoggetowne passport which can get them an exclusive Hoggetowne patch.

**ENTERTAINMENT:**

Hoggetowne’s nine theatres feature continuous live revelry — a medley including gypsy dancing, music, juggling, puppetry and acting troupes. Crowds will cheer armored knights as they joust on horseback, charging head-on at a full gallop with only a lance and shield to defend themselves. Displays of full-flight falconry and armored combat will be featured, and the Royal Court leads two daily processions down the lanes of Hoggetowne. Children will enjoy the exhilaration of human-powered push rides and live animal rides. Visitors will be challenged with medieval feats such as archery, axe throwing and tests of strength. Strolling villagers and minstrels add to the medieval atmosphere, as do face painters and fortune tellers.

**EDUCATION:**

Education, as well as entertainment, is important to us! We encourage merchants to demonstrate their skills and explain their medieval significance to Faire visitors. Special prices are offered to artisans who demonstrate their craft at their booth. Demonstrations must occur within the designated booth space, so please plan accordingly.

Demonstrations may either occur throughout the day or at scheduled times. If you plan to demonstrate your craft, please indicate when your demonstrations will take place so that they can be listed in the program.

**QUESTIONS:**

For more information, contact:

Sunny Andrei, Events Coordinator  
City of Gainesville Department of Parks, Recreation and Cultural Affairs  
PO Box 490, Station 30  
Gainesville, FL 32627  
352-393-8536 ♦ [andreisv@cityofgainesville.org](mailto:andreisv@cityofgainesville.org) ♦ [www.hoggetownefaire.com](http://www.hoggetownefaire.com)

**35<sup>TH</sup> Annual Hoggetowne Medieval Faire**  
**2022 Merchant Application**

Jan 15-16, 22-23, and 28-30, 2022 Gainesville, Florida

**Application Deadline - September 30, 2021**

Merchant Contact Name: \_\_\_\_\_

Merchant Booth Name (for program): \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

I participated in the 2020 Faire Place me by same neighbors in 2020:  YES  NO # of Staff IDs: \_\_\_\_\_ # of Vehicle IDs: \_\_\_\_\_

Other Faires that you have participated in: \_\_\_\_\_

Description of merchandise/services: \_\_\_\_\_

**CHECK MEDIUM/BOOTH TYPE**

- Clay  Fine Art  Glass  Jewelry  Musical  Toys  Other (explain): \_\_\_\_\_  
 Clothing/Fiber  Fortune Telling  Headwear  Leather  Plants/herbs  Weapons \_\_\_\_\_  
 Food  Game/Activity  Herbal/Floral  Metal  Ride  Wood \_\_\_\_\_

**INSTRUCTIONS**

- Indicate if you want a booth for two weekends (Jan 22-23 & 28-30) or three weekends (Jan 15-16, 22-23, 28-30)
- Indicate the number of booth spaces needed and check the appropriate size/space fee. (ie 40' frontage would be two 20x20 booths)
- Indicate the actual size of your booth with guy wires and include the extra fee if necessary.
- Write in the number of hay bales and electricity/water, if needed. Electricity will be calculated separately and is based on
- Write total costs in right hand column and add up grand total.

Merchant Booth Fees		# spaces needed	12X12 ft	15x15 ft	20x20 ft	25x25 ft	25x30 ft**	Total
Artisan Made - Sales w/Demonstration	2 weekends	<input type="checkbox"/>	\$253.00	\$288.00	\$352.00	\$408.00	\$478.00	
Artisan Made - Sales w/Demonstration	3 weekends	<input type="checkbox"/>	<b>\$287.00</b>	<b>\$326.00</b>	<b>\$398.00</b>	<b>\$462.00</b>	<b>\$541.00</b>	
Artisan Made - Sales Only	2 weekends	<input type="checkbox"/>	\$295.00	\$377.00	\$394.00	\$450.00	\$520.00	
Artisan Made - Sales Only	3 weekends	<input type="checkbox"/>	<b>\$334.00</b>	<b>\$382.00</b>	<b>\$446.00</b>	<b>\$510.00</b>	<b>\$589.00</b>	
Resale Merchant Booth	2 weekends	<input type="checkbox"/>	\$457.00	\$478.00	\$534.00	\$590.00	\$660.00	
Resale Merchant Booth	3 weekends	<input type="checkbox"/>	<b>\$518.00</b>	<b>\$541.00</b>	<b>\$605.00</b>	<b>\$669.00</b>	<b>\$749.00</b>	
Game	2 weekends	<input type="checkbox"/>		\$352.00	\$421.00	\$492.00	\$562.00	
Game	3 weekends	<input type="checkbox"/>		<b>\$398.00</b>	<b>\$478.00</b>	<b>\$557.00</b>	<b>\$637.00</b>	
Ride	2 weekends	<input type="checkbox"/>		\$408.00	\$478.00	\$548.00	\$618.00	
Ride	3 weekends	<input type="checkbox"/>		<b>\$462.00</b>	<b>\$541.00</b>	<b>\$621.00</b>	<b>\$700.00</b>	
Food Vendor	2 weekends	<input type="checkbox"/>		\$654.00	\$709.00	\$765.00	\$822.00	
Food Vendor	3 weekends	<input type="checkbox"/>		<b>\$740.00</b>	<b>\$804.00</b>	<b>\$867.00</b>	<b>\$931.00</b>	
Demonstration Only (No Sales)		<input type="checkbox"/>	no fee	no fee	no fee	no fee	no fee	
Strolling Merchant Fee (With Booth Space)		<input type="checkbox"/>	\$90.00					
Strolling Merchant Fee (No Booth Space)		<input type="checkbox"/>	\$140.00					

**\*\*Spaces larger than 25 ft frontage will incur an additional booth fee based on size needed.**

Add an additional \$25.00 if you need slightly more than the space allotted  \$25.00  
 (ie. if you checked 15 x 15, but with guy wires need 18 x 18; **cannot exceed next space level!**)

Does your booth have guy wires?  Yes  No Actual size of your booth including guy wires: \_\_\_\_\_

**ADDITIONAL SERVICES (a separate form for electric or camping is required)**

**Electric** - Pricing to be determined by need.

- I will need electric and attached the electric planning form  
 No electric needed

**Camping** - availability is to be announced. Request a camping form below.

- Send me the camping information and reservation form.

Hay Bales at \$8.00/bales Quantity \_\_\_\_\_

**GRAND TOTAL DUE \$** \_\_\_\_\_

**ADDITIONAL INFORMATION**

Exhibitor Packet:  mail  email  hold for pick up at Faire  
Do you accept credit cards:  yes  no  
I would like the following additional engagement:  Kings Quest game  actor involvement  Scout Day  
I will provide demonstrations:  throughout the day  at scheduled times \_\_\_\_\_

Demonstration Information: \_\_\_\_\_

Special booth site request: \_\_\_\_\_

Additional Info: \_\_\_\_\_

**LIST OF MERCHANIDSE AND/OR SERVICES**

**Please list and describe ALL items/services you wish to sell.** Use additional sheets if necessary. Submit photos/digital images of all work to be juried as well as a photo of your display. **You will be allowed to offer for sale only those items which are accepted.** Indicate which items are handmade and which items are buy/sell. Food vendors please indicate items that are gluten free or vegan.

1.	7.
2.	8.
3.	9.
4.	10.
5.	11.
6.	12.

**DEADLINES**

Applications must be postmarked by **September 1, 2021**. Incomplete application packages will not be accepted for consideration. Merchants will be notified of their status as soon as their application has been juried. Acceptance is a commitment to show and fees are non-refundable. Once accepted, an exhibitor information packet will be emailed/mailed which will include your booth number, hotel/campground information, set up information, etc. **Booth fees are due by November 1** and can be paid either with a check **payable to City of Gainesville** and mailed to the address below or by calling in with a credit card to 352-393-8536.

**REQUIREMENTS**

Please read carefully through Terms and Conditions for all requirements. The Failure to comply with requirements will make merchants ineligible for admission to future shows and may even result in a merchant being asked to leave immediately. The Faire Committee reserves the right to make final interpretation of the rules.

**COMPLETED APPLICATION PACKAGE (must include)**

- Completed and signed application form (with additional merchandise list, if needed).
- Return of Terms of Conditions with proper initialing and dating.
- Photos or digital images of all your work to be juried in (one should be of your booth set-up).
- Certificate of Insurance  **naming City of Gainesville as additional insured**  or letter of intent to acquire insurance if accepted.

**RETURN APPLICATION PACKAGE by SEPTEMBER 1**

Sunny Andrei, Hoggetowne Medieval Faire, PO Box 490, Sta 30, Gainesville, FL 32627 or e-mail at [andreisv@cityofgainesville.org](mailto:andreisv@cityofgainesville.org)

**Indemnification:** Vendor agrees to indemnify fully and save and hold harmless the City of Gainesville and Alachua County Board of County Commissioners, its officers, employees and agents, against all damage, claims, liabilities and causes of action of every kind and nature. The City shall give Vendor prompt and reasonable notice of any such claims or actions and Vendor shall have the right to investigate, compromise and defend the same to the extent of Vendor's own interest. Nothing contained in this Agreement shall be construed as a waiver of the City's or County's sovereign immunity granted pursuant to Section 768.28, Fla. Statute.

**Waiver of Claims:** The City of Gainesville, Alachua County Board of County Commissioners and its agents shall not be liable for, and Vendor hereby releases all claims for damage to or loss of personal property sustained by Vendor or any person claiming through Vendor resulting from any fire, accident, occurrence, theft or condition in or upon the grounds/site which they shall be a part of, or adjoining areas.

I have read all Terms and Conditions and I agree to comply with Faire rules. I understand that failure to do so may result in my expulsion from the Faire without refund of my fees and I may be barred from future events. I understand and agree that the City of Gainesville, Alachua County Board of County Commissioners or any other sponsoring organization will not be responsible or liable for any damage or loss to the work of participants or personal liability in connection with the Faire. I shall comply with all applicable federal, state and local laws, rules, and regulations.

⇒ **Signed (VENDOR):** \_\_\_\_\_ **DATE:** \_\_\_\_\_

# TERMS AND CONDITIONS FOR ALL MERCHANTS/VENDORS

## HOURS OF OPERATION

The Faire will be open to the public rain or shine on **Saturday and Sunday (Jan. 15-16, 22-23, 29-30) 9:30 a.m. – 5:00 p.m. and Friday (Jan. 28) 9:00 a.m. - 4:00 p.m.** Failure to be operational during Faire hours may result in immediate removal and merchant may not be allowed to participate in the next year's Faire.

## ACCEPTANCE

- If your application is accepted at jury, you will receive an acceptance letter.
  - Preference will be given to crafters with original handcrafted products (especially those demonstrating in their booth), participants in good standing from the 2020 Faire, high quality booth displays that fit the theme and those who can participate all three weekends.
- The Faire Committee will try its best to place you in the area you requested. We do not guarantee fulfillment of location requests.
- Once accepted all fees are due along with proof of insurance (no later than **November 1**).
  - If insurance renews after November 1, indicate when the new certificate will be submitted.

## CRAFT SPECIFICATION

- Preference will be given to original handcrafted products.
- Merchandise will be juried prior to acceptance of application. To be accepted, products must be indicative of the medieval era in both medium and subject matter.
- A limited number of service providers (for example, fortune telling and body art) will be accepted.
- Works that are mass-produced, manufactured, or made from commercial molds may not be accepted.
- Pirate items, purchased jewelry, and commercial leather goods will not be permitted.
- Imported items are strictly limited and will be accepted on an individual basis.
  - We discourage imported or assembled items because this hurts the ability of artisans to market their handmade products. The number and type of crafts and merchandise will be limited in fairness to all. Consideration will be given to past participants of excellent quality.
- Merchants may **ONLY** display merchandise or offer services (like Tarot Reading) that were approved by the Faire committee. Approved items or services will be listed in the acceptance letter. Unapproved items or services cannot be sold or offered.
- The Faire Committee reserves the right to prohibit the display of any work it deems unacceptable.

## BOOTH REQUIREMENTS

- The booth must fit within the measurements which were requested and paid. The size of the assigned space will correspond with what was listed on the application.
- **All booths must have a medieval appearance.** All modern metal (including aluminum tent poles) **MUST** be masked or securely covered utilizing period materials such as burlap, tapestry or some other period fabric. Plastic coolers/tables, modern storage cases, modern tie down straps, etc. must also be covered. Pop up tents must be disguised to look medieval.
- Booths are expected to have visible period style signage. A painted or carved wood sign or a fabric banner is recommended.
- Merchants are responsible for setting up their booths, including medieval design and decorations, signs, tables, shelter, etc. Merchants will be able to sign up for their set up shift (date and times) after receiving acceptance notifications
- Booths must be open and decorated appropriately at all times during Faire operating hours, rain or shine. All tents regardless of size must be secured and tied down or weighted appropriately (minimum 40 lbs. per leg.)

Applicant Initials \_\_\_\_\_ Date \_\_\_\_\_

- Merchants are responsible for keeping their area clean during and after the show. All items of non-medieval appearance must be hidden from public view. Please provide your own trash barrel for use inside the booth.
- Storage units/ trailers must be kept in a separate location or concealed completely behind booth (this option is only available in certain locations).
- Food prices must be set and displayed at all times throughout the Faire and are not allowed to fluctuate.
- Due to possibility of rain, please consider temporary flooring for your booth for elevation in low lying areas.

### COSTUME REQUIREMENTS

- All merchants and personnel must be dressed in appropriate costume of the Middle Ages during Faire operating hours.
- Appropriate period language is highly encouraged.
- All participants must remain in character at all times while in view of patrons.
- Keep in mind that Hoggetowne is a family-oriented Faire: No brief and/or revealing outfits will be permitted.

### INSPECTIONS

- The Faire Committee will inspect shops before opening on the first day to assure all booths meet the standard requirements.
- On-site reviews will take place regularly and any merchant not adhering to the rules and regulations will be written up and may not be accepted next year. The following is a list of items that must be adhered to:
  - merchants must be in medieval garb at all times during show hours
  - no non-period items may be for sale such as pirate or Gator items
  - aluminum tent poles, plastic coolers/cases/tables, storage containers/trailer is properly covered and concealed from public
  - only approved items listed on the application shall be for sale
  - period style signage on canvas, cloth or wood
- Food vendors must adhere to health/hygiene requirements set by the State Department of Business and Professional Regulation. An inspector will be present on each Saturday (Jan. 15 and 22) and then again on Friday (Jan. 28), just before the show opens, to make sure that food vendors adhere to the guidelines. Temporary event permit fees will be due on each day. If you already have an annual permit for events in the State of Florida be prepared to present it to the inspectors.
- A Fire Marshall will conduct an inspection between 9am-10am **Friday morning, January 14.** If you are using a tent, a certificate of inflammability will be required; if your structure is made from cloth, you must administer a flame retardant. **Food vendors must be present for inspection.**
  - It is required that all merchant booths contain a fire extinguisher and all tents must be secured and tied down or weighted appropriately (minimum 40 lbs. per leg).
  - All propane cylinders, regardless of size, must be tied down (adequately secured) to prevent falling or sustaining physical damage whether in use or in storage.
  - Open flames under tents are not permitted unless there is a sheet metal cover.
  - Additional information on inspector requirements is attached. Adherence is required for participation.
  - Food vendors who cannot meet health/hygiene and fire safety requirements will not be allowed to open and will forfeit all participant fees (booth, electric, camping, etc.).

### ELECTRICITY

- If you are using electricity for your booth or lodging, you must provide your own 12-gauge or larger extension cord. Smaller cords will not be permitted. This ensures that no electrical circuits will trip.
  - Your cord must be approved by event staff and you will be provided a cord tag indicating approval.
  - **\*\*NEW\*\*** An electrical use form must be submitted with details of equipment/appliances needing electric. Any changes in electric needs will necessitate revision to the provided form, otherwise sufficient electric may be unavailable for all appliances.

## INSURANCE

- Proof of insurance is mandatory for **ALL VENDORS**.
- **The City of Gainesville** must be named as an additional insured on the certificate of insurance.
- All vendors shall provide the City with proof of adequate insurance coverage as follows:
  - General Liability consisting of:
    - \$1,000,000 General Aggregate
    - \$1,000,000 Products/Completed Operations Aggregate
    - \$1,000,000 Personal and Advertising Injury Liability
    - \$1,000,000 each Occurrence
    - \$50,000 Fire Damage Liability
    - \$5,000 Medical Expense
  - Automobile Liability \$1,000,000 per occurrence (combined single limit for bodily injury and property damage). Only required if business automobile is used.
  - Worker's Compensation Insurance providing coverage for not less than \$100,000 each accident (or proof that Worker's Comp does not apply to your business).

## CUSTOMER SERVICE

- All booths are expected to adhere to customer service standards (for both guests and participants):
  - Deliver products/services reliably
  - Post prices as well as any additional fees to avoid surprises (credit card fees, etc.)
  - Keep your booth clean and presentable
  - Offer service with a smile and compliment costumed guests
  - Do not make statements that will offend customers (we understand this can be a gray area, but best efforts are expected)
- Sexual and physical harassment will not be tolerated.
- Be a "good neighbor" to fellow merchants and participants.

## SET UP & TEARDOWN

- Merchants can begin setting up on Monday, January 10. All booths must be completely set-up by **8:30 a.m.** on Saturday, January 15. After acceptance, merchants will be provided information on scheduling their set up day.
- Teardown will occur on the final day of the Faire after the gates are closed. Vehicles are not permitted on the Faire site until 5:30 p.m. You will need to be out of the site by **9:00 a.m.** on Wednesday, February 2.

## SECURITY

- Overnight security will be provided starting Monday, January 10, and 24-hour security will be provided starting at 4:00 p.m. on Friday, January 14.
- A security officer will be on site patrolling the Faire site each night. There will be security on-site during the closed hours and mid-week, but we recommend merchants remove their merchandise from their booth.
- The City/Faire management will not be held responsible for tents or any merchandise left on-site during closed hours and mid-week.

## **\*\*NEW\*\* FESTIVAL ACCESS & PARKING \*\*NEW\*\***

- Merchant IDs will be provided to all participants and are required to access the Faire site.
  - Staff will be need to present their picture ID at the Info Booth to receive their participant ID for festival access.
  - A complete list of staff working a booth is required.
- Participant vehicles needing access must be authorized and must display a completed parking pass. Parking pass color will differentiate vehicles allowed to park, drop off or remain overnight.

Applicant Initials \_\_\_\_\_ Date \_\_\_\_\_

- All vehicles must be off-site 45 minutes before show time each morning. Any vehicle on the Faire site and not in the designated parking area by **8:45 a.m.** on Saturday and Sunday, both weekends - **8:15 a.m.** on Friday - will be fined \$50 and may be towed at the owners' expense. Security/festival staff will enforce parking rules.
- For the safety of all involved, vehicles will not be permitted on-site until either 30 minutes after show closing (5:30 p.m. on Saturday and Sunday, 4:30 p.m. on Friday) or until the public is cleared from the site.
- To preserve walkways, vehicle access on site will be limited and monitored. A pull wagon is recommended.

### RESTRICTIONS

- Smoking is prohibited next to buildings or tents.
- Cell phone usage must not be visible to the general public.

### ANIMALS

- Pets are permitted in the camping area and must be secured 200 feet from the tree line.
- No pets (other than those pre-approved as part of entertainment acts/rides) will be allowed on site during the Faire operating hours. Animal licenses/permits and health records required with application.
- Service animals are permitted on-site in accordance with Florida statutes.

### SALES TAX

- Collection and remittance of Florida sales tax (7%) is the responsibility of each merchant.
- All merchants are responsible for keeping track of their sales and paying sales tax. Information on reporting Florida Sales Tax will be provided in the check-in packet along with a sales tax chart.
- The Florida Department of Revenue will be given a list of participating merchants following the event.

### **\*\*NEW\*\* CANCELLATION AND REFUNDS \*\*NEW\*\***

- A completed application is a commitment to show. Should you be unable to exhibit, the booth fee may be refunded (less \$20.00), provided that your cancellation request is made in writing and postmarked by December 1, 2021.
- EXCEPTION: If the Faire is cancelled completely due to COVID-19, booth fees will be refunded.

### **\*\*NEW\*\* VIRTUAL COMPONENT \*\*NEW\*\***

- Due to the attendee feedback received after the virtual event Hoggetowne at Home, a virtual component will be added to the live Faire. Merchants will have a virtual booth. Event staff will assist with the setup of the virtual booth. Merchants are responsible for shipping any items purchased through their virtual booth.

### FAILURE TO COMPLY

Failure to comply with rules will make merchants ineligible for admission to future shows. It may result in a merchant or staff being asked to leave immediately. The Faire Committee reserves the right to make final interpretation of the rules. Please read carefully the indemnification/waiver of claims on the application.

Applicant Initials \_\_\_\_\_ Date \_\_\_\_\_