

# Geranium Festival Guidelines – May 15, 2021 9am to 5pm

As many of you know, the 2020 Geranium Festival was cancelled due to the COVID-19 pandemic. We plan to proceed with the 2021 festival if the situation permits. There are changes to the guidelines for 2021, so please read them before completing the application.

The Geranium Festival is held on the square and streets of downtown McDonough. Please check the map from the 2019 festival on our website for the location of the over 400 spaces. It is primarily an Arts & Crafts festival for artisans that create what they sell. We also have spaces designated for community business and food vendors. The McDonough Lions Club organizes the festival with the help of the city of McDonough. The money raised from the sale of the booth spaces goes to support charities in Henry County and the visually impaired.

This year, it may be necessary to have space between the booths which will reduce the number of vendors we can accommodate. We suggest you plan on placing sides on your tent during the festival. We will not assign any spaces until sometime in March to allow us the most flexibility. The cost of running the festival has increased due to the health requirements we must meet. As a result, our booth fees have increased. We will also offer a virtual marketplace on the festival website to help you promote your business. We will have the virtual marketplace even if we must cancel the actual festival. More details available in the virtual marketplace section.

## How to make application to the Geranium Festival

Please complete the application online on our website [www.geraniumfestival.com](http://www.geraniumfestival.com). Please read these guidelines before submitting your application. If you need to receive a paper application to submit, please email [info@geraniumfestival.com](mailto:info@geraniumfestival.com) and we will email you a copy.

Do not send money at the time of application. You will receive an email when we receive your application. Acceptances will go out starting in March. Your acceptance will include your space assignment, payment instructions, and other important information. Payment is due 20 days after acceptance.

In past years we have tried to give returning vendors priority for the spaces they had the year before. That is our intent for 2021, but it will not be possible if we must reduce the number of spaces. We will do the best we can to give all vendors the best space possible. We ask for your patience as we work through this process. Returning vendors will be assigned spaces before any new vendors.

## Fee Summary for the Geranium Festival

<u>Vendors</u>	<u>Virtual only Vendors</u>
First Space (includes virtual fee) You cannot optout of the virtual fee!	\$30
Each Additional space	\$100

<b><u>Other Expenses (food and arts &amp; crafts)</u></b>	<b><u>Sponsors</u></b>
\$25 Electricity (if available) No electricity is available in community business section	\$250 which includes one booth space and includes logo on website & publicity.

**Applications to the Geranium Festival** Every application submitted is given careful consideration by the Geranium Festival Team. **All decisions on the acceptance/decline of applications are final!** Applications are considered based on quality, workmanship, and originality of the items to be sold. We limit the number of exhibitors in various festival categories based on space. All applicants are notified by e-mail of acceptance/denial. Those applicants who are accepted must send payment by the specified date to guarantee their designated space. NOTE: We do not discuss reasons for acceptance or non-acceptance! We encourage all applicants to submit an application as soon as possible.

### **Geranium Festival Qualifications**

**Arts & Craft** – No Commercial, Resale, or Flea Market Items are allowed (No Exceptions!!) Items for sale must be crafted by the Exhibitor. The details on your application should provide how you make the items you plan to sell. All new vendors must provide pictures showing you making the item and receipts showing purchase of the raw materials necessary to make the items.

Absolutely no resale of items is permitted!

**Community Business** - Community Business Exhibitors may provide information about their service or organization. No selling of goods and no receiving of money in any way is permitted at the festival. Any Community Business Exhibitor receiving any money will be disqualified from future festivals. Community Business Exhibitors can give away water or other items free of charge. You may collect information from potential customers.

**Food** - All Food Vendors must adhere to all current health and safety practices. Food vendors may be required to receive a temporary health permit. All food vendors are subject to inspection by the Health Department. You must place a plastic covering under the cooking area to protect the surfaces underneath. All food vendors must have an appropriate way to dispose of waste. If you are bringing a food truck or trailer, you must include a photo and the dimensions of your unit. If your unit is larger than 10 foot by 10 foot, you will need to purchase an additional space.

### **Responsibilities of All Vendors**

Vendors will have a 10 ft. by 10 ft. booth space. Some vendors may pay for additional booth spaces. Vendors must have everything inside that space area. Vendors cannot stand outside the area to attract customers. Vendors cannot place items outside the booth space area.

Vendors cannot call out to visitors passing by to attract their attention. Our festival guests can stop at any booth space they wish without any form of intimidation.

Both of the above items will be strictly enforced! Anyone who fails to comply with the items listed above will not be invited back to future festivals!

The festival provides the booth space and the Vendor must provide their tent, table, supplies, and everything else they need. Tents should be “weighted down” due to wind or inclement weather. Stakes cannot be used to secure tents. You may bring a small, quiet generator if you need electricity.

No pushcarts are allowed in the festival area except in a designated booth space!! Carrying of signs in the festival area is strictly forbidden!

The Geranium Festival is a “rain” or “shine” event! There is no rain date and there are no refunds issued if the festival is cancelled or delayed due to inclement weather!

Please plan on taking additional health and safety measures. These should include wearing a mask, having sides on your tent, having hand sanitizer available in your booth, and limiting the number of customers in your booth at one time.

### **Virtual Marketplace**

As an addition to the physical event on May 15, we will have a link to vendor websites on our Geranium Festival website. We view this as a way to help vendors increase their revenue and promote their business. Our plan is to run the virtual marketplace from at least May 8 through May 16. Vendors may select to participate only in the virtual option if they wish and not attend the festival in person on May 15. We wanted to offer the virtual marketplace for both vendors and visitors that are not ready for large in-person gatherings. The Virtual Marketplace will take place even if the festival is cancelled.

### **Arrival and Departure at the Geranium Festival**

**Arrival** - Most of our spaces are set up in the street. Set up time is based on section. Only sections A,B,C,D,O and parts of E,H, and I can set up on Friday. After 12:01 a.m. on Saturday, all streets in the festival area are closed to the public. Set up time will be included in your acceptance. All Vendors arriving after midnight must enter the festival at Hampton Street.

We strongly advise that all vehicles arrive **no later than 6:00 a.m.** on the festival day. No vehicles will be allowed into the festival area after 6:30 a.m. All vehicles must be out of the festival area by 7:30 a.m. All booths need to be ready by 9:00 a.m. (We strongly urge all vendors to be ready sooner due to early festival visitors).

Note: 4:00 a.m. – 6:00 a.m. is our busiest setup time. Earlier setup is always better! When you arrive, you will be greeted by a member of the Lions Club. They will show you where your booth space is located and give you your festival packet.

The following steps should be followed:

- Arrive at the festival – you will be shown your space.
- Unload your belongings at your booth space site.
- Go park your vehicle in a vendor parking area (parking pass is required)
- Come back and get your site ready for the festival.

**Departure** - All Vendors are expected to remain until the festival has ended at 5:00 p.m. At that time, take down your tent and pack up all your belongings so that they are ready to load. Then, you must receive a re-entry pass from one of our Lion Club Members. They will examine your site and make sure you are “ready to load” before giving you the pass. Once you have the pass, go get your vehicle from the vendor parking area, go to your site, load your belongings, and you will be on your way safely and as quickly as possible.

Note: Any vendor who takes more than 1 ½ hours to depart must be placed in an area away from city streets. Please make that note on your application form.

For more information, please email us at [info@geraniumfestival.com](mailto:info@geraniumfestival.com). Please add us to your contact list, so our emails do not end up in your spam/junk file.

Thank you for your interest in the **2021 Geranium Festival!**