

# **45th Annual Geranium Festival – May 20, 2023**

*“One of the best festivals in all of Georgia”*

Welcome as a vendor to the 45th Annual Geranium Festival! We are excited about your participation, and we want this to be the very best experience possible for you.

If you would like to mail your check for the space(s) and amount shown in the email, our address is McDonough Lions Club Geranium Festival, PO Box 1952, McDonough Ga. 30253.

Please write your booth space on your check.

We cannot apply your payment if we cannot match it to your space.

If you would like to pay by credit card, please use the link in the acceptance email. The payment link will ask for your email address. Please use the email address you gave us on the festival application, or we may not be able to match your payment. We will not be able to accommodate requests to double check your payments. Please keep your receipt when issued from stripe.

Returning vendors have the opportunity to apply and be considered for acceptance through **January 31, 2023**. You are considered a returning vendor if you completed an application and were accepted to the festival for the 2022 year. New vendors will be considered after Jan 31, 2023. Application deadline for being included on the website map and any print material we may have will be April 28, 2023. Any applications or approvals after that date will not be on the map or website.

If you are a returning vendor from 2022 and would like a location change or additional spaces, it may take longer to send you an acceptance letter, please be patient. There are occasions that spaces may have to be moved based on logistics of the changes within the city landscapes and roadway changes. We do our best to meet your requests.

Please note for A,B,C and D sections the city is NOT moving the benches and we will be relocating vendors in those areas and reconfiguring the map to accommodate appropriate locations for vendors within the space allotted. We will be assessing the map and posting the new vendor locations and spaces for the 2023 festival year.

There is a possibility your location may be changed if you are located in M and K sections to allow for a better flow of traffic as requested by the city.

Your setup time for the festival will be:

Sections A,B,C,D - After 2:00 p.m. on Friday. Load in will occur on the west side of the square within the cones. Please unload and take your merchandise and equipment to your location. Move your vehicle and trailers once unloaded and prior to set up.

Sections H 20-34, I 1-12; E 1-12 - Drop off at curb after 2:00 p.m. on Friday at your assigned location.

**Important Note:** Do not attempt to unload or setup prior to 2:00 p.m. on Friday! You will be asked to drop your set up equipment and merchandise on the sidewalk to be set up after 12 midnight when the square is secure.

Section O - Should be able to setup any time after 5:00 p.m. on Friday. **Important Note:** This is the driveway to the Judicial Center and Court must be finished for the day.

Section MO – Set up after 9 pm

**All other sections - Can setup any time after 12:00 midnight throughout the night. You must be finished by 8 am.**

**You can find your space on the 2023 Festival Map on our website. The vendor list will be updated by May 1, 2023.**

### **Important Information about Setup:**

- When you arrive at the festival, you must stop by and check-in with a Lions Representative. You will be given a packet of information for the day of the festival, parking pass for 1 vehicle and a booth sign which must be displayed in the booth **after** your set up is completed and verified by a volunteer. Lions Headquarters is located at spaces H 31 and 32.
- The city closes the streets at midnight to non-festival traffic. After 12 midnight, there is only 1 entrance to drive into the festival. Enter the festival at Hampton St. (Hwy 20/81) GPS Address: **Strawn & Co., Insurance, 16 Hampton St., McDonough**. You will be greeted by a Lions representative who will give you instructions concerning navigating through the festival area.
- You will be instructed by a Lions Representative exactly where your space is located. If you are a returning vendor please do not assume your location is the same before you set up. If you have questions about exact booth location, please ask a Lion before you set up. Sections A, B, C and D are in the grass in the city square. Sections E, F, G, H, HH, I, J, K, L 1-26 and M are set up in the streets. Section O is in a parking lot. Section MO is in a parking lot. Booth spaces are marked on the curb with the space number on duct tape. The edges of your space are marked with red dots. Spaces are 10 ft. by 10 ft. This must be exact due the number of tents side by side throughout the festival.
- After you arrive at your booth, unload your vehicle. Please move your vehicle to vendor parking as soon you have unloaded. Our spaces are close together and this will help the other vendors near you. The city has requested that ANY vendor who is in a major thorough fair and CAN NOT unload and load quickly will be reassigned. There is no exceptions to this. This has created many issues in the past with entrance and exit times as well as safety issues.
- No vehicles are allowed in the festival area after 6:30 a.m. All vehicles must be out of the festival area by 7:30 a.m.
- **We strongly advise that you arrive no later than 6 a.m. If you arrive after 630 am you must walk your equipment and merchandise in.**
- **Please be in your location set up and ready to sell by 0900. Vendors who are not will forfeit their space and all monies paid.**
- Vendors cannot drive stakes into the ground to secure a tent. Use other means to secure your tent. Grass areas may contain electrical wires.
- You are responsible for your belongings at all times. Lions and police officers monitor the area.
- Food Vendors who are cooking on-site **must** have a plastic covering underneath to protect the ground.
- ALL fryers must be turned off by 4:30 PM sharp no exceptions. This is a city requirement.
- All Food Vendors need to consult Henry County concerning any Health Requirements.

### **It's all about timing:**

- Our goal is to help you get in and setup in a timely manner, have a great experience at the festival, and get you back on your way home in a timely manner as well.

- Every vendor is expected to stay until the festival ends at 5 p.m. Do not begin taking down your tent until that time. We expect every vendor to pack their tent and belongings in 1 ½ hours. **Any vendor requiring more time will be reassigned in future festivals to areas not involving city streets.**
- It is important to get vendors on their way home safely. After streets are cleared, the street sweepers pass through the streets and the McDonough Police Department opens streets to all traffic.

#### **At the End of the Day:**

- When your belongings are ready to load, locate a member of the Lions Club who will come and look at your space and verify you are ready to load. The Lions Club Member will then and only then give you a re-entry pass.
- **Note: You cannot drive into the festival area without the re-entry pass.**
- Follow the directions of Lions and volunteers leading you back into the festival area. Display your re-entry pass clearly.
- Once your vehicle is back at your booth space, load up your belongings as quickly as possible.
- Have a safe trip back home!

#### **Some things to avoid:**

- Every vendor is asked to stay within their booth space. Calling out to guests passing by is strictly forbidden. We want our guests to walk throughout the festival without being pressured.
- Do not stand in front of your booth space. You need to be located inside your booth.
- Do not place items in front of your booth. Everything you have should be within the 10x10 ft. booth space area. You cannot carry signs throughout the festival.
- **Community Business Vendors** are very popular at the festival. Remember you cannot sell or receive money at the festival. You can provide information or give-a-ways ( i.e. Raffles, 50/50, lottery, not allowed). Please plan on enough handouts for 25,000 visitors. If you are a community vendor and not able to adhere to the guidelines you will be asked to leave and will need to be reviewed for future events.

#### **We are here to help:**

- The Geranium Festival is sponsored by the McDonough Lions Club. We are here to serve! Please let us know how we can help you. The money raised goes to help the visually impaired and Henry County charities.
- We will have JROTC and Student Volunteers. If you need assistance, please let them know if you need help.
- Members of the Geranium Festival Team include Simone Katona, Brenda Jackson, Beverly Coley and Kirubanithy Athisayanathan.
- Prior to the festival, if you have additional questions, e-mail us at: [info@geraniumfestival.com](mailto:info@geraniumfestival.com) or visit our website at [www.geraniumfestival.com](http://www.geraniumfestival.com)