Geranium Festival Guidelines
May 15, 2027 9am to 5pm

The Geranium Festival is held on the square and streets of downtown McDonough. Please check the map from the 2026 festival on our website for the location of the over 400 spaces. (Section N is now private property and is no longer available for vendor 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.

How to make application to the Geranium Festival

Please complete the application online on our website www.geraniumfestival.com. Please read these guidelines before submitting your application. You will need to submit a 50.00 non refundable deposit with your application. You will receive an email when your application has been approved. The acceptance email will go to the email on file. Your acceptance will include your space assignment , payment instructions and other important information. Payment is due IMMEDIATELY upon notification. You will receive 2 email notifications. If there is no response your application will be withdrawn and you will need to reapply. If we do not receive your payment within 3 days there will be a $50 late fee added onto the invoice.

DO NOT LOSE THE EMAIL, IT WILL BE YOUR ONLY NOTIFICATION

In past years we have tried to give returning vendors priority for the spaces they had the year before. 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 only IF the returning vendor applies prior to January 15th. After that date there will be no preference given to returning vendors.

ALL vendors (returning and new) must submit photos of their crafts and/or photos of their process with their application. This is a mandatory field. Applications cannot move forward without it. Community vendors must submit a description of what they will be doing at the festival.

Fee Summary for the Geranium Festival

Vendors

First Space	$175
Each Additional space	$125

Sponsorships

$500.00 which includes one booth space and includes logo on website, booth during day of festival and sponsor banner on display.

Merchants

Merchants on the square must apply to be assigned a location at the festival. Priority for accommodating their business location will be given to those who apply before January 1st. If you're a merchant on the square and purchase a spot, you are required to represent your business.

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. Applicants are notified by e-mail of 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. Political campaigning, distributing campaign materials, or using your booth to promote any political candidate or political agenda is not allowed. We are a community-focused festival and do not permit campaigning of any kind.

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 from bumper to tongue, you will need to purchase an additional space. You MUST submit a picture of your truck/trailer so we can accommodate you. All fryers must be off at 4:30 PM sharp per the City.

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.

Generators are allowed as long as they are quiet. Vendors bringing generators who are not food vendors must secure the generator within your assigned location.

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!

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 section P after 2pm 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 information. 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 once you are set up we will provide you with a parking pass and space identifier.

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.

Last vehicle IN by 5:30 AM. ALL vehicles OUT of the festival area by 6:00 AM SHARP. No exceptions.

If you are NOT in your assigned location by 9:30 a.m. the day of the festival, your location may be reassigned. There are no refunds in this instance.

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. Any vendor who can walk their items out without bringing a vehicle in or needing assistance from staff may break down and exit at 4:30 p.m.

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. 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 **2027 Geranium Festival!**