



# ST. LOUIS AFRICAN ARTS FESTIVAL

*(A production of the African Heritage Association of St. Louis, Inc.)*

March 2017

Dear Merchant,

We are busy making plans for the 26<sup>th</sup> Annual St. Louis African Arts Festival that will be held over the Memorial Day weekend, Saturday-Monday, **May 27-29, 2017**. The festival will be held at the World's Fair Pavilion in Forest Park.

The African Heritage Association of St. Louis has made every effort to keep booth rental fees at an affordable rate and has done so for the past 7 years. However, with rising costs and expenses it is necessary to increase booth rental fees this year. If you are planning to participate as a vendor this year, please keep the following information in mind: Merchandise to be sold must reflect African or African-American culture. Book and food vendors are always welcome. Bootleg or illegal merchandise is strictly prohibited. If you are unsure about acceptable product types, please feel free to call our office. **To avoid duplication of food types, food vendors must contact the festival office prior to submitting their booth application. Food booths are limited!** Booth spaces are available on a first-come, first-serve basis.

If you are interested in participating in this cultural event, please **complete, sign, and return** the *Festival Copy* of the vendor application-agreement form along with your **money order** made payable to the **St. Louis African Arts Festival**. You may keep the *Vendor Copy* of the agreement form for your records. **Personal or business checks WILL NOT be accepted after Friday, April 21<sup>st</sup>. ABSOLUTELY NO EXCEPTIONS.** Checks returned for insufficient funds will result in booth forfeiture.

We hope you will join us in celebrating 26 years of African arts and culture. If you have any questions, please feel free to call the festival office at (314) 325-2291, or visit our website at [www.STLAfricanArtsFest.com](http://www.STLAfricanArtsFest.com).

Sincerely,

*Cynthia*

Cynthia L. Cosby  
Executive Director & Festival Founder  
African Heritage Association of St. Louis, Inc.

Enclosures:

Booth Application  
African Marketplace Layout  
Map of Forest Park  
Procedure for Food Vendors  
List of Frequently Asked Questions  
Vendor Checklist

***VOTED BEST FESTIVAL – RIVERFRONT TIMES***

**2017 ST. LOUIS AFRICAN ARTS FESTIVAL  
VENDOR APPLICATION-AGREEMENT FORM  
(Please Type or Print in Black Ink)**

BUSINESS NAME \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_ CONTACT: \_\_\_\_\_  
(area code)

CITY/STATE/ZIP: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**VENDOR INFORMATION**

**EVENT DATES:** Saturday, May 27, 2017 10:00 a.m. - 8:00 p.m.  
Sunday, May 28, 2017 11:00 a.m. - 8:00 p.m.  
Monday, May 29, 2017 10:00 a.m. - 6:00 p.m.

(Vendors are expected to be at their booths no later than 9:30 a.m. on Saturday & Monday mornings, and by 10:30 a.m. on Sunday morning. Transactions should be completed by the scheduled closing time of each day.)

**SET-UP DAY:** **Friday, May 26, 2017** 10:00 a.m. - 5:00 p.m.  
(All vendors must leave the premises by 5:30 p.m.)

**LOCATION:** World's Fair Pavilion in Forest Park, City of St. Louis (map enclosed)

**FEES:** **\$525 - Early Bird Deadline (April 15, 2017). Final Deadline: \$550 by May 5<sup>th</sup>**  
**\$675 Corner/Large Booths-Early Bird Deadline. Final Deadline: \$700-May 5<sup>th</sup>**  
(Corner Booths, e.g. Booth #1, #7,#35, #38, #56)

**FOOD VENDORS! Add your \$40.00 refundable fee to the standard booth fee.**

**VOLUNTEER SERVICE:** Volunteer assistance is available upon request. There is no charge for this service.

**VENDOR POLICY:**

- Regular booth size is estimated at 10x10. Expansion of booth space is subject to prior authorization and additional fees payable upon demand. Violations will be cause for immediate vendor contract termination. Tent frames/clothing racks higher than 6 feet tall are not allowed in center of the pavilion.
- Each booth includes 3 tables, 2 chairs, and electricity and will be decorated with African print fabric. Tarp or heavy-duty covering for overnight protection from inclement weather is strongly recommended.
- Booths for vendors with speakers are located outside and east of the pavilion -- away from the stage. **SPEAKERS ARE NOT ALLOWED** under the pavilion. Volume of speakers must be kept to a minimum in respect of performers & vendors. Failure to comply with these terms will be grounds for contract termination.
- **Booths are assigned on a first-come, first-served basis. Every effort will be made to accommodate your request. The marketplace layout configuration is subject to change prior to your arrival.**

**PLEASE PROVIDE THE FOLLOWING INFORMATION:**

Number of booths you wish to reserve \_\_\_\_\_ Space Preference (i.e. #4, #8 etc.) \_\_\_\_\_ Electricity? \_\_\_\_\_ Y or N

Will you provide your own tent? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, please provide tent size \_\_\_\_\_

Please briefly describe your merchandise \_\_\_\_\_

**(i.e. African clothing, crafts, textiles, etc.) Food Booth? \_\_\_yes \_\_\_no (See Food Vendor info)**

**Your signature and initials are required on the back of this application in order for the application to be processed.**

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**(i.e. African clothing, crafts, textiles, etc.) Food Booth? \_\_\_yes \_\_\_no (See Food Vendor info)**

Your signature and initials are required on the back of this application in order for the application to be processed.

**PLEASE NOTE:**

**WATER will be sold EXCLUSIVELY by the St. Louis African Arts Festival.  
Water Sales by vendors are NOT ALLOWED.  
Beer or alcoholic beverages for sale or consumption are strictly prohibited.**

Please acknowledge your understanding and agreement by initialing each of the following statements:

\_\_\_\_\_ In keeping with the spirit of the festival, the St. Louis African Arts Festival Committee retains the right to approve all merchandise to be displayed and/or sold at the marketplace *as well as the right to approve booth space. The sale of bootleg or illegal items is strictly prohibited. Inappropriate merchandise will not be allowed at the festival. Be sure to have the correct merchandise. THERE WILL BE NO REFUNDS!!*

\_\_\_\_\_ *It is understood and agreed upon by anyone submitting an application that the African Heritage Association or anyone associated with the 2017 St. Louis African Arts Festival shall not be liable for any physical or property damage or loss during the leasing of booth space.*

\_\_\_\_\_ Vendor recognizes and agrees that he/she is operating as an independent contractor.

\_\_\_\_\_ As an independent contractor, Vendor agrees to take full responsibility for merchandise sold during the Festival. Vendors are also responsible for any municipal fees, permits, or taxes that might be owed for merchandise sold. Further, Vendor agrees to hold harmless and indemnify the African Heritage Association, the St. Louis African Arts Festival Committee and Volunteers, the City of St. Louis and all other co-sponsoring organizations for any claims and/or damages that may arise as a result of Vendor's participation in the Festival.

\_\_\_\_\_ As a food vendor, Vendor agrees to use recyclable food containers. (See enclosed food vendor info.)

\_\_\_\_\_ Vendor is responsible for removing all trash from assigned area each evening and may not use Festival trash receptacles for its disposal. Festival dumpsters are provided for trash and recycled materials.

Authorized Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_  
Required

**GENERAL RULES:**

- Festival booth provisions: 3 tables, and 2 chairs. Tents are limited for outside booths.
- All merchandise must be placed within your 10' X 10' space. Items may not extend into the general walkways, sides and/or other vendor spaces.
- Sidewalks must remain open and clear at all times.
- The Festival does not allow for the use of generators.
- This is a family event. No flammable or harmful items may be displayed.
- Booth sharing must be pre-approved.
- Overnight security will be provided. Each vendor is responsible for securing their booth.
- The Festival is not responsible for any loss or theft incurred by any vendor.
- Vendor must notify the Saint Louis African Arts Festival immediately of cancellation.

**Please remember to initial and sign your application. Unsigned applications will be considered incomplete and will be returned for signature. This will delay processing and may jeopardize your booth assignment. UPON ACCEPTANCE OF YOUR BOOTH APPLICATION, THERE WILL BE NO REFUNDS!**

**DO NOT WRITE BELOW THIS LINE**

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Amount Received \$ _____ Booth(s) Assignment _____ Balance Due \$ _____
Approved By _____ Date _____ <small style="text-align: center;">Authorized AAF Representative</small>

**Return your application to:** African Heritage Association of STL  
St. Louis African Arts Festival  
3547 Olive Street, Suite 301  
St. Louis, MO 63103  
Questions? Please call (314) 325-2291.

## Frequently Asked Questions

### General Information

**Q:** What are the dates for the 26<sup>th</sup> Annual St. Louis African Arts Festival?

**A:** **May 27-29, 2017.**

**Q:** Where is the festival located?

**A:** The World's Fair Pavilion in Forest Park, St. Louis, Missouri.

### Booth Information

**Q:** What are the advantages of Early Bird Registration?

**A:**

- You will receive the published discounted rate. (See booth application.)
- Best booth selection.

**Q:** Is it possible to secure the Early Bird rate with a deposit?

**A:** Yes, but we strongly **suggest that fees be fully paid by May 5, 2017** to secure your space.

**Q:** How are booths assigned?

**A:** Booths are assigned on a first-come, first-served basis.

**Q:** Is it possible to request a particular booth space?

**A:** Yes. We will make every effort to accommodate your request.

**Q:** What are the general booth dimensions?

**A:** Each vendor will be provided booth space that will accommodate a 10X10 tent.

**Q:** Is it possible to secure a larger booth space?

**A:** Yes, booth spaces larger than 10X10 are available at the corner booth rate.

**Q:** Will vendors be allowed to set up larger booths if they did not make arrangements prior to the Festival?

**A:** Only if space is available and the appropriate fees are paid on the day of set-up.

**Q:** How many ID badges will each vendor receive?

**A:** Each vendor will receive two ID badges. Larger booths will receive ID badges based on booth size.

**Q:** Is it necessary to break booths down at the end of each day?

**A:** No. Security is provided from the day of set-up through the end of the festival.

**Q:** When may vendors begin setting up for the 2016 festival?

**A:** Set-up will begin **Friday, May 26, 2017** at 10:00am.

### Parking Information

**Q:** Will vendors have designated parking at the Pavilion?

**A:** There will be designated parking for vendors. However, spaces are limited and will be available on a first-come, first-served basis.

### Miscellaneous

**Q:** Will there be designated toilet facilities for vendors?

**A:** Yes. Vendors will have access to toilet facilities by showing their vendor badges.