



ST. LOUIS AFRICAN ARTS FESTIVAL

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

February 2024

Dear Merchant,

We are busy making plans for the 33rd Annual St. Louis African Arts Festival that will be held over the Memorial Day weekend, Saturday-Monday, **May 25-27, 2024**. The festival will be held in person at the World's Fair Pavilion in Forest Park. We hope you will join us this year!

If you plan 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. Applications for food booths are only available through our website. Food booths are limited!**

Please **complete, sign, and return** one copy of the the enclosed vendor application-agreement form along with your **money order** made payable to the **St. Louis African Arts Festival**. You may keep the second copy for your records. **Personal or business checks WILL NOT be accepted after Friday, April 26th. ABSOLUTELY NO EXCEPTIONS!** Checks returned for insufficient funds will result in booth forfeiture. *PayPal payment options are only available through online booth applications.*

We hope you will join us in celebrating 33 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.

Sincerely,

Jason A. McNairy

Jason A. McNairy
AAF Festival Chair

Enclosures:

Vendor Application
Vendor Rules and Regulations
African Marketplace Layout (NEW)
Map of Forest Park

2024 ST. LOUIS AFRICAN ARTS FESTIVAL
VENDOR BOOTH APPLICATION – AGREEMENT FORM
(Please Type or Print in Black Ink)
(Please Complete all Sections)

Booth# _____
(Office use only)

Application Type:
Vendor
(Office use only)

BUSINESS NAME _____

STREET ADDRESS: _____

ADDRESS LINE 2: _____ CONTACT PERSON: _____

CITY/STATE/ZIP: _____ PHONE/CELL: _____
(Area Code)

E-MAIL ADDRESS: _____ WEBSITE: _____

ITEMS TO BE SOLD: _____

EVENT & BOOTH INFORMATION

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

EVENT DATES:
Saturday, May 25, 2024, 10:00 a.m. - 8:00 p.m.
Sunday, May 26, 2024, 11:00 a.m. - 8:00 p.m.
Monday, May 27, 2024, 10:00 a.m. - 6:00 p.m.

Vendors are expected to be at their booths no later than 10:00 AM on all (3) days (Saturday, Sunday & Monday) and ready to serve patrons. Arrivals after morning set-up could be denied entry. All transactions must be completed by the scheduled closing time of each day.)

SET-UP DAY: Friday, May 24, 2024, 10:00 a.m. - 6:00 p.m.

(All vendors must complete booth set-up on Friday. Vendors arriving outside of the designated set-up hours or day may be denied entry. All vendors must leave the premises by 7:00 p.m.)

BOOTH FEES:

- | <u>Early Bird (Full Payment by April 1st, 2024)</u> | <u>Standard Fee (Full Payment after April 1st, 2024)</u> |
|--|--|
| <input type="checkbox"/> Standard Booth 10x10 (100sq/ft) - \$650 | <input type="checkbox"/> Standard Booth 10x10 (100sq/ft) - \$700 |
| <input type="checkbox"/> Large Booth (150sq/ft) - \$800 | <input type="checkbox"/> Large Booth (150sq/ft) - \$850 |
| <input type="checkbox"/> Plus Booth 10x15 (outside) (250sq/ft) - \$1,100 | <input type="checkbox"/> Plus Booth 10x15 (outside) (250sq/ft) - \$1,150 |

(Booth Space Includes: (3) Tables, (2) Chairs & (1) Event Parking Pass)

****TO QUALIFY FOR EARLY BIRD PRICING, VENDOR FEES MUST BE PAID IN FULL BY April 1st, 2024! ****

****** No refund of Booth Fees will be given after May 1, 2024 ******

YOUR REQUEST: (PLEASE NOTE: THE 2024 LAYOUT HAS BEEN UPDATED; BOOTH NUMBERS MAY HAVE CHANGED!!)

Number of booths you wish to reserve _____ Space Preference** (i.e. #4, #8 etc.) _____

Will you provide your own tent? Yes _____ No _____ If yes, tents must be no larger than 10x10 _____

(TENTS ARE NOT PROVIDED FOR OUTSIDE BOOTHS!)

**Every effort will be made to accommodate your request.

The St. Louis African Arts Festival will “EXCLUSIVELY” sell bottled water. Vendors NOT in compliance will be penalized with a fine of \$100.00, and/or asked to shut down and leave the premises!

“The sale of alcoholic beverages of any kind are strictly prohibited.”

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

Initial ____ 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!!

Initial ____ It is understood and agreed upon by anyone submitting an application that the African Heritage Association or anyone associated with the **2024 St. Louis African Arts Festival** shall not be liable for any physical or property damage or loss during the leasing of booth space.

Initial ____ Vendor recognizes and agrees that he/she is operating as an independent contractor.

Initial ____ 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.

Initial ____ Vendors are responsible for removing all trash from their assigned area each evening and may use Festival trash receptacles for its disposal. Festival dumpsters are provided for trash and recycled materials.

Initial ____ The St. Louis African Arts Festival is not responsible for any loss or theft incurred by any vendor.

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.

I have read and understand the St. Louis African Arts Festival Rules and Regulations (see rules section), and I agree to abide by these rules and regulations. I understand that if I do not comply, I and/or the organization or entity I represent, if any, will be asked to leave immediately with no reimbursement of fees paid and excluded from future participation in St. Louis African Arts Festival events. I understand that by signing this application I am agreeing to these terms.

Vendor Name: _____

Vendor Signature: _____ Date: _____

Required

DO NOT WRITE BELOW THIS LINE

Amount Received: \$ _____ Booth(s) Assigned: _____ Balance Due: \$ _____

Approved By: _____ Date: _____

Return Application to:

**African Heritage Association of St. Louis
c/o St. Louis African Arts Festival
8816 Manchester Rd, #411
St. Louis, MO 63144-2602**

Questions?

Email Us - info@STLafricanartsfest.com

or

Call Us – (314) 325-2291

St. Louis African Arts Festival

2024 GENERAL RULES AND REGULATIONS

2024 Festival – Exhibitors/vendors, please READ as there have been some changes.

Applies to all participants. Additional rules & regulations apply to those selling products or services, food/beverages, and providing educational activities – see the appropriate section below.

- 1) The festival is held rain or shine. BOOTH/REGISTRATION FEES ARE NON-REFUNDABLE. Refunds will be granted upon request for booth registration cancellations if received in writing on or before **May 1, 2024**.
- 2) STL African Arts Festival reserves the right to determine whether any company, organization, or product is eligible for inclusion in the Festival. This determination may be made at any time before or after registration.
 - a) Those vendors/exhibitors who do not comply with Rules & Regulations or whom are deemed inappropriate for the festival may be denied re-entry and participation in future years.
 - b) Vendors/exhibitors are screened for their commitment to sustainable business practices or products.
 - c) Vendors will uphold the spirit of the St. Louis African Arts Festival encapsulated in the African Heritage Association's mission and values.
- 3) The "STANDARD" VENDOR BOOTH comprises a 10'x10' space (100 sq/ft). A "LARGE" VENDOR BOOTH (actual dimensions may vary) shall not exceed 150 sq/ft. A "PLUS" VENDOR BOOTH consists of a 15x15 space (225 sq/ft)
 - a) Your registration fee includes one 8-foot table, two 6-foot tables, two chairs, and one parking pass.
 - b) Table coverings will be provided for vendor booths under the pavilion only.
 - c) All vendor activities must be confined to the allotted booth space, including giveaways, petitions, surveys, music, etc.
 - d) Vendor booth number(s) and name tags must be visible at all times.
- 4) TENTS are encouraged but not required for outside vendors. All tents must fit within the allotted booth square footage.
 - a) Tents are not allowed under the festival pavilion during festival operating hours.
 - b) A professionally installed, weighted 10x10 tent "ARE NOT" provided except for food vendors and tent location numbers 53, 54, and 67.
 - c) All outside tents must be secured. The Saint Louis Board of Public Safety requires this.
 - i) No staking is allowed anywhere on the festival footprint.
 - ii) Acceptable options for securing tents are sandbags, cinder blocks, or water ballast, all attached to the tent structure.
 - d) Tents WILL BE inspected daily, and violators must adjust or take down their tents without exception.
 - i) Vendors in violation will be cited and denied re-entry and participation in future years.
- 5) VENDORS are expected to conduct themselves professionally, keeping the following in mind:
 - a) Each vendor is responsible for their booth and all items in them.
 - b) Booths must be ready to open every festival morning at 10:00 am. The Festival runs from 10 am through 8 am on Saturday, 11 am through 8 pm on Sunday and 10 am through 6 pm on Monday. History has demonstrated that many attendees stay until the very end. We strongly encourage all exhibitors and vendors to stay throughout the event.
 - c) Roaming solicitations and/or petitions are not allowed (Festival grounds are rented, thus becoming a private space).
 - d) ALL vendors are expected to pick up all trash and debris in their booth area daily.
 - e) The Festival ends promptly at 6 pm Monday, and cars will be allowed in for pack up on Monday as soon as security clears the attendees from the roads. You will be notified when to enter the footprint.
 - f) Non-food vendors cannot sell food/beverage items onsite for consumption unless granted permission in writing by the STL African Arts Festival organization AND a permit obtained from the City of St. Louis Health Department.
 - g) Vendors are expected to support recycling waste, especially breaking down and stacking cardboard boxes. Recycling services are available onsite to haul materials if needed.
 - h) Items sold must be in keeping with the spirit of the St. Louis African Arts Festival and refrain from having merchandise that may be deemed inappropriate or offensive to the general population. Bootleg products are not allowed. Merchandise should reflect Africa or cultures of the African diaspora.
 - i) St. Louis African Arts Festival reserves the right to ask a vendor not to display or sell certain items. If a vendor chooses not to comply with any such request, the vendor may be asked to leave the Festival.
 - j) NO SMOKING anywhere throughout the festival grounds, including vendor booths.
 - k) Comply with the rules & regulations of Forest Park and the City of St. Louis – including parking.

- 6) Vendor Parking
 - a) Parking within the event grounds during the Festival's operational hours is prohibited. Vendors will be provided parking passes before the start of the Festival. Passes will include exact parking locations around the festival grounds.
 - b) Vendors may park vehicles overnight in the Lower Muny, Upper Muny, or in public parking spaces throughout Forest Park. Off-site parking and free shuttle service from St. Louis Community College – Forest Park is also available (see our website for details).
- 7) A vendor orientation will be held in early May via zoom to answer questions and provide information about event logistics. Participation in orientation is highly recommended. Details TBD.

ST. LOUIS AFRICAN ARTS FESTIVAL

2024 FOOD/DRINK VENDOR RULES AND REGULATIONS

St. Louis African Arts Festival reserves the right to decline any menu item or applicant based on our requirements. Our staff MUST approve any additions to the menu 14 days before the event. Any vendor serving non-approved menu items will be asked to stop serving them, your deposit will be kept, and you will not be invited back in future years. Thank you for your compliance.

All vendors accepted to participate as Food Vendors agree to the general rules and regulations outlined above, as well as the following:

- 1) Food Vendors must be open and ready to serve food no later than 10 am each day the Festival is in operation.
- 2) All food must be prepared onsite to align with City of St. Louis Health Department regulations.
- 3) All menu/sample items must be pre-approved by STL African Arts Festival Committee to ensure their compliance.
- 4) Any additions or substitutions to a menu MUST be brought to the attention of event organizers and approved before serving them at the event.
- 5) Food Vendors may NOT sell:
 - a) Bottled Water
 - b) Alcoholic sales of any kind are strictly prohibited.
- 6) Individual generators are NOT allowed; only food trucks if necessary.
- 7) Food permits are required for vendors and will be verified onsite by the City of St. Louis Health Dept daily.
 - a) STL African Arts Festival will submit the food vendor list to the City of St. Louis Health Dept. When the list is submitted, you will need to contact them to apply for your health permit.
 - b) Contact the City of St. Louis Health Dept. for more information at (314) 612-5100.
- 8) If you are using propane, please advise in the food vendor application, and you must have a permit on file with the STL African Arts Festival and the City of St. Louis the Monday before the festival weekend.
- 9) Environmental responsibility is expected of ALL food vendors.
- 10) Trash containers and recycling stations will be provided throughout the event.
 - a) To meet STL City recycling/composting requirements, we ask that vendors provide recyclable and/or compostable consumer containers (recyclable cups, compostable utensils, plates, napkins, etc.).
 - b) STYROFOAM & #6 plastic products (e.g., colored Solo cups, straws, toothpicks, condiment cups/packets, and plastic utensils) and paper cups we encourage vendors to refrain from using alone with recyclable containers such as plastic, #1 PETE, #2 HDPE, or #5 PP.
 - c) Food booths will be inspected before the festival opens on EACH day.
 - d) A \$40.00 refundable deposit is required from food vendors to ensure compliance in bringing recyclable or compostable food service ware items.
 - i) Deposits should be paid as a separate money order to be held until after the event.
 - ii) Those who comply will receive a refund after the event.
- 11) All Food Vendors should attend a meeting in early May to review event logistics and provide support for purchasing acceptable food service items to participate in the Festival. Details TBD.