

# ST. LOUIS AFRICAN ARTS FESTIVAL

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

February 2025

Dear Valued Merchant,

We are excited to announce that the **34th Annual St. Louis African Arts Festival** will take place **Memorial Day weekend, May 24–26, 2025**, at the **World's Fair Pavilion in Forest Park**. As we prepare for this vibrant celebration of African and African American culture, we invite you to participate as a vendor and showcase your products to thousands of attendees.

Merchandise sold at the festival must reflect **African or African American culture**. Book and food vendors are welcome, but bootleg or illegal merchandise is strictly prohibited. If you have any questions about acceptable products, please contact our office. Food vendors must confirm their menu items with the festival office before applying to avoid duplication of food types. Food booth applications are available exclusively on our website and are limited, so early submission is encouraged.

To secure your space, please complete, sign, and return a copy of the **vendor application agreement**, along with payment made payable to the **St. Louis African Arts Festival**. Make a copy for your records. Money orders are accepted, while personal or business checks will not be accepted after **Friday, April 28, 2025**—no exceptions. PayPal payment options are available only through online booth applications. Checks returned for insufficient funds will result in booth forfeiture.

We look forward to celebrating **34 years of African arts and culture** with you! If you have any questions, please contact the festival office at **(314) 325-2291** or visit our website at [www.STLAfricanArtsFest.com](http://www.STLAfricanArtsFest.com).

*Jason A. McNairy*

Jason A. McNairy  
AAF Festival Chair

Enclosures:

- Vendor Application
- Vendor Rules and Regulations
- African Marketplace Layout (NEW)
- Vendor Security Deposit Policy (NEW)
- Map of Forest Park

**2025 ST. LOUIS AFRICAN ARTS FESTIVAL  
GENERAL BOOTH APPLICATION – AGREEMENT FORM  
(Please Type or Print in Black Ink)  
(Please Complete all Sections)**

Booth# \_\_\_\_\_  
(Office use only)

Application Type:  
**General**  
(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 24, 2025, 10:00 a.m. - 8:00 p.m.  
Sunday, May 25, 2025, 11:00 a.m. - 8:00 p.m.  
Monday, May 26, 2025, 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 23, 2025, 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:**

**Early Bird (Full Payment by April 1st, 2025)**

- Standard Booth (100sq/ft) - \$750
- Large Booth (150sq/ft) - \$925
- Plus Booth (outside) (250sq/ft) - \$1,225

**Standard Fee (Full Payment after April 1st, 2025)**

- Standard Booth (100sq/ft) - \$800
- Large Booth (150sq/ft) - \$975
- Plus Booth (outside) (250sq/ft) - \$1,275

**(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 1<sup>st</sup>, 2025! \*\***

**YOUR REQUEST: (PLEASE NOTE: THE 2025 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 \$150.00, and/or asked to shut down and leave the premises!  
*“Alcoholic sales 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 **2025 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. Dumpsters/compactors 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.**

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I acknowledge that I have read, understand, and agree to comply with the St. Louis African Arts Festival Rules and Regulations. I further acknowledge that any failure to adhere to these rules and regulations will result in my immediate removal, without refund of any fees paid, and may bar me and/or the organization or entity I represent from participating in future festival events. By signing this application, I expressly agree to these terms and accept full responsibility for compliance.

**Vendor Name:** \_\_\_\_\_

**Vendor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**DO NOT WRITE BELOW THIS LINE**

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**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**

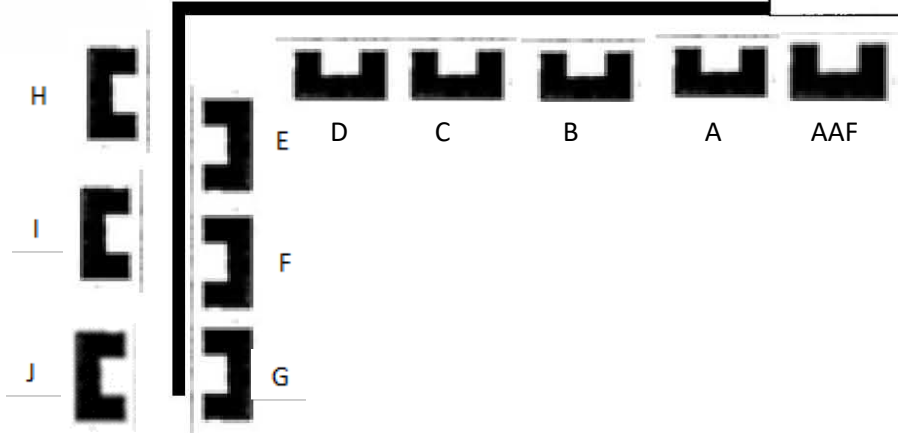
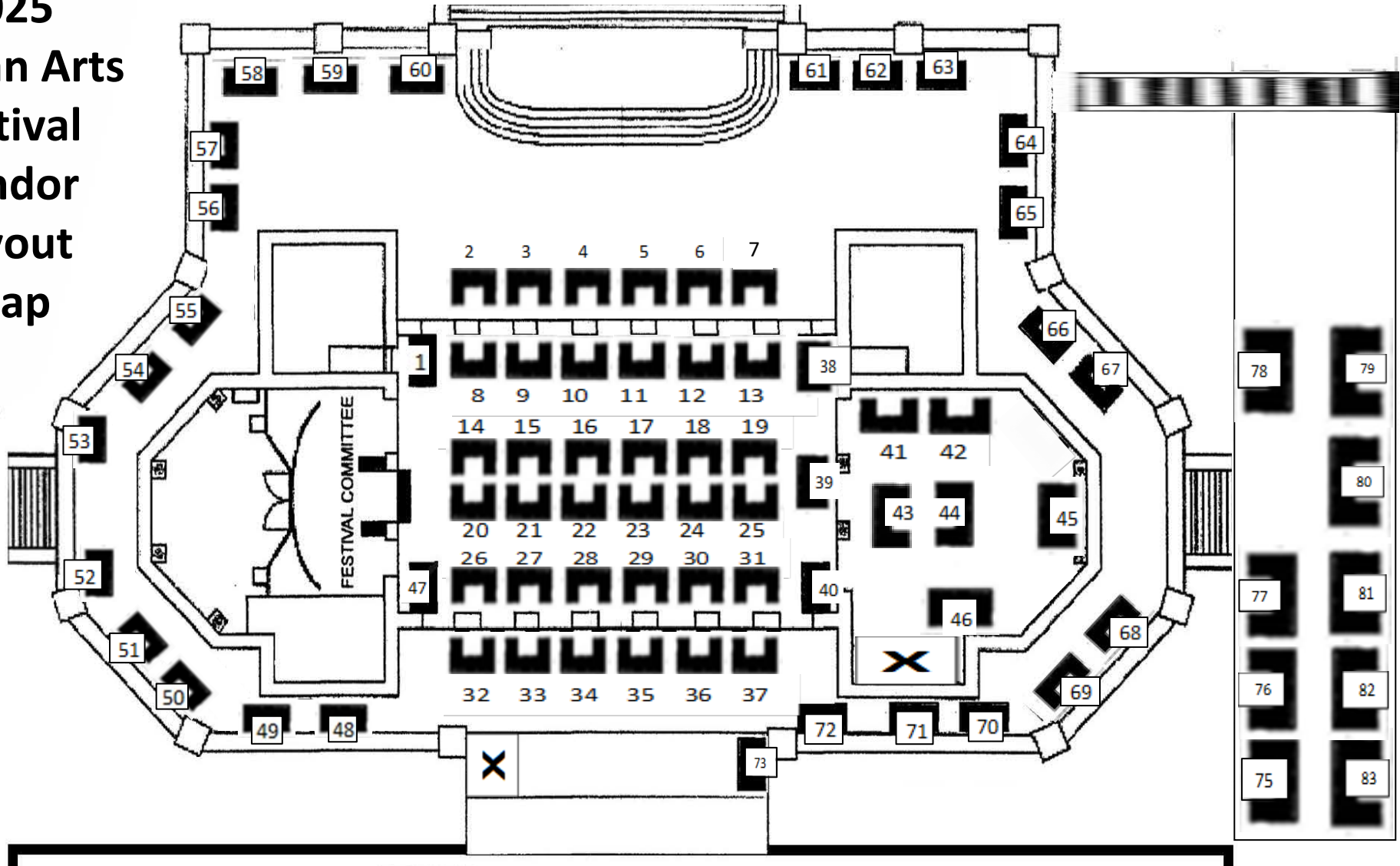
**Questions?**

Email Us - [info@STLafricanartsfest.com](mailto:info@STLafricanartsfest.com)

or

Call Us – (314) 325-2291

**2025  
African Arts  
Festival  
Vendor  
Layout  
Map**



Single Booths 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72 (68)

Double Booths: 1, 38, 39, 40, 73 (5)

Booth Plus: 75, 76, 77, 78, 79, 80, 81, 82, 83 (9)

Food Booths: A, B, C, D, E, F, G, H, I, J, AAF (Festival Tent) (11)



# **2025 St. Louis African Arts Festival (STLAAF)**

## **Vendor Security Deposit Policy**

To participate in the **2025 St. Louis African Arts Festival (STLAAF)**, vendors must submit a **\$300.00 security deposit**. This deposit safeguards against damages to festival property, including vendor spaces, equipment, and other festival-provided assets, and violations of festival policies.

## **Terms and Conditions**

### **1. Deposit Payment**

- A **\$300.00 security deposit** is required during the **2025 STLAAF** registration process.
- Payment must be made via **Cashier's Check or Money Order** and submitted on **Friday, May 23, 2025**.

### **2. Refund Policy**

- **In-Person Refunds:** Deposits will be refunded in person not later than **9:00 PM on Monday, May 26, 2025**, at the festival's conclusion. Vendors must present valid identification to receive reimbursement.
- **Mailed Refunds:** If not collected in person, refunds will be mailed within **seven (7) business days** to the address listed on the **Vendor Application**. Vendors are responsible for ensuring their mailing address is accurate.

### **3. Conditions for a Deposit Refund**

To receive a **100% refund** (No Partial Refund will Be Given), vendors must:

- Fully comply with **2025 STLAAF** regulations.
- Maintain vendor space in **good condition** without damaging festival property (e.g., flooring, tents, tables, or provided equipment).
- **Completely clean up** their space, removing all debris, trash, and personal belongings.
- **The festival concludes at 6 PM on Monday, May 26th**, and all vendors must vacate the premises by 11 PM. Please depart on time and ensure your exit does not interfere with festival operations.
- **Avoid any policy violations**, including unauthorized sales, prohibited activities, or breaches of vendor agreements.

Failure to meet these conditions will result in **forfeiture** of your security deposit.

By signing below, you confirm that you have read, understood, and agreed to the **2025 STLAAF Vendor Security Deposit Policy**.

**Vendor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# St. Louis African Arts Festival

## 2025 General Rules and Regulations

These rules apply to all participants. Additional regulations apply to vendors selling products, services, food, and beverages and those providing educational activities. See the applicable sections below.

### 1. General Provisions

- The Festival will take place **rain or shine**.
- **Booth and registration fees are non-refundable.**
- The **St. Louis African Arts Festival (STLAAF) reserves the right to determine the eligibility of any exhibitor, vendor, or product** for participation at any time before or after registration.
- Failure to comply with these rules may result in immediate removal from the Festival, forfeiture of all fees, and exclusion from future events.

### 2. Vendor Eligibility and Conduct

- Vendors and exhibitors must align with **sustainable business practices** and uphold the values and mission of the STLAAF. Expected products should reflect African and African American culture.
- Vendors engaging in misconduct, non-compliance, or actions deemed inappropriate will be denied re-entry in future years.
- All vendors must conduct themselves professionally and adhere to all Festival rules.

### 3. Booth Specifications & Requirements

- Booth sizes:
  - **Standard Booth:** (100 sq. ft.)
  - **Large Booth:** Up to 150 sq. ft. (size may vary)
  - **Plus Booth:** (250 sq. ft.)
- Booth registration includes:
  - One (1) 8-foot table, two (2) 6-foot tables, two (2) chairs, and one (1) parking pass.
  - Table coverings will be provided **only for booths under the pavilion.**
- **All activities (giveaways, petitions, surveys, music, etc.) must be confined to the assigned booth space.**
- Vendors must **always display booth numbers and name tags.**

### 4. Tent Guidelines

- **Tents are encouraged but not required for outdoor vendors.**
- All tents must fit within the allotted booth space and be **secured appropriately** per the City of St. Louis safety requirements.
- **Staking is strictly prohibited.** Acceptable securing methods:
  - Sandbags, cinder blocks, or water ballast must be attached to the tent structure.
- **Tents will be inspected daily.** Violators must adjust or remove non-compliant tents immediately. Continued violations will result in citation and exclusion from future events.

### 5. Vendor Responsibilities

- Vendors are responsible for maintaining their booths and ensuring all displayed merchandise aligns with the **spirit of the STLAAF.**
- **Operating Hours:**
  - **Saturday:** 10:00 AM – 8:00 PM
  - **Sunday:** 11:00 AM – 8:00 PM
  - **Monday:** 10:00 AM – 6:00 PM
- **Vendors must remain open until the end of each festival day.** Early breakdown is not permitted.
- **Roaming solicitations and petitions are prohibited** (Festival grounds are private property).
- Vendors must **keep their booth areas clean** and dispose of all waste properly.
- **Food and beverage sales by non-food vendors are strictly prohibited** unless explicitly authorized in writing by STLAAF and approved by the **City of St. Louis Health Department.**
- **Recycling is required.** Vendors must break down and stack cardboard boxes for collection.
- STLAAF reserves the right to **restrict or prohibit** any product or display deemed inappropriate, offensive, or violating Festival standards. **Unauthorized items must be removed upon request.**
- **No smoking is allowed anywhere on Festival grounds, including inside vendor booths.**
- Vendors must comply with **Forest Park and the City of St. Louis regulations, including parking restrictions.**

## 6. Vendor Parking

- **Parking inside the event footprint during Festival hours is strictly prohibited.**
- Vendors will receive **designated parking passes** detailing permitted locations before the event.
- Public parking areas are allowed within Forest Park
- Free shuttle service will be available. See the Festival website for details.

## 7. Mandatory Vendor Orientation

- **A vendor orientation will be held via Zoom in early May** to review event logistics and answer questions. **Attendance is strongly recommended.**

# **Food & Beverage Vendor Rules and Regulations**

All food vendors must comply with the **General Rules and Regulations** above, as well as the following additional provisions:

### 1. Food Vendor Compliance

- Food vendors must be open and **ready to serve by 10:00 AM daily.**
- All food must be **prepared onsite** per **City of St. Louis Health Department** regulations.
- **All menu items must be pre-approved by STLAAF.**
  - Any additions or substitutions must be **submitted for approval at least 14 days before the event.**
  - **Non-approved menu items will not be permitted.** Vendors in violation must stop serving the unauthorized items and may forfeit their deposit and future participation.

### 2. Prohibited Items & Restrictions

- **Bottled water sales are prohibited.**
- **Alcohol sales are strictly prohibited.**
- **Individual generators are not permitted.**

### 3. Permits & Inspections

- **Food permits are mandatory** and will be verified daily by the **City of St. Louis Health Department.**
- STLAAF will submit the **food vendor list to the City of St. Louis Health Department.** Vendors must contact the department to obtain their health permits.
  - **City of St. Louis Health Department:** (314) 612-5100.
- **Vendors using propane must disclose this in their application** and have the necessary permits filed by the **Monday before the Festival weekend.**

### 4. Environmental Responsibility

- **Trash and recycling containers will be provided throughout the Festival grounds.**
- Vendors must use **recyclable or compostable food service materials** to comply with STLAAF and the City of St. Louis's sustainability efforts.
- **Prohibited materials include:**
  - Styrofoam and #6 plastic products (e.g., colored Solo cups, straws, condiment packets).
  - Non-recyclable plastics.
- **Mandatory Food Waste Compliance Deposit:**
  - A **\$40 refundable deposit** is required for food vendors to ensure compliance with recycling and composting requirements.
  - Deposit must be paid separately via money order and will be refunded post-event if compliance is met.

### 5. Mandatory Food Vendor Meeting

- **A pre-event meeting will be held in early May** to review **event logistics** and compliance with **sustainability requirements.** Attendance is required.

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### Enforcement & Penalties

- Violating **rules and regulations** may result in immediate removal **without a refund**, denial of future participation, and possible fines.
- **STLAAF reserves the right to take appropriate action** to ensure a safe, organized, and successful event.

Vendors and exhibitors acknowledge and agree to comply with all outlined rules and regulations by applying and participating in the St. Louis African Arts Festival.