

## Of Note to Vendors and Merchants

Our medieval fantasy festival is a dramatic recreation of a late dark ages village at festival time. We make history come to life at this Renaissance/pirate/ medieval/ fantasy styled theme park, a 5-stage performance venue, a 30+-acre interactive/environmental theater, an arts and crafts faire, an Armored Jousting Tournament, a food festival experience, and a historically active display all rolled into one non-stop, daylong, family adventure! Only 4 miles off of I-65 in beautiful Greenville Alabama, nestled among rolling hills and tree lined lanes.

Our merchants must remain within the Renaissance/ medieval/ fantasy, pirate theme. We are not a flea market, street festival or outdoor mall. We specialize in the atmosphere of the hand crafted, non-machine era and your wares must fit that theme. We are all members of the cast! Everyone is expected to create the illusion of the historic time period with costumes, shop structures, decorations and displays, products, sales and speech patterns. Dialect workshops and/or print materials are available through the ALMFF office and our web site.

All of our merchants are required to participate in this live theatrical event as colorful characters, dressed from head to toe (hat to shoes) in Renaissance/Medieval/Pirate style costumes, and participation by booth is required for the procession.

Food vendors are required to get Health Department inspection and certification before opening and must submit their paperwork three weeks before the event to the Butler County Environmental Services.( CURRENTLY AS A 1 WEEKEND EVENT WE GET HEALTH DEPT. EXEMPTION) Food Vendors MUST display item pricing so it can be seen by patrons waiting in line.

All vendors and merchants are expected to bring or build period style pavilions or booths or adapt their display to period style. The general set-up and display media used in booths is expected to appeal to the Medieval and Renaissance period styles. THIS INCLUDES SIGNAGE!! Any questions about appropriateness should be raised BEFORE the event. Tables and display media will NOT be provided by the Faire. It is the Sole responsibility of

the individual merchants and vendors to provide their own display media. Metal and other non-period tables must be covered to the ground, including legs, in such a manner that suggests they conform to the Medieval/Renaissance theme. Participants should bring all accessories necessary for their booth including extension cords, extra lights for display, rope, etc. Please plan ahead as the faire cannot provide these. No plastic water bottles or containers should be in public view at any time!!! (Food merchants are the exception to this rule)

"Live" steel and weapons vendors and entertainers MUST provide proof of additional insurance coverage. Special care must be taken with this type of merchandise. Safety MUST be maintained at all times. All laws of the State of Alabama must be met. (for instance, sword canes are illegal) NO SALES OF WEAPONS TO MINORS!! No weapons may be carried through the crowd unsecured! All "Live" steel must be peace-tied by the vendor BEFORE they are handed over to the purchaser. There can be NO "Live" steel drawn outside of our stages or the Fighting Field!

A \$10 non-refundable application fee must be included with your application in order for it to be processed. If your proposal is received without the application fee, it will not be considered or returned. Photos must be submitted for each type of item you wish to sell during the Festival.

The ALMFF staff is here to assist new vendors in making their entrance into the ALMFF Marketplace as smooth as possible. (We even have classes for new vendors and performers on how to best make money at festival) We are available to answer questions, participate in conversations about product lines and shop locations, or address any other concerns. Please get your applications in early so that we have time to add you to the website. We are happy and excited to celebrate our 4<sup>th</sup> year with you and are looking forward too many a great year together!