



Fall Horticultural Expo - Vendor Application

Saturday, October 19th, 2024 9AM – 4PM

Alachua County Agriculture and Equestrian Center, Newberry, Florida
Presented by Gainesville Garden Club & Master Gardener Volunteers

This is a horticultural event featuring large and small plant vendors selling an array of plants. Our event also hosts area non-profits, UF/IFAS educational exhibits related to the event topics and a limited number of food trucks. We expect there will be an extensive range of nature, wildlife, garden décor and other gardening related products. All products being exhibited must be high-quality garden, nature, or wildlife related items. Based on last year's attendance we expect 750 visitors during the day. The event is free and open to the public.

Last year was the inaugural year and we look forward to a larger event this coming Fall. We invite you to help us establish this as a premier public event in celebration of our Fall gardening opportunities.

- The Center is a large covered, agricultural arena with a dirt floor.
- There is no water or electricity available to vendors and/or exhibitors.
- We encourage vendors to use pop-up tents, banners and signs to draw attention to their booths and information.
- Vendors and exhibitors must provide their own tables and chairs if needed.
- Ample parking is available on grass.
- Please complete the attached form, sign and email to our Event Vendors Coordinator:

Non-Profit Exhibitors

Fran Maris: blaiser96@aol.com

Text: 352-219-8822

Food Vendors

Valerie Mountjoy - vsmountjoy@icloud.com

Plant/Garden Vendors

Kathy Stephens: kathryn@kathrynstephens.com

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Name of Business: _____

Contact Person: _____

Mailing Address: _____

Email: _____

Phone: _____

Select one:

Plant/Garden Related Vendor

Fees: 10'x10' _____ \$ 75.00

10'x20' _____ \$125.00

10'x30' _____ \$175.00

We can negotiate fees for even larger assigned areas as needed.

Non-Profit Vendor or Exhibitor – One free booth area per organization.

No fee for display space, 10'x10', if informational/educational display only.

Fee: if you plan to sell items related to your mission and this event: _____ \$ 25.00

Larger display space need for equipment. Discuss with Coordinator.

Food Truck - Designated spots adjacent to the arena. _____ \$ 75.00

TOTAL DUE \$ _____

Please give a brief description of merchandise for sale and include a picture, brochure, or web link to view, if possible.

Brochure attached?: Yes No Product Picture(s) attached?: Yes No

Website: _____

Facebook: _____

Instagram: _____

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Vendor Criteria

Please note that this is a rain or shine event. There are no rain dates.

Space Allocation:

- Each vendor will be assigned an area a minimum of 10 feet by 10 feet.
- OR Vendors have the option to purchase multiple spaces at fees indicated in information above.
- Vendors are required to contain their products within the allocated space.
- All fees are non-refundable once application accepted.
- Vendor spaces will be assigned based on booth requirements and event layout; keeping the best interest of the event in mind at all times.

Product Restrictions:

- As this is a garden show, all sales should be related to plants, nature, gardens, garden décor and horticulture.
- Non-profit organizations can sell memberships if applicable. No tip or donation jars are allowed.
- No alcohol on premises or alcohol sales.

Publicity:

- You agree that the Expo can use your name in advance PR to boost attendance.
- You agree to use our materials to share online and in person to publicize event.

Set Up and Attendance:

- Approximately two weeks before the expo weekend, vendors/exhibitors will receive an email with set-up times, zone and parking details.
- Late arrivals may be relocated and required to hand-carry their items to their space.
- Set-up time is Friday, October 18 from noon to 4PM. No vehicles will be allowed entry on Friday after 3:15PM. Only hand-carried re-stocking may be done during Expo hours.
- Security will be available Friday night. We do not assume responsibility for damage or theft. It is not advisable to leave extremely valuable items in your booth overnight.
- Gates will be open for vendors and exhibitors on Saturday, October 19 at 7AM. Please be ready by 9AM when the public is invited. There will be a designated area for vendor/exhibitor parking.
- All items need to be removed at end of the day on Saturday, October 19 by 6PM.
- Failure to show up for the event may impact future participation.
- Vendor and Display Breakdown on Saturday at conclusion of event.
- At 4:00 pm, vendors must be in their booths and ready to pack up. If not present in their booths during breakdown, their goods may be moved.

Operating Hours for Public:

- Saturday, 10/19/24, 9:00 – 4:00
- Vendors must sell their products until 4:00 pm on that day.
- Please do not obstruct walkways or dig holes in the arena. Vehicles must be parked.
- No bicycles or motorized vehicles. No dogs or pets other than certified service animals.

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Equipment and Supplies:

- Vendors are responsible for bringing their own tents, tables, and chairs and they must be in good condition.
- There is room for pop-up tents that will help draw attention to your booth in the arena.
- Banners, Signs, Balloons and Flags are allowed and encouraged.
- Generators are not allowed, except for food vendors.
- Each vendor is responsible for collecting and reporting their own sales tax at the event.

Music and Entertainment:

- The Expo will provide music via a public address system, so additional music or entertainment is not allowed.

The Gainesville Garden Club, Inc. will not be responsible for any loss, damage, nor injury to any person or property of participating commercial vendors or exhibitors of the Fall Horticultural Expo. The event organizers for the Fall Horticultural Expo and the Gainesville Garden Club are not liable for any lost, stolen or damaged merchandise.

It is the policy to maintain an environment free of all forms of unlawful discrimination. The Expo affords equal opportunity to all vendors/exhibitors and patrons without regard to race, color, gender identity, sexual orientation, political affiliation, religion, age, marital status, disability or handicap, veteran status or national origin or other criteria protected by law.

We appreciate your cooperation and participation.

I agree to abide by the Gainesville Garden Club Committee's decision to accept or reject any item(s) shown and/or accept or decline any application. The undersigned does hereby and forever hold the Fall Horticultural Expo/ Gainesville Garden Club and its sponsors from all manner of action, suits, damages, claims and demands whatsoever in law or equity from any loss or damage to undersigned's property while in the park, possession, supervision or auspices of the above named agents, representatives or employees.

Sign and return to:

Your Name: _____

Your Organization: _____

Return application via email or mail to:

Fall Expo Event Coordinator
Gainesville Garden Club
PO Box 357608
Gainesville, FL 32635-7608