

Completing Your Application

Company Information: Returning Vendors: check your preprinted company information and make changes as needed. New Vendors: Be sure to include your state resale number (or tax ID number for food vendors). A copy of this number should also be displayed in your booth.

Product Information: Please review our Product Guidelines and Jurying Criteria before completing this section.

Fees: Booth fees are determined by the size of your space. Booth fees are all inclusive - no additional percentage is charged. To determine booth fee, complete the booth grid on the back of the application. Use the grid to draw a plan of your booth perimeter. Be sure to include any racks, tables, umbrellas, ropes, tent stakes, hay bales, signage or any other item placed on or outside the booth perimeter. For example if you place tables along the front of your 10X10 EZ Up, which protrude 1 ft beyond the booth, include those tables. If you place a hat rack against the front right corner of your booth (outside the booth itself) include that hat rack. When you have drawn an accurate plan of your space, count the squares and transfer that size to the front of the application. Please be accurate! You will not be allowed any displays, hay bales or other items outside your booth perimeter unless you counted that additional space in figuring your booth fee. If you want additional space for a walk around booth, it cannot be guaranteed if you didn't include that space in your calculations.

Booth fees for Non-profit food vendors are 50% the cost for the selected booth size. Both State and Federal proof of Non-Profit status must be provided. Early payment discount does not apply. Fees for other items, i.e. hay rental, camping are additional.

Booth fee discounts: Deduct 5% of your booth fee for early payment (See application for discount dates) Additional discounts are available for a limited number of vendors demonstrating their craft during the festival; call vendor coordinator for details.

Camping fees are included with your booth fees with the exception of a full hookup site at SLO. That fee is \$45 per weekend which includes Friday, Saturday and Sunday nights.

Applications received after the date indicated on the application are subject to a \$25 late fee. Include this amount in your check.

Fees may be paid by check, money order, or credit card. Please do not send cash. Applications received fourteen days prior to the festival or later, if accepted, must be paid by money order or cashiers check. A \$15 service fee will be added to all returned checks. The returned check amount plus \$15 must be submitted within two weeks of notification in order to retain your space at the event.

Booth fees are not refundable. Cancellation of your booth space or not showing up at the festival results in forfeiture of your fees including deposit(s).

Deposits: A cleaning deposit of \$25 (craft or game) or \$50 (food) should be included. Please include a separate cleaning deposit check with a self addressed stamped envelope (SASE). Your deposit check will be mailed back to you within 14 days of the event, provided your space is free of litter and debris. If you do not provide the SASE your deposit will not be returned to you but will be destroyed. No deposit checks will be returned on site.

Hay Bale Rental: Hay bales are available for vendor use during the event for \$6 per bale. Please include hay bale fee with booth fee. Bales will delivered to your space Friday before the event, and should be left there following the tear down on Sunday. Be sure to have an HR staff person verify the condition of the bales.

Preferred Location: Returning vendors will be given preference in determining booth location. Due to continuing changes at El Chorro Park, your cooperation is necessary in working with us as we try to incorporate the changes and accommodate requests. If you have specific health or product needs (i.e. stained glass needs south facing for sun), indicate them on the application. Every effort will be made to honor your needs however we cannot guarantee placement. Placement preferences will be honored on a first postmarked, first served basis. No changes will be made once the site layout is finalized.

Gate passes: Vendors will receive two wristbands mailed to you unless you indicate you need more wristbands up to your allotted amount based on booth size. **Booth employees who come to the gate without a wristband will be required to pay to enter the site and go to your booth to obtain their band.** They will not be given a refund of the admission price. It is up to you, the employer, to insure they have their passes before arriving. Passes in excess of your allotted amount will cost \$5 each. Craft vendors may be issued a maximum of seven gate passes, game vendors a maximum of ten. Vendors with minor children (anyone under 18 years old) needing family passes, please include a list specifying the names of the minor children and their guardians.

General Rules

Festival Set Up and Tear Down

- The Festival will be open to the public on Saturday from 10am until 6 pm and Sunday, from 10 am until 5 pm. All booths must remain open to the public during operating hours.
- Because Festival sites are subject to park rules and regulations, vendors must have express permission from HR before digging holes, tying anything to a tree or using open flame. All booths must have a working fire extinguisher.
- Vendor set up hours are Friday before the Festival 7 am until 11pm and Saturday from 6 am until 8:30 am. Vendors needing an earlier set up time must call the vendor coordinator. The vendor is responsible for security of their booth throughout the event, however, from Friday we will have security patrolling the entire site until close on Sunday evening.
- Vehicles will be allowed to drive on-site to unload until 11 pm Friday and Saturday and Sunday from 6 am until 8:30 am. **Vendors arriving after 11 pm Friday night may not begin set up until Saturday. They will not be allowed on site. All vehicles must be off site by 8:30 am on Festival days.** Failure to comply will result in expulsion from the Festival and a towed car.
- Vehicles will be allowed to drive on site for loading and tear down at approximately 6:30 pm each Festival day. HR reserves the right to delay vehicular access if additional time is needed to clear the site of customers.
- Following tear down, you must clear your booth **and camping sites** of all trash, litter, and debris. Dumpsters have been provided for your use. Rented hay bales should be stacked and left within your booth space. Provided your space is clean and free of debris, your cleaning deposit check will be mailed to you within two weeks or destroyed. No deposits will be refunded on site.

Parking Passes and Security: Your parking pass must be filled out and displayed in your vehicle. Vehicles are not permitted to park on the fair site. If you are asked by a Security staff person to move your vehicle, then move it. Don't argue with them. Security is representing the Festival Administrator, Vendor and Entertainment Coordinators. Failure to comply with their requests will result in loss of vending privileges at future events.

Liability: All vendors must maintain their own personal insurance for fire, property damage, personal liability, inventory and equipment. HR assumes no responsibility.

Dogs: We regret that a few irresponsible pet owners have forced us to bar dogs from vendor booths on site (during and after hours). We apologize for any inconvenience this causes, however no exceptions will be made. Dogs left in the camping area must be tied and provided with food, water, and shade. Animal Control will be notified of any dogs running loose or without appropriate care.

Booth, Display and Costuming Criteria

Your booth structure, signage and displays are an integral part of the "stage" for the Festival; therefore every effort should be made to camouflage modern materials. Because prefabricated shade covers (EZ-Up, etc.) have become the standard for many outdoor events, special criteria are listed below. We encourage vendors to request our Booth and Signage Design tips for help in transforming your Big 5 picnic canopy into an appropriate period pavilion. In general, plastic and metal must not be seen.

General Guidelines: booth exteriors should be made from aged wood, wood lattice, shingles, canvas, or woven natural fiber fabrics (unbleached muslin, burlap, canvas, cotton duck) No new wood may show unless it is treated to look weathered. No plastic shade covers or tarps will be permitted. Fabric colors must be the kinds of muted tones that can be obtained from natural dyes; earth tones, wine, yellow, blue, green. The only patterns acceptable are stripes, herringbone, plaids or tapestry. Tables and chairs (except all wood period styles) must be covered with period fabric. We strongly recommend shade covers, as the Festival site is sunny. No radios or televisions are allowed during operating hours. You may play period music quietly, provided your player and speakers are out of sight and adjacent booths do not complain. No electricity is available. No generators during festival hours except for food vendors with prior approval. HR must approve generator use for after hours, **No dogs on site at any time—this will be strictly enforced.**

EZ-Up or Other Shade Covers: no uncovered metal or PVC poles may be visible from outside the booth. Shade covers must resemble fabric—if it looks shiny, a period fabric must cover it. Sidewalls are not required, however back walls are necessary to mask backstage areas. We urge you to request our Booth and Signage Design Tips for inexpensive ways to make your EZ-Up look great.

Displays and Signage: no plastic or pegboard displays are permitted. Wire racks are discouraged. Wood and glass jewelry cases are permitted, however no other glass shelving or display will be allowed (mirrors ok). Clothiers may use metal display (poles, racks, hangers) inside the booth, however all exterior displays visible from the street must be made from natural materials. **All free standing racks, umbrellas, shelving and displays outside the booth perimeter must appear on the booth perimeter plan included in your application, or be subject to removal.** Signage must be made from wood, cloth, clay, or other natural material: no paper signs (except price tags) will be permitted. We will ask vendors to remove inappropriate signage. For specific ideas on period display and signage, request our Design Tips.

Umbrellas: market umbrellas made of natural fibers, in appropriate colors and with wooden poles and struts are allowed. Umbrellas made of plastic, with printed designs, polyester fringe, metal poles and struts, or those used with a picnic table are not acceptable.

Storage: Backstage space may not be available to every booth; if you want guaranteed backstage space you will need to include that space in your booth grid. Otherwise all cartons, containers, ice chests, and other booth paraphernalia must be stored inside the booth and covered appropriately.

Costuming: All booth personnel must be fully costumed in Renaissance garb during Festival hours of operation. Fully costumed means: period skirt or breeches, period blouse or shirt, period bodice or jerkin, period footwear. Hair should be dressed in an appropriate period manner and covered with a hat (muffin, cap, snood, biggins, or flat cap) Import and Mystic booths may wear appropriate ethnic costuming, provided the style is from one of the import-approved geographic regions, and current in the Sixteenth century. No modern apparel may be worn in any booth during Festival hours of operation, including sunglasses, baseball caps, T-shirts, shorts, levis, etc. Your appearance is not only important to the Festival itself, but also to your sales. We have consistently seen that those vendors who create the most interesting and accurate historical environments within their booth (using booth structure, display, and costuming) are the most successful vendors in terms of sales.

Costuming rules will be strictly enforced. We will provide all possible assistance with your costuming needs prior to the Festival, but we will not be flexible once the Festival is open to the public. The booth owner is responsible for staff costuming, and will be asked to immediately costume or replace inappropriately costumed staff. New vendors or those who want to improve their costuming may request a copy of our Costuming information leaflet on their application. Costuming vendors at the festival will gladly sell you appropriate costume articles if you don't have them. (Many of them offer discounts to fellow vendors.) You will enjoy the event more if you feel a part of it, and your costume is a big factor in this.

Product Guidelines

We strive to make this a magical and unique experience for the public. In order to do that crafts and their packaging must be original and handcrafted and made with appropriate period materials (no mylar, plastic, fake leather, contemporary fabrics like knits, calico, gingham or tie-dye, no resin figurines, etc. No pirate references (Jolly Rogers, etc.) No obviously contemporary items, like T-shirts, water bottle carriers, baseball hats, lamps, etc. No Native American or American Folk crafts (cornhusks dolls, quilts, tole painting, etc.) Import items are strictly limited – see Jurying Criteria below. I cannot list them all here...if you are in doubt, imagine yourself back in time and think if it would be an item found then. If you question it, then it probably isn't what we are looking for. To offer unique items in this venue only enhances your opportunities to sell your product because the buyer knows they would have a hard time finding it anywhere else.

The final decision for your craft or food item lies with the Vendor Coordinator. If your craft can be rendered acceptable by a change in materials or colors, you will be notified rather than rejected outright. If your items are not accepted, your application, fees and photos will be returned.

If you are accepted for the Festival, you will only be allowed to sell those items approved with your application, and in no case will any vendor be allowed to sell any item from a Juried category unless he/she has been juried in that category. To maintain the integrity and variety of our product mix, this rule will be strictly enforced. Should any vendor display an item not approved for his/her booth, he/she will be asked to remove the item. After the first request, vendors who do not comply will be asked to close their booth and leave at the end of the festival day.

To select your craft category, please evaluate your inventory in terms of percentages. If any single item comprises 75% or more of your inventory, choose the corresponding juried category or choose "Other Single Craft. If no single item comprises 75% of inventory, choose "Other Mixed Craft". See the criteria below for specifics.

Vendors selecting juried categories of Other Single Craft may sell up to 25% other items as long as those other items are not in a juried category. If you have any questions, please call the vendor coordinator at (805)550-8540 or 927-0199 or email panoramakim@charter.net.

Jurying Categories and Criteria

HR is committed to providing a showcase for high quality handmade goods that look historically period. We discourage imported or assembled items because this hurts the ability of artisans to market their handmade products. People come to the Faire to engage in fantasy and to purchase unique items not found in local stores or other craft fairs. Toward that effort there are certain popular craft categories that will be more strictly juried. Please review the jurying criteria below before submitting your application.

Applications in the Juried Category will be processed as they are received. Notification of acceptance/rejection will follow within 10 days of receipt. **Applications in the Juried Categories below will be held until 4/30/06.** An acknowledgement of consideration will be mailed to vendors in these categories. If you do not receive an acknowledgement within 10 days, please call the vendor coordinator to confirm receipt of your application. Final notification of acceptance/rejection in juried categories will be mailed by May 1 for those received by 4/30/06. The jurying committee will preferentially select vendors from those applications received by 4/30/06. Please get your applications in on time, especially for competitive juried categories like jewelry. Others received after 4/30/06 will not be guaranteed acceptance. You will be notified as they are accepted/rejected.

All new vendors or vendors who did not participate in 2004 or 2005 need to include booth, display and product photographs with their application. **All vendors need to send in updated product lists (including percentages for those in the Single and Mixed Craft Categories) for approval.**

Juried Categories

Jewelry: The number of jewelry booths will be strictly limited; preference will be given to unique, handmade items, especially those using cut or uncut polished semi-precious stones and natural materials (leather thongs, hammered silver, cast bronze, etc). We discourage ‘assembled’ jewelry (if we can find the components at Michaels, don’t bother); beaded items will be limited to those with wood, stone, amber, clay, glass, lead crystal, or African trade beads, and seed or synthetic pearls; no Native American (North or South) jewelry will be considered, no strings of plastic seed beads, no toe rings, no ‘Sixties’ beaded earrings, peace signs, marijuana leaves, yin-yang, or other symbols which the average customer relates directly to a contemporary era. Consideration will be given to the overall look of the display (paper cards hanging on wire racks are discouraged). This will be the most competitive and strictest craft category – get your application in on time!

Garlands: (floral wreaths to be worn on the head) Preference will be given to vendors using fresh flowers and period colors, and to vendors using one or more street hawkers; silk flowers are discouraged, mylar and other shiny synthetic ribbons are not acceptable. Consideration will be given to the look of the display, and whether or not garlands are being made on site.

Weapons: The number of weapons booths will be strictly limited; preference will be given to vendors selling hand-forged weapons or high quality reproductions and to those offering chain mail or other armor. All weapons vendors must peace tie swords and knives or provide a safe way for the customer to carry his purchase home (i.e. a free safe wrapping such as cardboard and duct tape). Please indicate how you will secure weapons sold. Weapons vendors must post a sign reading “No weapons will be sold to persons under 21 years of age”. Only vendors whose inventory is over 75% handmade blades or armor may sell inexpensive imported knives.

Clothing: (includes hats) All clothing booths will be limited to 400 square feet 20X20 each. Larger booths must contact vendor coordinator. Preference will be given to vendors with period designs, patterns, and colors, hand woven or hand knit goods, children’s attire and to clothiers sewing, weaving or fitting on site. We encourage smaller clothiers to apply. Hats include any headgear that is not a garland, metal circlet, or snood.

Mystic: includes psychics, tarot readers, aromatherapy, massage, perfumes and essential oils, and new age-type trinkets (lead crystals, incense burners, etc.) Products discouraged include imports (except those in the Imports category), beeswax candles rolled from hive foundation, cellophane or other plastic packaging, and pre-packaged incense. Preference will be given on the basis of overall booth appearance and costuming, and goods sold.

Imports: The number of import booths will be strictly limited geographically to North Africa, the Middle East, Europe, Russia, and Asia. (Mexican, South American, Japanese, Polynesian or Australian imports are not acceptable). Importers may not sell clothing except: handmade clothes from the above geographic region, or imported belly dancing paraphernalia, including scarves. Importers may not sell jewelry, except belly dancing jewelry (belts, anklets, etc) and authentic ethnic jewelry from an approved region. Importers may not sell weapons, except authentic full size reproduction swords from an approved region; no imported knives except ornamental. Preference will be given on the basis of overall booth appearance and costuming, and goods sold.

Other Mixed Craft: This is the ‘general store’ category; the number of booths will be very limited. Preference will be given to returning vendors. To determine whether this is your category, review your inventory in terms of percentages. If no single item comprises 75% or more of your inventory, this is your category. Vendors choosing Other Mixed Craft may not sell any item listed as a juried category above (especially jewelry). You must include a detailed list of items to be sold, with percentages of inventory clearly stated and a notation as to which items you make yourself. For example: 15% leather pouches and belts (we make), 5% shoes (Wild Soles), 5% incense and burners, 5% pewter figurines, 25% ribbon favors (we make) 25% magic wands (we make), 15% handcarved walking staffs, 5% natural mineral crystals.

Non Juried Categories

Food: Please specify the type and prices of food on the application. We may request a more detailed menu prior to the event. Food booths must meet standard Health Department criteria for San Luis Obispo County and are responsible for the Health Department Fees. This includes all pre-packaged foods as well. If you think your pre-packaged foods are exempt, be safe and contact the Health Department. Their contact number will be mailed to you following your application approval. No electricity is available. HR must approve generators prior to the event. Please note on your booth grid if you need a generator, or an open fire for grilling. We strongly advise food vendors who are unfamiliar with this type of Festival to request the “Booth and Signage Design Tips” leaflet. Ice will be available on site, for a fee. **Food vendors may sell only lemonade, hot or iced tea, hot or iced coffee, and chai.** Beverage booths are staffed by the promoter, and will have an exclusive on bottled water, beer, soda, and wines.

Games: Please specify the type of game on the application. Gaming booths must meet the booth and costuming criteria as set forth. Carny-style games are discouraged unless they have been transformed using period materials (i.e. darts may be thrown at a partridge painted on canvas rather than a balloon). Prizes must be period – please call the vendor coordinator with questions.

Other Single Craft: If one type of item comprises 75% of your inventory and that item is not a juried item from the category above, this is your category. Single Craft vendors should specify their primary craft on the application. All applications in this category must be accompanied by a list of items sold which are not the primary craft (i.e. 80% leather goods, 15% ribbon roses 5% fabric pouches). The other 25% cannot be from a juried category.