



Zora Neale Hurston Festival of the  
Arts and Humanities  
*-Always the last week in January-*

**-A-**

## 23<sup>nd</sup> Annual

Zora Neale Hurston Festival of the Arts and Humanities  
[ A Juried Show ]

### OUTDOOR FESTIVAL OF THE ARTS

Friday, January 27 – Sunday, January 29, 2012

#### **Important Information for Vendors:**

- Specific Vending Spaces assigned by availability on attached map. Vendor fees reflect “Prime, Standard, and Economy Rates Placement.
- New extended hours:  
9:00AM – 9:00PM – Friday & Saturday  
9:00AM – 5:00PM – Sunday
- No admission charge for guests to enter
- New Performance Stage for Fri. & Sat. Evening Concerts  
(Paid Admission Required)
- New vending rates

The Association to Preserve the Eatonville Community, Inc. (P.E.C.)  
227 E. Kennedy Blvd., Eatonville, FL 32751-5303  
Phone: (407) 647-3131 ♦ Fax: (407) 539-2192  
E-mail: [zorafestival1@yahoo.com](mailto:zorafestival1@yahoo.com) ♦ Website: [www.zorafestival.com](http://www.zorafestival.com)  
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## 23<sup>nd</sup> Annual

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**PLEASE NOTE:** We are providing these dates so you can plan ahead and save yourself some \$\$\$\$.

### **DEADLINES:**

**(1) Friday, November 18** (Postmark)

Due: \$100 non-refundable application fee

**(2) Monday, December 12** (Postmark)

Applicable vending fees and signed contract

Applicable Penalties apply after these dates:

- \$75 late application fee – Due after **Friday, November 18** (postmark deadline) \$75 late contract fee signing due after **Monday, December 12** (postmark deadline)
- \$110 Refundable deposit per table – Deposit refunded, upon return, at conclusion of Festival; Festival-supplied tables only!!!

**After Monday, December 19, 2011 -- If you want to vend, you must send correspondence by overnight mail (U.S. Express, FedEx, UPS, etc.) AND include a **prepaid express mail envelope** so the ZORA! Festival Vending Coordinator can send mail back to you.**

**PLEASE REMEMBER** –No vendor will be permitted to vend unless:

- The application has been processed;
- The contract has been signed; and
- The appropriate fees have been paid-in-full.

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## ZORA! Festival 2012 Vendor Application (Non-Eatonville)

*(To avoid \$75 penalty, please return by Friday, November 18, 2011 - Postmark)*

Name: \_\_\_\_\_

*Please type or print*

Business Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_

[Where you receive your mail Street City/State Zip Code]

Telephone: (    ) \_\_\_\_\_ [Day] (    ) \_\_\_\_\_ [Cell]

Fax: (    ) \_\_\_\_\_ E-mail: \_\_\_\_\_

**Space Location\*** (See attached map): \_\_\_\_\_

*\*Please note: Your set-up **MUST** fit neatly in the vending space you have purchased; NO EXTENDING IN FRONT, BACK or SIDES*

Non-Food Vendor Rates			
LOCATION	SIZE	COST	REQ. DEPOSIT Non-Refundable
Prime	10x15ft. tent w/panels	\$950	\$100 Registration Fee
Prime	10x10ft. tent w/panels	\$850	\$100 Registration Fee
Standard	10x15ft. tent w/panels (Extra Space)	\$750	\$100 Registration Fee
Economy	10x10ft tent w/panels (standard size)	\$650	\$100 Registration Fee

**Choose A Category:** (Note: If you choose Words and Voices, you must provide titles on the following page)

- Words and Voices
- Cultural Merchandise
- Visual Art/Photography
- Original Designers Fashions
- Creative Designer Fashion

Food Vendor Rates			
LOCATION	SIZE	COST	REQ. DEPOSIT Non-Refundable
Prime	15x15ft. space	\$1800	\$100 Registration Fee
Standard	15x15ft. space	\$1600	\$100 Registration Fee
Economy (Desserts, Sundries)	15x15ft. space	\$1200	\$100 Registration Fee
Exclusive License to Sell Water & Sodas		\$150.00	

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## ZORA! Festival 2012 Vendor Application (Non-Eatonville) *(continued)*

Please list items you wish to vend under the category you selected on the previous page: For *Words and Voices* please list titles. Please remember we welcome authors/titles related to children's literature, non-fiction, poetry, and others.

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### FEES (Cost to vend + 6.5% sales tax) include:

- 1-6 ft. table (no chairs)
- 1-Printed sign of vendor's business
- 1-Cardboard trash container/with plastic liner
- Eatonville Fire Inspection

Please return application along with payment to: **ZORA! Festival 2012 – Vendors' Application**  
**227 E. Kennedy Blvd., Eatonville, FL 32751-5303**

**All deposits or payments must be in the form of Cashier's Checks, Money Orders or Credit/Debit Card. NO PERSONAL OR COMPANY CHECKS!!!**

### **No rain date. No refunds.**

ZORA! Festival respects trademark, copyright and intellectual property rights. No "bootleg" items will be permitted for vending. Such items include: audiotapes, videotapes, or any other merchandise of a "bootleg" nature. You agree to fully indemnify and defend P.E.C., its officers, directors and employees against any claims or actions relating to the presence of any such merchandise at your vending space. **Sale or display of "bootleg" items will result in notification of law enforcement authorities.** ZORA! Festival maintains the right to deny any application at its own discretions.

### **NOTICE OF PENALTY TO ALL VENDORS**

Non-food vendors must use tents provided by ZORA! Festival. If additional space is needed, A SECOND BOOTH **MUST BE PURCHASED**. For non-food vendors, that is 10 ft. x 15 ft. **Food vendors must provide their own set-up (tents, generators, tarps or similar covering to protect surfaces of the grounds from grease related cooking spills** and your space allocation is 15 ft. x 15 ft. If your set-up requires more space and you have not purchased that additional space in advance, you will not be allowed to "spill over" into additional space; and because the vending map will have already been finalized, you will either have to reduce your set-up to conform to the space **OR LOSE YOUR ABILITY TO VEND, WITH NO REFUND!**

### **PLEASE CHECK THE APPROPRIATE SPACE AND SIGN AND DATE AT THE BOTTOM**

- I vended at Festival '11, therefore I am not submitting photos. I have enclosed the \$100 non-refundable application/processing fee (which will NOT be applied to my vending fee).
- I am a food vendor. I want to pay the Exclusive License to Sell Water & Sodas fee of \$150.00, if I am selected to vend.
- I have enclosed the \$100 non-refundable application/processing fee (which will NOT be applied to my vending fee, if I am accepted) and 3 slides/good quality photographs for review by the panel of judges.

**I understand I should send no other fees until notified by ZORA! Festival that my application to vend has been accepted. Further, if accepted, I agree to abide by all deadline dates or lose my opportunity to vend.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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