



VENDOR BOOTH REGISTRATION

Seeking vendors & exhibitors to offer pop-up storefronts with unique items our attendees can't find elsewhere, retail booths, local businesses promoting their brand, and more!

Event Date: Friday April 2, 2021: 3pm-9pm and
Saturday, April 3, 2021: 11 AM – 6 PM
Event Location: Downtown Sebring

VENDOR INFORMATION:

- **9,000+ Confirmed Attendees in 2019**
- **50+ Vendor Booths in 2019**
- **Award-Winning Event!**
- Booth Space: 14' wide x 10' deep
- Tables, chairs, or tents are NOT provided.

**REGISTER ONLINE AT
WWW.SEVERINGSODAFEST.COM
OR USE THE FORM BELOW.**

For Additional Information, Contact
863-385-8448 or sebringsodaFest@sebring.org



STEP #1: TELL US ABOUT YOU!

Company: _____
Contact Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____
Types of products or services you'll be displaying/promoting: _____

STEP #2: VENDOR OPTIONS

- ☐ **Premium Vendor Space** **\$199**
14' wide x 10' deep in a premium location, close to all the event action and traffic! Includes access to complimentary use of 110-volt electricity hookup.
- ☐ **General Vendor Space** **\$129**
14' wide x 10' deep. Does not include electricity.

STEP #3: PAYMENT INFO

Choose Your Payment Method (Check One)

- ☐ Check Enclosed
(Make Checks Payable to Sebring Chamber of Commerce)
- ☐ Credit Card
 - Card Number: _____
 - Exp Date: ____/____ 3 Digit Code: _____
 - Billing Zip: _____
 - Signature: _____
- ☐ Invoice (Reserved for Sebring Chamber Members Only)

STEP#4: WE NEED YOUR "JOHN HANCOCK"

Authorized Signature: _____
Title: _____

STEP #5: RETURN YOUR VENDOR FORM

Mail: Sebring Chamber of Commerce, 227 US 27 N, Sebring, FL 33870, Fax: 863-385-8810, sebringsodaFest@sebring.org

SEBRING SODA FESTIVAL 2021

VENDOR EVENT INFORMATION

- Location:
Downtown Sebring on Circle Park Drive and the Surrounding "Spoke" Streets.
Sebring, FL (Central Florida)
- Event Dates: Friday, April 2, 2021, 3pm-9pm and Saturday, April 3, 2021, 11AM-6PM
- Application Deadline: March 19, 2021, Midnight EST
- Event Summary

Is there a better way to celebrate soda than with an award-winning festival? Float on over to the 3rd Annual Sebring Soda Festival, April 2-3, 2021, to properly research the matter. With a family-friendly party atmosphere, more than 200 craft sodas to sample, adult beverages, live music and festive food, vendors and shopping, this is the fizziest festival in all of Florida.

The two-day festival, which is held in historic downtown Sebring, is a celebration of craft sodas and good, old-fashioned fun. If you enjoy scrumptious sips, bring your friends, family and even your dog to Sebring and pop in for an experience that is 'sodalicious.'

The festival will kick off on Friday, April 2 with a Family Fun Night from 5-9PM, which is free to attend. It includes an outdoor family movie under the stars, food trucks, family fun, Easter-related festivities, games, a mini-soda tasting, and more.

The festival main event will take place on Saturday, April 3 from 11AM-6PM. Soda Tasting Tickets, which are required to taste the 200+ sodas, are available for purchase. The day will be jam-packed with live entertainment, vendors and shopping.

On Saturday night, rock the night away at the Block Party Concert from 6-9PM with live music. Enjoy food trucks and adult beverages. The concert is free to attend. VIP tickets are available for purchase.

THINGS YOU NEED TO KNOW

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- **General Vendor Space** **\$129**
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Special Requests: Special booth space and special needs requests will be accepted but are not guaranteed. We will make every effort to meet all special requests on a first come, first serve basis. Additional charges may apply. All booth requests must be included on the registration form to be accepted.

- Balances Due: Anyone with an outstanding balance will not be permitted to exhibit the festival.
- Parking: Public parking is available in the areas near the booths. Signage will be provided at the event so you can determine which lot is closest to your booth. There are no fees for parking.
- Set-Up: Vendor Move-In is on Friday, April 2 from 11:00AM-2:30PM OR Saturday, April 3 from 7:00AM-10:30AM if you only plan to set up one day. All set-up must be complete by 2:30PM on Friday or 10:30AM Saturday. Local Law Enforcement will be hired to 'police' the event during the over night hours. All spaces will be marked and pre-assigned. **Booth assignment & further instructions will be emailed to the contact on file one week prior to the event.**
- Tear Down: Packing up of booth supplies may begin on Saturday, April 3 at 6:00PM. You may bring your vehicle onsite after the crowds have cleared. You will not be able to exit on N. Ridgewood Drive due to the concert that will be happening until 9PM that evening. We suggest that you bring dollies and hand trucks to assist you with any large items.
- Items to Bring: Handy items you may want to bring to setup your booth include: staple gun, cable ties, duct tape, pens, tent weights to offset any wind, heavy duty 50'-100' outdoor electric cords (for those who chose electricity at their booth), lights and scissors.
- Electricity: There is no guarantee that electricity will be available in your booth area unless a premium booth is purchased. You'll be provided access to (1) 110 volt outlet.
- Security: You are responsible for all valuables, items and prizes at your booth. We cannot be responsible for lost, damaged or stolen items from your booth.
- Equipment: You are responsible for all equipment necessary to run your booth.
- Staffing: Please make sure the people staffing your booth are familiar with Booth Policies & Guidelines.
- Booth Cancellation/No-Show Policy: All refunds are subject to a \$25.00 processing fee. NO refunds will not be made after February 1, 2021. Cancellations must be done in writing via email at sebringsodafest@sebring.org. Those who have not arrived and/or set-up by the start of the festival on Saturday, April 3 are considered a no-show, and no refund will be provided.

- Event Cancellation/Reschedule Policy: The event will go on rain or shine. However, the event organizers reserve the right to reschedule the event to a later date in the same calendar year in response to natural disaster, state of emergency, public health concern or pandemic. If the event is rescheduled, your reservation will automatically be moved to the new date and time. If rescheduling is not possible or practical and the event is cancelled, you'll have the option to apply your vendor fees to the next scheduled event or to request a full refund. The refund request must be received in writing via email to sebringsodafest@sebring.org within 60 days of the event cancellation. The vendor will be notified via the email address provided within this application of rescheduling or cancellation.

RULES & REGULATIONS

Please review the following rules and policies to assure your safety and enjoyment during the festival.

- 1) Booth fees are due in full when your application is received. You will not be added to the vendor list until the fees are received.
- 2) All refunds are subject to a \$25.00 processing fee. No refunds will not be made after February 1, 2021. Cancellations must be done in writing via email at sebringsodafest@sebring.org.
- 3) Booth placement is carefully chosen by the committee, with special consideration given to members of the Sebring Chamber and premium vendors. Consideration is also given based on application date. No changes in booth location permitted are after the event begins.
- 4) Vendors may not share booth space, nor may they sublet or apportion space to anyone else. Booths are non-transferable and must occupied by the applicant.
- 5) Display space is permitted within your assigned vendor area only. No items are permitted placement outside of your space. If additional space will be needed, you must purchase an additional booth. Construction of booth & displays must be appropriate and be able to withstand inclement weather and crowd activity.
- 6) Cartons or boxes must be kept out of view. Exhibitors are responsible for keeping booth space clean, safe & secure. After the event, please break down all packing material, cardboard and corrugated boxes at your booth location after the event and place in or near the trash receptacles located throughout the event area.
- 7) You must display appropriate conduct. The committee reserves the right to remove or prohibit anything which is deemed not suitable, including persons, conduct, material and other items. No selling or soliciting outside of booth space.
- 8) Break down of booths must be completed and removed by midnight on Saturday. Any materials left behind will be confiscated.
- 9) Vendors who break down displays or depart before close of show will not be allowed to return to future shows.
- 10) Vendors will cause no noise which can be heard beyond the perimeters of their own exhibitor space. This noise includes but is not limited to music (recorded or live demonstrations) or motivational tapes. Hawking of items is prohibited.
- 11) Vendors are responsible for the collection, payment, and reporting of their own sales tax.
- 12) Vendors are responsible for securing any required food and beverage licensing required by the state of Florida prior to the event.
- 13) Vendors may be subject to inspection by the local Fire Marshal to ensure compliance to any laws regarding fire safety.
- 14) Parking is available at no charge. RV's, trailers, etc. can park in public parking on a first-come, first-serve basis. No hook-ups (water, power, cable) are available for RV's.
- 15) Off-Duty Sebring Police Department (SPD) officers are patrolling during the event and onsite after hours. The show takes place in an outdoor, unsecured area, so reasonable precautions should be taken to ensure the safety of your property.
- 16) You must use weights to anchor any tents down. We suggest 40 lb. weights to ensure proper anchoring.
- 17) This event is held rain or shine. However, dates and details are subject to change.

A MONITORING COMMITTEE CONTINUALLY ENFORCES THE RULES OF THE EVENT TO ENSURE THAT ALL VENDORS ARE IN COMPLIANCE WITH THESE GUIDELINES. VIOLATION OF THE RULES MAY RESULT IN IMMEDIATE EJECTION FROM THE EVENT WITH NO REFUND. THIS ACTION WILL RESULT IN THE BANNING FROM FUTURE PARTICIPATION.

Your online application and/or return of the registration materials indicate your understanding and acceptance of the Rules & Regulations. Reasons for expulsion from the show are not limited to these violations and any artist or vendor may be put on probation or excluded at the discretion of the Soda Fest.

*During the term of this agreement, the vendor assumes all risks in connection with the permitted activity and shall be solely responsible for damage or injury, of whatever kind, to person or property, directly or indirectly arising out of or in connection with the permitted activity or the conduct of vendors operation. Vendor hereby expressly agrees to hold harmless the Sebring Chamber of Commerce, City of Sebring, Sebring Redevelopment Agency, Highlands County Board of County Commissioners, Highlands County Tourist Development Council, its agents, volunteers, employees, officers and directors for penalties for violation of any law, ordinance or regulation affecting its activity and from any and all claims, suits, losses, damages or injuries directly or indirectly arising out of or in connection with permitted activity or conduct of its operation or resulting from the negligence or intentional acts of vendor or its officers, agents or employees. **If you have any questions leading up to the event, please feel free to contact Liz at 863-385-8448 or email sebringsodafest@sebring.org. We look forward to another great show with you!***