



**YOUR COPY TO KEEP!!!!**

**IRISH MARKET VENDOR RULES 2009**

The mission of the Michigan Irish Music Festival (MIMF) is to produce quality events that promote appreciation of Irish culture and heritage while boosting tourism, education and philanthropy in the Muskegon area. The Irish Market features merchandise related to the Irish culture only and MIMF reserves the right to prohibit the exhibit and/or sale of items that are inappropriate with the Festival mission, ambience or illegal.

**In space at all times:**

ABC Fire Extinguisher  
Proof of Insurance Standard Accord Form  
Sales Tax License from your home state

**Address at Heritage Landing: 1051 7<sup>th</sup> Street Muskegon, MI**

**Appearance:** Vendor understands and agrees to keep their space(s) neat, clean and free of debris at all times during the Festival. Market spaces must be constructed in a secure manner. Merchandise, food, literature, etc. cannot be displayed outside your 10x10 foot or 10x20 foot space.

**Assignment of Space Location (s): Assigned by size requested, sides' vendor sells from, and postmark date of completed application with fee.** Merchandise will be separated by type of merchandise sold, to physically separate similar merchandise.

**Beverage Consumption:** Anyone desiring to consume alcoholic beverages must have a photo identification with proof of 21 years of age or older, to receive a beverage wristband. Wristbands will be available to be applied to vendors and their staff over 21 at the Vendor check-in tent Friday morning, and will be brought to your space to band vendor staff over 21 on Saturday and Sunday. Vendors are not permitted to bring in or consume alcoholic beverages on the festival grounds pursuant to the Michigan Liquor Control Commission.

**Blarney Bucks:** Blarney Bucks must be used to purchase food and beverage during the festival, including the Irish Breakfast Sunday morning. These will be sold in \$1.00 increments. No refunds will be issued for unused Blarney Bucks.

**Camping:** No camping is allowed on the site.

**Cancellation:** In the event that the Festival is cancelled due to weather, fire, other extended casualty, any act of God, or any other interference with the operation of the Festival, the vendor understands and agrees that the Michigan Irish Music Festival has no responsibility, liability or obligation with respect to the vendors' goods and property because of any such loss. Refunds will not be issued.



**Cardboard Recycling:** We remain committed to the environment and **require you recycle corrugated cardboard** by flattening empty card board boxes and placing them in an area in your space or the tent for the Green Team to pick up and recycle.

**Check-in Tent:** Upon arrival Friday morning proceed to the Vendor Check-In for space assignments, parking passes, vendor passes, wristbands; and programs for distribution from your space.

**Checks:** Make checks or money orders payable to Michigan Irish Music Festival write market vendor and number of spaces in the memo line.

**Clean up:** Prior to vacating your space(s) each vendor is responsible for cleanup of trash and placement in the appropriate receptacle, (see garbage listed below) and anything else that was not on your space prior to your arrival.

**Deliveries during event:** Deliveries to market vendors' spaces during required vendor sale hours can be made with a handcart, or golf carts driven by event volunteers, if volunteers and cart are available.

**Donation of Merchandise for St. Patrick's Day Party Silent Auction 2010:** We request vendors donate merchandise for our MIMF St. Patrick's Day Party 2010; profits defray the cost of expenses at the Festival in September. Please indicate on the application if you are able to donate merchandise. Bring your donation to the event and a Vendor Chairperson will pick it up from you on Saturday or Sunday. Donations are tax deductible. Thanks for your support.

**Electricity:** Leave you lights at home. Vendors must supply their own 100 foot 3 prong grounded UL listed electrical extension cords for your electrical appliance needs. **We will indicate which electrical panel you should plug into.**

**Fire Extinguisher:** It is required each vendor has an ABC Fire Extinguisher designed for electrical and trash fires in your rental space(s).

**Friday Lunch:** We recommend you walk or drive to many of the inexpensive restaurants across the street from the grounds, or within a 2-3 blocks walking or driving distance. A list may be available Friday morning during check-in.



**Gate:** Market vendors will use the Main Gate or a Market Gate during Friday set-up. A Market Vendor Gate will be designated for use throughout the remainder of the weekend. Vendors are prohibited from driving vehicles on the festival site during event hours, due to safety concerns. Vehicles are prohibited within the fenced area of the event. Festival golf carts are allowed on Festival grounds during operating hours and are the only transportation.

**Garbage:** Vendors are responsible for bagging their own garbage and placing it in or near the small garbage containers at the end of each day. Do not put garbage in boxes, use trash bags. Vendors must flatten any cardboard boxes for the Festival Green Team to pick up and transport. The festival provide trash receptacle for customers near vendors, and monitors and removes trash throughout the event.

**Cardboard Recycling:** We remain committed to the environment and **require you recycle corrugated cardboard** by flattening empty card board boxes and placing them in an area in your space or the tent for the Green Team to pick up and recycle. We recycle plastic water bottles and encourage you to purchase and use our MIMF pint sized refillable plastic glass.

**Hotel: Discount Vendor Rate** at the **Harbor Holiday Inn is \$89.99** 1-800-846-5253 or 231-722-0100 ask for Nakita McBride and give the code of IMF when making your reservation. The **Shoreline Inn and Suites is \$69.00** call 1-866-727-8483 and give the code IMF2009 when making your reservation. Both are downtown and should have complimentary shuttle service to the Festival. The Holiday Inn will have live Irish music in their lounge Friday and Saturday night after the festival.

**Hours, Set-up, Event and Removal**

Allow the appropriate amount of time to arrive, check in, unload, set up and move vehicle(s) to your assigned parking area to be ready to sell at 4:00 p.m. Fri.

Vendor Set-Up: Friday 10:00 a.m.-4:00 p.m. All Vendors must remove their support vehicles by Friday 4:00 p.m. and be ready to sell on Friday by 4:30 p.m.

<u>SET UP</u>	<u>GATES OPEN TO PUBLIC</u>	<u>VENDOR HOURS</u>
Market Set up Fri. 10 a.m. – 3 p.m.	5:00 p.m.-11 p.m. Gates Open from 5-6p.m. with Free Admission	5-10 p.m.
Sat 8-9am restock	Sat. 10 a.m.-11 p.m.	10a.m.- <b>10 p.m.!</b>
Sun 7-8am restock	Sun. 8 a.m.- 7 p.m. 9 a.m. Mass, 10:00 a.m. Irish Breakfast	10 a.m.-6 p.m.
Removal Hours	Sun	7p.m. to 9 p.m.

Festival takes place rain or shine.

Market Vendors are expected to close no earlier than 1 hour before festival closes on Friday and Saturday, and open by 10 am on Sunday. Vehicles are not permitted on site Sunday until venue has been cleared of patrons.



**Irish Merchandise Only:** Merchandise sold must be related to the Irish culture. A list of products sold is due with your application. The committee strives to offer a variety of merchandise, and avoid duplicates. All market vendors must be approved by the Irish Market Vendor Committee.

**Mailing address for MIMF Irish Market Vendors:**

2340 Glade Street  
Muskegon, MI 49444  
Fax 231-739-4446

**Logo:** The Michigan Irish Music Festival is the sole and exclusive owner of all rights to the Michigan Irish Music Festival logo. No vendor is permitted to use the Michigan Irish Music Festival logo without specific written approval.

**Parking:** Vendors will receive a **maximum of 2 on-site parking passes per space**, which must be displayed with the Vendor Business Name on the driver side dashboard of the vehicle. Passes allow vendors access to the Festival site without a fee. Market Vendors must park their vehicles behind the main stage under the trees on the grass, off the blacktop parking lot. **DO NOT PARK** immediately outside the side market vendor gate, this is cause for removal of your vehicle at your expense. If you need additional directions correct parking area, inquire at check in Friday morning. Lock your vehicles, trailers and trucks. Vendor workers or volunteers must use offsite parking.

**Payment:** Make checks or money orders payable to **Michigan Irish Music Festival**.

**Pot of Gold Coupon:** We're unable to offer the Pot of Gold Coupon book. We don't complimentary printing in 2009.

**Program:** **To be included in the festival program we must receive your application, check, 6-14 word description and website address if applicable by Friday Aug. 7, 2009.** Program is distributed at the festival.

**Promotion:** The Festival will promote the music, market and food through 15,000 rack cards offering a \$2 admission discount, distribute 2,000 posters in West Michigan retail locations, place ads in 8 major Michigan markets, television, radio, and use outdoor billboards, website and email. The Festival will provide free tickets to registered dancers in the Feis competition, & discount tickets to their families. The Feis has been moved to the Muskegon Catholic Central Campus.



**Restock:** Merchandise stocking which requires a vehicle will be allowed during Friday setup, Sat. 8-9a.m., and Sun. 7-8 a.m. Vehicles are prohibited inside the fenced area during Festival operational hours to increase customer and vendor safety. Restocking during festival hours on festival grounds must be done with a handcart.

**Security:** Security will be provided Friday and Saturday overnight. However, the Michigan Irish Music Festival does not assume any responsibility for loss or damage, regardless of cause. Secure your space(s), vehicles and trailers from the weather and theft when you leave each day. The Michigan Irish Music Festival does not assume any responsibility for loss or damage, regardless of cause.

**Sign:** Vendors must display a sign with your company name, visible to the public, but not to exceed 8 feet long x 18 inches wide, to direct guests to your space and products.

**Sound Amplification:** Sound amplification at spaces is prohibited, to avoid conflict with entertainment on Main Stage, Irish Pub Stage, Acoustic Tent, Dance Stage and Cultural Tent.

**Staffing:** All spaces must be open for business during required vendor sale hours and have at least one person in the space at all times.

**Table Rental:** You may rent 8'x 30" tables for \$10 each for the weekend. You may reserve tables on the application form, or place a reservation no later than Monday August 17, 2009. Vendors must bring their own chairs.

**Tent:** The Festival will provide one tent for all Market vendors with sides and some lighting. Spaces within the tent for rent are 10x10 or 10x20. Limited electricity will be available for some lights, cash registers, etc. We will provide sides on the tent for security purposes (and inclement weather). Do not open the sides of the tent. We still require each vendor to secure and cover their inventory at the close of business Friday and Saturday.

**Vendor Passes:** Vendors will be given laminates for employees/volunteers working all 3 days for the purpose of gaining entrance to the grounds. Vendor employees/volunteers working 1 or 2 days must check in at the Volunteer Check-in upon arrival for a daily pass to be admitted. Complete the sheet Workers and Volunteer by Day Form with your business name at the top, list all employees or volunteers by day, alphabetically by last name, and turn it in at check in. Instruct your employees and volunteers of the procedure.



**Violations:** Violation of the rules will result in loss of future Festival participation.

**Volunteer Run event:** The people you see are volunteers, the Michigan Irish Music Festival is a 501 c 3 Michigan non-profit funded by revenues generated from events and sponsorship income. Most people volunteer their time, including the board of directors. We pay security and electricians. Our goal is to deliver great customer service, increase tourism to the area, educate the community about the Irish culture, and give back to our community. Perishable food from Sunday Mass will be donated to the Loaves and Fishes food pantry. Thanks for treating our volunteers kindly.

**Website:** [www.michiganirish.org](http://www.michiganirish.org)

\*\*\*\*\***END OF RULES**\*\*\*\*\*

**Required for a complete application**

- Fee:**                    **10 foot x10 foot space, is \$450**  
                                  **A 10 foot x 20 foot space is \$800**
- New vendors,** Image of booth space and examples of products sold
- Completed and Signed Application
- Signed Rules and Release and Hold Harmless Form
- Table Fee if renting tables from Festival
- Proof of Liability Insurance Standard Accord Form listing indications of premises operations and products coverage with liability limits of \$300,000 single limit, or \$300,000 bodily injury, \$50,000 property, and Worker’s Compensation. **The Certificate must name the Michigan Irish Music Festival, as additional insured.**
- Copy of Tax License Number or Tax-Exempt Status

**By August 17, 2009:**

I

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Copy of what you are signing. Below for your records:

**VENDOR RULES and RELEASE AND HOLD HARMLESS FORM**

**Signature required twice, complete page, yellow highlights & return with application.**

RULES AGREEMENT I read and agree to abide by the \_\_\_\_\_ check item that applies)

Food Vendor Rules         Irish Market Vendor Rules of the Michigan Irish Music Festival.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_, 2009

RELEASE AND HOLD HARMLESS FORM

In consideration of the right to participate in the Michigan Irish Music Festival-Muskegon 2009, I agree to indemnify and hold harmless the Michigan Irish Music Festival and their directors and trustees, officers, employees, agents, sponsors, production company, and volunteers involved in the Michigan Irish Music Festival from any and all liability, suits or claims for personal injury or property, and any other losses or complaints occurring, during, or as a result of my actions or inactions in the Michigan Irish Music Festival. This agreement shall include, but not be limited to, holding all of the aforementioned parties harmless from all judgments and/or costs incurred in relation to any claims, disputes and suits, in addition to any attorney fees.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_, 2009

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

Business Name/DBA: \_\_\_\_\_