



THE MAGICAL REALM FANTASY FAIRE

Mail to: The Magical Realm, 7888 N. Gleneagle Dr., Kalamazoo, MI 49048
www.TheMagicalRealm.com ♦ Info@TheMagicalRealm.com ♦ 269-873-2586
2023 ♦ Saturday, June 3, 10 am - 6 pm and Sunday, June 4, 10 am - 6 pm
Eaton County Fairgrounds ♦ 1025 Cochran Ave. ♦ Charlotte, MI 48813

2023 Merchant Application & Agreement

(All applications must be received by May 1, 2023 - late fees may apply.)

Please Print:

Contact Name: _____ Business Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Email: _____ Website/Social Media: _____ Phone () _____

LIST Merchandise to be offered (include **DIGITAL photos of merchandise for jury & marketing**) (No Multi-level Marketing Sales):

Number of participant passes requested: _____ Type/Size of booth: 10x10 (Merchant Marketplace) _____
10x20 (Merchant Marketplace/double) _____ 5x10 (Enchanted Emporium/Authors Alley) _____

Utilities Required: Electric ___ Water ___ Special Requests: _____ (We will do our best to place you in close proximity to the required utilities, but cannot guarantee. Be sure to bring necessary extension cords, etc.)

Will you have HAZARDOUS MATERIALS on site? (Example: leather dyes, silver polishes, cleaning chemicals, or any petroleum based product)
___ Yes ___ No If yes, please describe: _____

Will you be selling weapons? ___ Yes ___ No If yes, please describe: _____
_____ **All weapons must be peace tied upon sale.**

Do you use illegal drugs or abuse alcohol? Y/N Have you ever been arrested for a Criminal offense? (Other than minor traffic violations?) Y/N
Have you ever been charged with abuse or neglect of a minor? Y/N Explain (Use back of sheet as necessary). _____

CAMPING INFO: Free on-site camping is available for participants: Fri ___ Sat ___ I will be camping in my Merchant Space ___
Tent or Camper? _____ Make, Model, Color & License Number of Camper: _____

Number of people camping in your campsite: _____ Please provide names of each camper staying at your campsite: _____
_____ (Must be preregistered with us for free camping.)

Will you have pets? (Must provide proof of vaccination!) List: _____ (For their safety, pets must be closely monitored!)
Would you be willing to be a stop on a guest quest? ___ Yes ___ No

The Magical Realm is a volunteer-run organization, and we would greatly appreciate your help in honoring those people without whom we would not have a faire! If you are willing to donate a thank-you gift to be given to volunteers, please check here, and we will prepare a receipt for you. (Donations may be dropped off at check-in.) **THANK YOU!**

I will donate a _____ valued at _____

To better promote your booth, please EMAIL a DIGITAL photo to be used for marketing purposes to: Merchants@TheMagicalRealm.com

Please email this application form to *Merchants@TheMagicalRealm.com* (PDF is preferred, but a photo of the form will suffice if necessary).
Please pay electronically using the store on our website. (If you are unable to access the forms electronically, you may send a check or money order along with the printed form. *Any check returned for insufficient funds will result in a \$50.00 service charge to the writer of the check.*)

Payable to: The Magical Realm **Mail to:** The Magical Realm, 7888 N. Gleneagle Dr., Kalamazoo, MI 49048

Enclosed Merchant Fee (see Pg. 2): \$ _____

For questions or more information, contact the Merchant Coordinator, **Duck Peters**

Email: Merchants@TheMagicalRealm.com ♦ Phone: 517-896-3162 (Please text before calling.)

By signing this agreement, I certify that I have read the attached rules and agree to abide by these rules and conditions set by The Magical Realm Fantasy Faire. I understand that this application does not guarantee my acceptance to participate in the festival. If accepted, I will be notified by the Merchant Committee. If not accepted, my payment will be returned to me.

Signature: _____ Date: _____

For The Magical Realm Fantasy Faire Administration only:

Date received: _____ Amount received: _____ Paypal # / Check or MO #: _____ Guest Quest Y/N: _____

Type/Size of booth: 10x10 (Merchant Marketplace) _____ 10x20 (Merchant Marketplace/double) _____ 5x10 (Enchanted Emporium/Authors Alley) _____

Free on-site rustic camping _____ Hazardous materials used: Y/N Type: _____ Weapons: Y/N Type: _____

Approved by: _____ (Signature)

2023 Merchant Information

(All applications must be received by **May 1, 2023**)

There are two kinds of merchant spaces available at **The Magical Realm Fantasy Faire**:

1. **MERCHANT MARKETPLACE**: Merchants who display, sell, and/or demonstrate approved craft products in an assigned booth location. Merchant provides tent and all decor, etc. Space will be assigned by the Merchant Committee. No mobile sales may be set up outside of your merchant spot without prior permission from the Merchant Committee. No adjustments in this assigned area may be made without the prior permission of the Merchant Committee. **A standard merchant space is defined as 10' x 10' plus ropes and supports.** (A double space may be available, please note additional fees below). **FOOD VENDORS ARE ASSIGNED A DOUBLE SPACE.**
2. **ENCHANTED EMPORIUM** (*indoor merchants selling products as above*) or **AUTHORS ALLEY** (*specifically those merchants who are authors, displaying and selling books, etc.*) **A limited number of 5x10 inside spaces are available for those merchants with no tents**, assigned on a first-come, first-served basis. Merchants here must supply their own tables, chairs and decor, but will be inside a pavilion space, so no tent is necessary.

Please specify if you are requesting a 10x10 (outside only), 10x20 (outside only), 5x10 (inside only).

Early bird application, received by January 1, 2023

Regular (10x10 outdoor or 5x10 indoor): \$65.00 Food Vendors/Double (10x20): \$125

Regular application, received by April 1, 2023 (Late fees apply after this date.)

Regular (10x10 outdoor or 5x10 indoor): \$75.00 Food Vendors/Double (10x20): \$145

Late application, received by May 1, 2023 (Advertising may not be available.)

Regular (10x10 outdoor or 5x10 indoor): \$85.00 Food Vendors/Double (10x20): \$155

Terms: All merchants are required to read the attached rules and regulations. By signing the application you agree to abide by these rules and regulations.

Requirements: The Magical Realm Fantasy Faire merchant committee will jury all merchants for appropriateness of the booth and merchandise. Items will be considered for appropriateness to the festival, uniqueness, and quality. Should we find your products not suitable, The Magical Realm may reject the applicant outright or request changes to the booth or merchandise. If we deny your application, we will refund your application fee. If your application to be a merchant is accepted, you will be informed after our monthly meeting.

Check in: Please check in with the *Event Staff* Friday 11 am - 6 pm, or no later than 8 am on Saturday. Please be aware that all vehicles must be off the festival grounds one hour prior to open each day of the faire. (If you are camping, see the Camping Coordinator before setting up.)

Merchant Set up: Friday, June 2 ♦ 11 a.m. - 6:00 p.m. (participant picnic following)

Disclaimer: *I understand that neither The Magical Realm Fantasy Faire nor its affiliates will be held liable in the event of loss or damage before, during, or after festival hours. I also understand that by signing this contract I am, without payment to me or anyone helping me, granting The Magical Realm Fantasy Faire the right to use for all promotional, educational and other purposes to promote the Festival any photo, video or other reproductions of any image in which we appear. Actions of The Magical Realm Fantasy Faire and its participants are for entertainment purposes only.*

The Magical Realm Fantasy Faire - General Merchant Rules

1. **Costumes:** ALL participants are required to wear clothing reflective of the fantasy themes established in The Magical Realm. It is the sole responsibility of the merchant to insure that all persons working for them adhere to this rule.
2. **Language:** All merchants and their employees should make every effort to speak in an appropriate Lingo (language, accent, etc.) in order to add to the ambiance of the festival. Please keep language appropriate to a family friendly event.
3. **Sales Hours:** The festival is open from **Saturday, June 3, 10 am - 7 pm and Sunday, June 4, 10 am - 5 pm, RAIN OR SHINE. Please DO NOT close early!** If the weather is such that your merchandise will be ruined, you may cover your merchandise. Any merchant found closing early without permission may be asked to leave, and will not be invited back. (NO REFUNDS). **We strongly suggest that merchants be prepared for all types of inclement weather.** Tarps to cover your booth are allowed in the case of severe rain. (If there is a "Pub Sing" at the end of the day, the Merchant Coordinator may allow you to close your booth so you may participate.)
4. **Fires:** There are to be NO open ground fires on the festival grounds. If it is a part of your encampment, for entertainment/reenactment purposes, you may have an ABOVE THE GROUND fire pit at your encampment area. However, you must notify the Camping Coordinator AND Security, AND you must have a bucket of water available. The fire must be attended at all times and put out when you retire for the night.
5. **Children:** All participants are responsible for the conduct and actions of their children at all times while on festival grounds. **All children are to be under direct supervision of their parent/guardians.** Do not allow your children to run around the festival without supervision. Names and ages of children must be given to the Merchant Coordinator. Participant children must wear a wristband at all times.
6. **Pets:** Participants may have pets in their merchant booth or encampment, with **proof of vaccinations.** If you have a pet at the mundane camping area you are responsible for providing them with ample food, water and shelter during the day. If the animal is found without these the authorities will be called and you will be reported. **(You are responsible for the actions and behaviors of any animals under your care.)**

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7. **Telephones:** Cell phones distract from the fantasy theme of the event. We realize, however, that some merchants use cell-phones to call in credit cards or to use "Square", etc. This is permitted. Personal calls should be limited, and outside of the view or earshot of guests. Theme-related devices encouraged.
8. **Set-Up:** All booth structures, carts, and display props should be set up prior to the opening day of festival. The grounds will be open for set-up on **Friday, June 2, 2023, 11 am - 6 pm**. Do NOT set up until you check in with *Event Staff*. Every effort will be made to honor special requests regarding location of your booth space. ***The Magical Realm Fantasy Faire Merchant Committee retains the right to assign booth spaces as needed.***
9. **Camping in booth:** You may camp in your merchant booth (please pre-register on page 1). However, all non-faire-related items need to be put away during festival hours. (QUIET HOURS STARTING AT MIDNIGHT)
10. **Merchandise:** Only those products and services listed on your application and approved by the Merchant Committee may be offered for sale. If the Merchant Committee finds other items in your booth you may be asked to remove them. If you have a new item that you would like to sell but did not have time to contact the Merchant Coordinator please do so before putting the item for sale in your booth. Merchants who attempt to sell items they were not approved for, or who do not remove said items, may be asked to close their booth. As all merchants want to make money, this keeps us from having duplication of products. (No Multi-level Marketing Sales.)
11. **Closing at the end of the day:** All merchants are responsible for leaving their sales space in a secure manner for the night. The Magical Realm Fantasy Faire is not responsible for theft or damages. (Cover merchandise, drop Ez-ups, etc.)
12. **Closing at the end of the weekend:** It is the shop owner's responsibility to pack up their merchandise at the end of festival on their last day of faire. We are required to be off-site by 9 pm Sunday evening.
13. **Vehicular traffic:** The Magical Realm Fantasy Faire reserves the right to halt vehicular traffic at the beginning and end of each day to insure that all performances have finished and that all patrons have left the festival grounds. The roadway will not be opened until half an hour after close each day at the earliest, and may remain closed if deemed unsafe. Please be advised that vehicular traffic may not be possible. All cars must be off the festival site one hour prior to open each day of the festival. The ONLY exception to this rule is in the case of a tornado or other weather emergency as declared by the Executive Directors of the festival.
14. **Electric/Water:** The Magical Realm has limited power and water on site. We may not be able to supply power, and water may have to be transported to your booth.
15. **Booth/Pavilion/Tent Requirements:** Pavilions and booths will be judged for appropriateness by The Magical Realm. EZ-up type canopies are acceptable if **every effort is made to make them appear festive and period appropriate**. Please include a DIGITAL photo of your pavilion/booth with this application. (Photos become property of The Magical Realm. If you make any changes to the festival grounds for water/rain control or other purposes you must return the area to its original condition after tear down. A \$50.00 fee will be assessed to those who do not follow this condition.
16. **Smoking and vaping:** ALL participants must smoke/vape in designated areas ONLY. Any merchant found smoking/vaping in their booth will first be given a verbal warning. The second warning will be in writing and if a third one is necessary, the merchant may be asked to leave the festival with none of their merchant fees refunded.
17. **Alcohol:** While the faire does serve alcohol, we ask that participants do not drink during the hours of operation. Moderate consumption is acceptable during the final Pub Sing each day. Any participant found drinking alcohol during faire hours will first be given a verbal warning. The second warning will be in writing and if a third one is necessary, the participant may be asked to leave the festival with no refunds.
18. **Weapons:** Only merchants who apply for and receive special permission to sell weapons are allowed to sell weapons. Should you be approved to sell weapons, Merchants are required to be in compliance with all state and federal laws with regard to selling weapons. Merchants shall assume all responsibility associated with such sales. All merchants are responsible for ensuring all weapons are peace-tied at the time of sale. In no instance shall weapons be sold to individuals less than 18 years of age. You are responsible (by Michigan Law) to enforce this policy. This includes, but is not limited to: guests, volunteers, and other merchants. Should you be found selling weapons to minors, your booth will be shut down immediately, and you will be asked to leave at the end of the festival day. Your application fee will not be refunded. **NOTE:** There will be NO firearms allowed on site. If your job requires you to have one with you, then you must speak with the Executive Directors and gain permission. The firearm must then be in a safe, locked location at all times and may NOT be carried on your person. Anyone found in violation of this policy will be turned over to law enforcement. **All weapons must be peace-tied.**
19. **Participant passes:** Merchant passes are limited to booth employees, with 2 free passes given per booth for each weekend unless requested in advance with approval of The Magical Realm Fantasy Faire management. All persons entering the festival must have a participant pass on their person at all times or they will be charged for their admission. There may be a replacement fee to replace any previously issued passes.
20. **Use of name, image or information:** Merchants and all participants employed by them give The Magical Realm Fantasy Faire permission to use their name, image or business information in any medium and for any purpose whatsoever including but not limited to promotion, advertising, trade or commercial utilization related to The Magical Realm Fantasy Faire.
21. **Disclaimers:** The Magical Realm Fantasy Faire shall not be responsible in any manner or form whatsoever for the failure of the festival to open or be inoperable for any reason or cause beyond the control of the festival. The participant shall be solely responsible for all damage of any nature or form caused by the operation of his sales to the festival grounds, to the property of other participants and to all third parties including, but not limited to, customers of participants and other persons entering the grounds with and without the permission of the festival.
22. **Compliance:** These rules and regulations are agreed to and become a part of The Magical Realm Fantasy Faire Merchant Agreement. Failure to comply with all the rules, regulations and policies may result in a written warning from the Merchant Committee. The merchant upon receipt of the warning shall have until the following festival day to make the required corrections, unless other arrangements have been made with the festival. Failure to comply with all the rules, regulations and policies may result in ejection from the festival without refund of any part of their merchant fees.