MAGICAL REALM

A Non-Profit Fantasy Faire

www.TheMagicalRealm.com ♦ Info@TheMagicalRealm.com
2026 ♦ Saturday, June 6 and Sunday, June 7 ♦ 10 am - 6 pm
Location: Eaton County Fairgrounds ♦ 1025 Cochran Ave. ♦ Charlotte, MI 48813

2026 Merchant Application & Agreement

(All applications must be received by February 1, 2026 - 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):

Merchandise: _____

Type/Size of booth: 10x10 (Merchant Marketplace/single) _____ 10x20 (Merchant Marketplace/double) _____

5x10 (Enchanted Emporium/Authors Alley Pavilion) _____ **Number of participant passes requested:** _____

Utilities Requested: 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 — PRE-REGISTRATION REQUIRED: On-site camping is available for merchants (QUIET HOURS STARTING AT 11 pm): Fri ☐ Sat ☐

(There is a $10 fee for camping, whether for tent, camper, or booth. Please add the camping fee when placing your order.)

Tent or Camper? _____ Make, Model, Color & License Number of Camper: _____

Optional: I will be camping in my Merchant Space _____ Number of people camping in your campsite: _____

PETS— PRE-REGISTRATION REQUIRED: (**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 appreciated 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. (Donations may be dropped off at check-in.) **THANK YOU!**

I will donate a _____ valued at _____

NEW MARKETING OPTION: To guarantee an individual social media post, please check here and submit a $5 marketing fee. All others will be marketed in group posts. ***($5 marketing option is included in our on-line store when you pay electronically.)***

Please EMAIL DIGITAL PHOTOS for jury & marketing purposes along with this form to: Merchants@TheMagicalRealm.com

Please email this application form to ***Merchants@TheMagicalRealm.com*** ***DO NOT MAIL!*** (PDF is preferred, but a photo of the form will suffice if necessary.) **Please pay electronically using the store on our website, <u>but only after acceptance by our Merchant Committee.</u>**

Merchant Fee paid via website (see Pg. 2): $_____ Camping $_____ Marketing $_____ Total Paid: $_____ Order/Paypal #: _____

For questions or more information, contact the Merchant Committee Email: Merchants@TheMagicalRealm.com

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. The Magical Realm is a family friendly event.

Signature: _____ *(digital signatures accepted)* Date: _____

For The Magical Realm Fantasy Faire Administration only:

Date received: _____ Amount received: _____ Camping fee, optional ($10): _____ Marketing Fee, optional ($5): _____ Order/Paypal #: _____

Merchandise Category: _____ Guest Quest Y/N: _____ Hazardous materials used: Y/N Type: _____ Weapons: Y/N Type: _____

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

Approved by: _____ (Signature/Title)

2026 Merchant Information

(All applications must be received by **February 1, 2026)**

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. We cannot guarantee your space will allow for tent stakes, so please be prepared with weights if necessary.** (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 informational booths)* **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. The Enchanted Emporium/Authors Alley is an open air pavilion. ***(Be prepared to secure your merchandise at night for wind and weather. Security makes regular rounds throughout the night.)***

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

Early bird application, received by August 1, 2025

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

Regular application, received by December 1, 2025 (Late fees apply after this date.)

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

Late application (if booth space is available), received by February 1, 2026 ***(Advertising may not be available.)***

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

New Refund Policy: If the Merchant chooses to withdraw from the event, a refund may be issued as listed below:

Before August 1, 2025 – Refund minus $5 administrative fee.

August 1-December 31, 2025 – 50% refund.

January 1, 2026 or later – no refund.

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 your application to be a merchant is accepted, you will be informed after our monthly meeting. ***Do not pay your merchant fee until you have been accepted by the committee!***

Check in: Please check in with the *Event Staff* Friday 11 am - 6 pm, or 7 am - 8 am on Saturday. **PLEASE BE AWARE THAT ALL VEHICLES MUST BE OFF THE FESTIVAL GROUNDS BY 9 AM each day** of the faire. (If you are camping, see the Camping Coordinator before setting up.) ***(If you need to set up outside of posted set-up times, please contact the Merchant Committee to make arrangements.)***

Merchant Set up: Friday, June 5, 2026 ♦ 11 a.m. - 6:00 p.m. ***(Participant Picnic following at 7 pm)***

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

The Magical Realm is a family friendly event.

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 6, 10 am - 6 pm and Sunday, June 7, 10 am - 6 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 early 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 Event Staff at check-in. Participant children must wear a wristband at all times.

Signature: _____ Date: _____

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(All applications must be received by **February 1, 2026)**

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.) PRE-REGISTRATION REQUIRED!***
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 or decorative devices encouraged.
8. **Set-Up**: All booth structures, carts, and display props must be set up prior to the opening day of festival. The grounds will be open for set-up on **Friday, June 5, 2026, 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 (*IF YOU NEED TO SET UP OUTSIDE OF POSTED SET-UP TIMES, PLEASE CONTACT THE MERCHANT COMMITTEE TO MAKE ARRANGEMENTS.)**
9. **Camping in booth**: You may camp in your merchant booth (***you must register on page 1; $10 camping fee required***). All non-faire-related items need to be put away during festival hours. (QUIET HOURS STARTING AT 11 pm) ***PRE-REGISTRATION REQUIRED***
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 up 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, and this keeps us from having too much 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, close and drop Ez-ups for weather, 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 there are times vehicular traffic may not be possible. All cars must be off the festival site one hour prior to open each day of the festival (no later than 9 am). 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 if you are concerned with your ability to do so, and we may be able to make suggestions for modifications. (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 *(Please ask at check-in for more information)*. Failure to comply will result in your removal from the premises. Smoking area is near the Flaming Folly Stage.
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. Failure to comply will result in your removal from the premises. ***Due to our liquor licensing regulations, alcohol may be consumed only in the Tavern during event hours.***
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 Event Staff 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/wristbands are limited to booth employees, with 2 free passes given per booth for the weekend unless requested in advance with approval of The Magical Realm Fantasy Faire management. All participants entering the festival must have a participant pass/wristband 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 warning from the Merchant Committee. The merchant, upon receipt of the warning, will make every effort to make the required corrections in a timely manner, 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.

Signature: _____ Date: _____