



The 20th Annual Holiday Open House *At Lakeridge Winery & Vineyards*

Congratulations! You are invited to submit an application to participate in the Arts & Crafts Show at the **20th Annual Holiday Open House Festival** at Lakeridge Winery & Vineyards on Friday, Saturday & Sunday, November 12th, 13th & 14th; Friday & Saturday, 10 a.m. to 5 p.m. and Sunday, 11 a.m. to 5 p.m. The festival will be promoted throughout Central Florida with newspaper ads, internet, radio, television, and press releases. Over \$20,000 will be spent advertising for this event. This festival is a great opportunity for you to showcase your homemade art or craft to an anticipated attendance of 8,500 festival guests!

The event will be held outdoors, surrounded by the Lakeridge Vineyards and Clermont's rolling hills. All arts & craft vendors accepted to participate in the Arts & Craft show are responsible for paying a Booth Space Fee, as well as an additional Special Request Fee should the vendor include a space or location request in their application. Vendors are responsible for providing their own tent and display. Any vendors selling mass produced, commercial, resale and/or food items should not apply for participation in the arts & craft show.

Lakeridge Winery & Vineyards welcomes your application for festival participation at our unique venue. Space is limited and some craft categories fill up quickly. **The deadline for your application is Friday, October 15, 2010.** Paid special requests will be assigned on a first-come, first-serve basis and applying with a special request will not guarantee your request until your special request fee has been processed.

Thank you and we look forward to working with you!

All the best,

Ashley Fox
Event & Public Relations Coordinator
Lakeridge Winery & Vineyards
afox@lakeridgewinery.com

The 20th Annual Holiday Open House

At Lakeridge Winery & Vineyards

DATE AND TIME:

Friday, November 12, 2010, 10:00 a.m. - 5:00 p.m.

Saturday, November 13, 2010, 10:00 a.m. - 5:00 p.m.

Sunday, November 14, 2010, 11:00 a.m. - 5:00 p.m.

LOCATION:

Lakeridge Winery & Vineyards is located on Highway 27, three miles south of the Florida Turnpike exit 285 and six miles north of Hwy. 50; approximately 30 Minutes northwest of Orlando.

REQUIREMENTS:

The show is open to all artisans with **homemade**, original items. No commercial, flea market, food or any other items bought for resale will be permitted. Any items misrepresented or not included on submitted application will be required to be removed from display and/or vendor will be asked to leave and will forfeit their space fee. Crafters are required to stay for the entire duration of the festival. Vendors who leave early on any day will not be permitted to return. Vendors are responsible for collection of 7% Florida State Sales Tax on all good sold.

FEE FOR SPACE

Booth Fee for one 10x10 space at the show will be \$75.00 or two spaces for \$130.00. One crafter/business is allowed per booth. All fee **payments are final** and will not be refunded, under any circumstance.

SPECIAL REQUESTS

A \$25.00 fee is required for **each** special request included on your application (includes corner or location requests). Special Request Fees must be paid with a **separate** check or money order. Booth and Special Request fees paid on one check or money order will be returned and your application will not be reviewed until separate fee payments have been received. Paid special requests will be assigned on a first-come, first-serve basis and will not be guaranteed until your Special Request Fee has been processed. Fees for special requests that cannot be honored will be returned to the vendors. Unpaid special requests will not be considered except for location requests due to physical handicap. Please note your limitations on your application and we will do our best to accommodate your needs. However, exact location cannot be guaranteed.

DISPLAY SPACE:

Each display area will be no less than 10x10, must be tented and have an attractive display. All spaces will be located outside the winery. **Displays are not allowed to extend into aisle ways or outside your designated area.** Crafters must provide their own tent and display. Electricity will not be provided. Should you need to bring a generator, it must be approved by Lakeridge staff prior to the event. Please note on your application that you will have a generator.

RESTRICTIONS:

- **No alcoholic beverages allowed to be brought into the festival grounds**
- **There is no overnight stay on Lakeridge property**
- **There is no parking on the festival grounds during festival hours**

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ACCEPTANCE:

The show will be juried in an attempt to bring a balance of arts and crafts to the show. **Deadline date for applications is no later than Friday, October 15, 2010.** You will receive confirmation and pertinent information via email after your application and fees have been accepted. Your photos will be returned to you and a space number issued when you check in. If you are accepted, you have a commitment to participate in the festival. **There are no refunds or transfers for cancellations.** If you are not accepted into the arts & craft show, your Booth Fee, Special Request Fees (if applicable) and photos will be returned to you. Applying to the show does not guarantee acceptance into the show. Jury decisions are final.

PARKING

Vendors must park in designated vendor parking zones with vendor parking pass displayed in dash at all times. Vendors are prohibited to park in the concrete parking lot at the front of the Winery. To avoid any accidents/injuries, **all vehicles must be off the festival grounds by 9:30 a.m. on Friday & Saturday and 10:30 on Sunday; vendors cannot drive back onto the grounds until after 5:15 p.m. or when all guests have left.**

SET UP & BREAKDOWN:

Early check-in is 3:00 - 5:00 p.m. on Thursday and will reopen at 7:00 a.m. on Friday. We encourage vendors to check-in on Thursday and set up their tent & furnishings, but no product setup will be allowed until Friday morning. This is to ensure the safety of your product, as we have nighttime security on Friday and Saturday evenings only. If you are not present by 9:00 a.m. on Friday, we will assume that you have chosen not to participate and your space and fee will be forfeited. No refunds or exceptions will be made. Your entire booth must be set up by 9:30 a.m. on Friday. Crafters are required to stay for the duration of the festival and cannot break down prior to 5 p.m. on Sunday. Early breakdown will result in forfeiture of vendor space for remainder of the festival.

JUDGING:

Ribbons will be given in overall categories and judged on Saturday. \$350.00 in cash and prizes will be awarded among the 1st, 2nd, & 3rd place winners. Awards will be given out Sunday afternoon.

LIABILITY:

Lakeridge Winery & Vineyards, its staff and volunteers will not be held responsible for self injury, loss, theft, damage, acts of God or vandalism of any individual's property or works. The festival grounds are not fenced in, but nighttime security will be provided Friday & Saturday night.

LODGING:

There is no overnight stay on the Lakeridge Winery Property. We recommend you make a hotel reservation as soon as possible to ensure adequate accommodations. Some local hotels include Holiday Inn (352) 243-7878 and Hampton Inn (352)536-6600. Vendors traveling in RV's can make a reservation at B's R.V. Park (352) 429-2116.

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APPLICATION INFORMATION

Please complete the application form and send it along with vendor fee and photos. A photo of your booth setup and a photo of each type of item you wish to sell are required to complete your application, **even if you have participated in the past**. Failure to submit any required items will result in delay of acceptance or declination to the festival. Please include self-addressed, stamped envelope if you wish us to return your photos to you.

Each application must include each of the following items:

1. Completed application form.
2. At least three color photographs: one color photo showing your display booth and two color photos showing each type of art or craft you intend to sell at the show. **Please note: photos will not be returned unless you include a self-addressed & stamped envelope.**
3. A check or money order for your Booth Space Fee. If applying with a special request, please include a **separate** check or money order for your Special Request Fee. Fees paid on one check or money order will be returned and your application will not be reviewed until separate fee payments have been received. All fees & photos will be returned to vendors not accepted into the arts & craft show.
4. Make all checks and money orders payable to:

Lakeridge Winery & Vineyards
19239 US 27 North
Clermont, FL 34715

**PLEASE NOTE THE DEADLINE FOR
APPLICATIONS IS FRIDAY, OCTOBER 15, 2010**

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NAME _____ BUSINESS NAME _____

ADDRESS _____ PHONE _____

CITY _____ ST _____ ZIP _____ EMAIL _____

TYPE OF ART OR CRAFT _____

PLEASE CHECK ALL THAT APPLY:

____ I would like one 10x10 space. Cost \$75.00

____ I would like two 10x10 spaces. Cost \$130.00

____ I would like to make a special request. Cost \$25.00/request, each a separate check or money order.

SPECIAL REQUEST: _____

____ I plan on using a low-noise generator and know that it must be approved by a Lakeridge Staff member prior to using. I understand that if my generator emits too much noise, I will not be permitted to use it during the show.

PAYMENT INFORMATION:

____ I have enclosed my check(s) or money order(s) made payable to Lakeridge Winery & Vineyards.

TOTAL # OF SPACES _____

TOTAL AMOUNT PAID _____

I do hereby agree to the terms of The 20th Annual Holiday Open House Festival and release and hold harmless Lakeridge Winery & Vineyards from all manner of actions, suits, damages or other claims whatsoever arising from self of spectator injury, loss or damage to my property or anyone's property in Lakeridge Winery's possession or supervision. If accepted, I have a commitment to participate in the festival. Should I cancel my participation, I will forfeit all monies paid to Lakeridge Winery.

APPLICANT'S SIGNATURE _____ **DATE** _____

☛ Make checks payable to:

Lakeridge Winery & Vineyards
19239 US 27 North
Clermont, FL 34715

FOR LW&V USE ONLY
Date:
#:
Amt: