



Dear friend of the plants,

You are invited to be a Marketplace vendor at the fifth annual Florida Herbal Conference!

The mission of this conference is to uplift our Florida herbal community by providing a space for us to deepen our connections and to deepen our knowledge of Florida's healing flora. Organized by **The Florida School of Holistic Living, a 501c3 non-profit organization** offering herbal education to the Florida community since 1999. With a main campus in Downtown Orlando and satellite campuses in Sarasota and Miami offering full herbalism curriculums, garden instruction, a seed library, and community herbal clinics.

The 2017 Florida Herbal Conference will feature dozens of the most respected master herbalists offering over **40 classes and workshops** to more than **700 people from the southeast U.S. region**. This 3day/2night weekend conference takes place at Retreats by the Lake in Lake Wales Florida which facilitates camping amenities for all of our attendees and a marketplace area designated for over 40 vendors. Along with our headlining keynote speakers and renowned herbalists Deb Soule and Guido Masé, this event will also feature many popular Florida musicians and several youth programs for kids joining their parents.

Since our first event in 2012, The Florida Herbal Conference has grown by 200% with a whopping 500 people in attendance at the 2015 event. An increase of 100 participants for this coming conference totaling 600 attendees is expected. Overall the conference generated an estimated \$50,000 in food, vendor, and ticket sales. **Profits from this conference will be donated to United Plant Savers**

(UnitedPlantSavers.org) to help them continue their work in our herbal community.

We are excited to integrate your work, mission, and products into the promotion of our event. Please contact us with any questions at (407) 595-3731 or marketplace@FloridaHerbalConference.org. For your convenience, you can fill out your vendor application online at www.FloridaHerbalConference.org/get-involved/vending



Green blessings,
Emily Ruff
Conference Director

Sponsored by



Florida School of
Holistic Living

Leaves & Roots

To benefit



***Be a MARKETPLACE VENDOR ...
target market your products and business to
hundreds of herbal enthusiasts, practitioners,
students, teachers & consumers.***



MARKETPLACE SPECIFICS

One of the highlights of the Florida Herbal Conference is our dynamic and vibrant herbal marketplace.

Comprised of vendors from around our region, we highlight handmade crafts and herbal artisan goods. We focus on selecting vendors who provide an authentic quality product or service that you can't find anywhere else. Our dynamic marketplace connects you with fine Florida vendors of herbs, herbal products and crafts, herb plants, gardening materials, books, and more!

APPLICATIONS

Applications are considered on a first come, first served basis.
We have limited spaces and they will fill quickly – submit your request as early as possible.
Our deadline for receiving your application is September 30th for priority placement.
We will respond with our decision by October 15th.
Once your application is accepted, your vendor fee will be required to reserve your space.

PAYMENT

Marketplace spaces for this special event are \$325 each, which includes one general registration to the conference and a 10 x 10 booth space. One additional vending staff may register with you for a discounted \$125 fee.
Mail check or money order to Florida Herbal Conference c/o 1109 E Concord Street, Orlando, FL 32803
Payment in full must be received no later than November 15, 2016.

SET UP

Marketplace vendors will provide their own tent and equipment.
Tents, tables, and chairs will not be provided, however tables can be rented with advance notice.
Set up no later than noon on Friday February 24, 2017.
Breakdown may occur no earlier than the 3pm Closing circle on Sunday February 26, 2017.
Power is not provided.
Please refer to Marketplace contract for more detailed information.

PROMOTION

Please email the following requested information to marketplace@floridaherbalconference.org by date September 30, 2016

High resolution 300 dpi LOGO, JPEG or PDF format
150 word description about your goods and services (Include an address and website URL)

If you are interested in additional exposure for your products, put samples into the hands of your target market by providing one or all of the following:

Items for Conference Gift Bags (700)
Teacher gifts (50)
Raffle Prize (gift basket / certificate)

**All donations are tax-deductible.
Contact your representative for more info.**

*Any additional event cross-promotion would be greatly appreciated.
Please feel free to add the conferences website & social media links on any
of your online media outlets, websites, and blogs.*



MARKETPLACE APPLICATION

Contact Name

Business or Organization

Website URL FACEBOOK

Address

City / State / Zip

Email

Phone Cell phone

Were you contacted by anyone from FL-HC about vending, if so, whom?

1. Please describe in detail the product or service you will be providing or promoting at your booth. _____

2. All vendors are invited to provide items for our 50 Teacher Gift Bags to enhance your marketing presence to our well loved regional herbal experts. Would you like to contribute gifts? Please describe intended items if so. _____

3. All vendors are invited to provide donations to our Raffle, which benefits United Plant Savers and enhances your marketing presence. Would you like to contribute a raffle prize? Please describe intended items if so. _____

4. If interested, please include URL links to your social media, blogs, press articles, and other media of interest which we can utilize in our conference promotions to market your presence at the event.: _____

QUESTIONS? Call us at 407-595-3731 or email marketplace@FloridaHerbalConference.org

On behalf of the entire Florida herbal community, we thank you for supporting this opportunity for us to deepen our roots and spread wide our branches. You are contributing to the positive health of our community – and we thank you!!!



OFFICIAL TERMS AND CONDITIONS

-Statement of Policy: All Vendors are equal regardless of size and should be given equal opportunity, within reason, to present their product or service in the most effective manner to the audience. We ask you to be a "good neighbor" and remember, we want you to be successful.

-Contract Conditions: The following contract conditions have been formulated for the protection and best interests of all concerned. As such, the terms and conditions shall apply to and be in effect among The Florida Herbal Conference and any Vendor whose application is received and to whom space is granted. All points not covered are subject to the decision of The Conference Directors.

-Safety Precautions: Exhibitors shall take precautions for the safety of their personnel, other Exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of Federal, State and Municipal safety laws, building codes and ordinances.

-Maintenance Of Space: Exhibitors shall keep their space clean and orderly at all times and shall not engage in activity which would unduly interfere with visitors or other Exhibitors, or would be in violation of law, regulation or ordinances.

-Vending Guidelines: The Exhibitor agrees to produce his exhibit in dignified taste and in keeping with the reputation and image of The Florida Herbal Conference and to provide staff to be present in the space during event hours. Exhibitor agrees to dismantle space only after closing circle on Sunday February 26, 2017. No early breakdown is permitted and food trucks may not be permitted to leave event until closing circle on Sunday.

-Enforcement: The Exhibitor agrees to comply strictly with applicable terms and conditions contained in the agreements between Camp La Llanada, the Sponsor, and Conference Directors regarding the Vending premises. Conference Directors reserve the right to restrict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable and also to prohibit or evict any exhibit which in the opinion of the Conference Directors may detract from the general character of The Florida Herbal Conference as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the Conference Directors determine is objectionable to the Conference or does not conform to the standards of The Florida Herbal Conference. In the event of such restriction or eviction, the Conference Directors are not liable for any refund or other exhibit expenses.

-Illegal Merchandise: Merchandise or services prohibited by law are not allowed at The Florida Herbal Conference.

-Sales: Exhibitors may sell merchandise. Exhibitor is responsible for collecting sales tax on all purchases. No alcoholic beverage is allowed within Exhibition facility to sample, distribute or sell by Exhibitors without prior written approval from show management. Food and/or beverage sales and distribution must comply with venue policies. All exhibitors selling or sampling food or beverages must provide a copy of their current Health Department permit or must apply for and provide a copy of an applicable temporary health permit.

-Firearms, fireworks, incendiary devices: The Florida Herbal Conference prohibits the display or use of firearms, ammunition, fireworks, bombs or other incendiary devices on the premises. Exceptions may be granted by Florida Herbal Conference upon request and prior written approval by Conference Directors.

-Liability: The Conference Directors, Sponsors, Camp La Llanada, and their officers and staff members disclaim all liability for damages or losses caused any Vendor by fire, water, flood, windstorm, utility failures, rodents, acts of vandalism, insurrection, civil disorders, strikes, criminal acts, theft.

-Marketplace Vendor Cancellations: All cancellations must be in writing. A \$100 fee will be assessed to all Marketplace Vendor cancellations. Cancellations received 60 days or more prior to the conference will be refunded full deposit received less a \$100 cancellation fee. Cancellations received between 30 and 60 days prior to the conference will receive 50% of their deposit minus a \$100 cancellation fee and any sum paid over their deposit. Cancellations received within 30 days of the Conference will receive no refund. Failure to set-up by the specified move-in deadline will result in forfeiture of vending space and all monies paid to date. Conference Directors reserve the right to dispose of such space, with no refund to the vendor. No full or partial refunds will be given for any reason within 30 days of the event.

-Interpretation and Amendments: Conference Directors shall have the full power to interpret and enforce all rules contained herein, and the power to make amendments thereto, and to enact such rules and regulations as shall be considered necessary for the proper conduct of Event.

-Correspondence: Address all correspondence relative to exhibits to Florida Herbal Conference 1109 E. Concord St. Orlando, FL 32803 (407) 595-3731 or email marketplace@floridaherbalconference.org

-Law Provisions: This contract shall be governed by the laws of the State of FL without regard to choice of law provisions.

Vendor Signature _____ **Date** _____

Print name _____ **Business representing** _____

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