



**MOSS ROCK  
FESTIVAL**  
NOVEMBER 6-7, 2021

## NATURE | SMARTLIVING | SWEETERY | NON-PROFIT \_ LATE JURY

### TERMS, CONDITIONS, INFORMATION, GUIDELINES & GENERAL RELEASE

#### DATES & FESTIVAL HOURS

##### SET-UP

Friday, November 5, 2021

##### EVENT

Saturday, November 6, 10:00am - 5:00pm

Sunday, November 7, 10:00am - 4:00pm

#### ELIGIBILITY

Open to all Exhibitors 18 years of age or older. Exhibitors are chosen for participation by Jury. The Jury reserves the right to review, and approve or refuse items, products, or designs presented for consideration. All exhibited items must be the Exhibitor's original work.

#### EXHIBITOR CATEGORIES

**NATURE** - Appreciation and enjoyment of nature through outdoor activities & gear, travel, parks, sustainability, and preservation

**SMARTLIVING** - Consumables and other products in the following categories; food, home, body, health, design, and tech

**SWEETERY** - Local chefs, caterers, and specialty bakers show-casing confections and baked goods for tasting and purchase

**NON-PROFIT** - 501(c) Organizations that also belong in at least one of the above categories

#### IMPORTANT DEADLINES

Rolling up to OCTOBER 10, 2021: Application Deadline

Booth Fee + applicable Upgrade and/or Rental Fee(s) Processing: Within 1 week of Application

#### REQUIRED MATERIALS & SPECIFICATIONS

**1. 4 or more images** representative of products, designs, innovations, and/or other items that will be exhibited or represented at MRF

File Format: High resolution JPEG

Organize File Name by: company name\_image#.jpg

**2. 1 Booth image** - File Format: good resolution JPEG / File Name: company name\_Booth.jpg

**3. Included with images:** Image# and name of product or description of image along with a photo credit, if applicable

File format: Word document

**4. Company/Organization Description:** 50-75 word summary of your company or organization

File Format: Word document

#### BOOTH INFO

Outdoor Booth Spaces

Single: 10' x 10'

Double: 10' x 20' (limited availability)

**LATE JURY APPLICATION FEE: \$40 charged upon Submission**

**BOOTH FEE - UPGRADES - RENTAL OPTIONS: PAGE 2**

### **LATE JURY BOOTH FEE OPTIONS: Charged upon Approval**

- START-UP (under 3 years) - \$370
- COTTAGE BUSINESS (3-5 years) - \$415
- SMALL BUSINESS (more than 5 years) - \$515
- Non-Profit 501(c) (NOT SELLING) - \$135
- Non-Profit 501(c) (SELLING) - \$175

### **BOOTH UPGRADE OPTIONS: IN ADDITION to Booth Fee charged upon Approval**

- DOUBLE Booth Upgrade: \$350 (limited availability)
- CORNER Booth Upgrade: \$130 (limited availability)

**NOTE:** JURY 2 - Application and Booth Fees Increase

### **RENTAL OPTIONS: IN ADDITION to Booth Fee charged upon Approval**

- \$300 SINGLE High-peak tent with heavy-duty opaque vinyl wrap-around sides
- \$475 DOUBLE High-peak tent with heavy-duty opaque vinyl wrap-around sides
- \$30 6' Table & 2 Chairs

### **LATE FEES**

Declined Payments resulting in Fees paid after the respective due date will incur an additional \$25 Late Processing Fee and must be resolved immediately in order to hold your Booth Space. Call or text the Artist Coordinator, Jess Marie Walker, at 205-601-6166 to set up a late payment arrangement. Fees not fully paid by October 10, 2021 will result in loss of placement at the Festival.

### **WAITLIST**

Exhibitors registering after available Booth Spaces or category quotas are filled will have the option to be included on the Waitlist ranked by Registration Date. Notifications will be made by e-mail as spaces become available and the Booth Fee will be due upon receipt of acceptance off the Waitlist.

### **SITE REQUESTS**

The MRF site layout is being revamped to create wider avenues among other strategies for a safe (social distancing), fun and engaging MRF experience for all. Therefore, because of these changes, site requests are not being accepted.

### **CANCELLATION & REFUND POLICY**

Cancellations must be submitted in writing to the Artist Coordinator at [artistcoordinator@findartbirmingham.com](mailto:artistcoordinator@findartbirmingham.com)

DEADLINE: September 15, 2021 for a 65% Refund of the Booth Fee.

No Refund - If received after September 15, 2021

### **COVID-19 REFUND POLICY \_ 2 Options**

If COVID-19 circumstances require cancellation of the event, Confirmed Exhibitors who paid all Fees will receive an email notification with a Required Reply Form including choices to receive *ONE* of the following 2 Options –

\* Option 1 - A 65% refund of Booth Fee will be issued within 45 days after receipt of Required Reply Form.

\* Option 2 – Transfer of full Fees collected to hold a 2022 MRF Booth, November 5-6, 2022.

*The Required Reply Form MUST be submitted by the deadline given in order to confirm artist's choice of refund or Booth transfer.*

### **WEATHER POLICY**

The event does not close during intermittent rain, unless the weather pattern suggests severe weather.

Come prepared for rain or shine.

### **DISPLAY & PRESENTATION**

Exhibitors are responsible for their own display, which must be substantial enough to withstand weather and crowds. Each exhibitor is responsible for their own work and display in case of loss or damage.

All 2D work should be appropriately prepared for display. Items not framed (watercolors, drawings, graphics, photographs, prints, et al) must be displayed in a portfolio or hung using a professional display alternative.

### **TENT WEIGHTS**

REQUIRED: 50lb weight per tent leg

NO STAKES ALLOWED

### **SET-UP – Friday, November 5, 2021**

Exhibitors are given a designated 1.5 hour time slot between 8:30 AM - 4:00 PM to pull vehicle up to the Festival site and load-in to their Booth location. If necessary, nearby free parking is available to park vehicles and return to complete set-up. **Load-in time requests should be emailed to [artistcoordinator@findartbirmingham.com](mailto:artistcoordinator@findartbirmingham.com) upon Registration Approval.** Load-in time requests are not guaranteed accommodation, although geography, health concerns, and dependents are taken into consideration.

### **PRE-FESTIVAL INFO**

The Pre-festival Memo with - site placement - directions - parking passes - load-in and load-out instructions, hospitality, etc. will be emailed by mid-October.

### **SALES & TAXES**

Each exhibitor is responsible for their own sales tax. Transactions must include 9.5% sales tax. A Business License is not required.

**MRF requires exhibitors to turn in sales tax during Sunday Check Out with 3 SEPARATE CHECKS in provided envelopes**

**3.5% City of Hoover**

**2% Jefferson County**

**4% State of Alabama**

Exhibitors without checks will have to pay taxes with a credit card. This credit card transaction will carry an additional 5% processing/service fee.

### **EXHIBITOR AMENITIES**

Moss Rock Festival wants to ensure that your participation is a positive experience. During the Festival, the following amenities are offered to all exhibitors:

Hotel block info & reservation link(s)

Continental Breakfast each morning

Saturday Night Stars Artist/Exhibitor Dinner Event

MRF Virtual marketplace placement, if desired

Exhibitor name and booth number listed in 2021 Festival Program

Exhibitor Profile on website featuring images, website link, statement/bio or business description

Free exhibitor parking

24hr Festival Security

Booth Sitting by Festival volunteers

### **MEDIA & PUBLICITY**

Comprehensive advertising and publicity is planned for the Festival including print, web, radio, TV, and social media.

### **SECURITY**

There will be 24-hour security for the Festival beginning 10am Friday, November 6 until 10pm Sunday, November 8.

### **PARKING**

Free exhibitor parking

## **EXHIBITOR RULES & REGULATIONS**

1. Exhibitor or agent **MUST** be present during Moss Rock Festival hours both days of the event. MRF reserves the right to close down or remove any booth in which the exhibitor or agent is not present. Failure to follow this rule makes the exhibitor ineligible for future shows.
2. All exhibitors are required to check in and receive their Registration Packet at the Exhibitor Check-In Point at scheduled time on Friday, November 6.
3. Exhibitors may exhibit only in the category in which they apply and were accepted.
4. Exhibitors who break down displays or depart before closing time on any day of Festival will not be allowed to return the following day or to future shows unless proof of an emergency is presented.
5. A site qualifying committee will examine each booth and may question exhibitors about the authenticity of products comply with Exhibitor Categories, and that the rules and conditions of Moss Rock Festival are adhered to by each participating exhibitor.
6. Any breach of these Terms, Conditions, Rules, & Regulations forfeits all rights of the exhibitor, and will result in immediate removal from the show without a refund.

## **GENERAL RELEASE**

The Exhibitor does hereby and forever discharge Foundation for Arts and Cultural Connections, Inc. (FACC), Fine Art Services, Moss Rock Festival (MRF), Hoover City Schools, and the City of Hoover, Alabama of and from all manners of actions, suits, claims and demands whatsoever in law or equity from any loss or damage to the undersigned or their property, while in the possession, supervision, or auspices of Moss Rock Festival, its agents, representatives, or employees.

Aforementioned Parties (AP) are not responsible for any occurrence or damage to Exhibitor that arises from a Force Majeure Occurrence or any other event beyond AP's control, and AP shall not be liable for any additional costs or damages suffered by Exhibitor arising out of a rescheduling or cancellation of the Event due to any Force Majeure Occurrence, including COVID.

The Exhibitor releases Moss Rock Festival to use submitted images of artwork, products, logo, and exhibition materials for the purpose of publicizing their work and/or company and the Festival.

Moss Rock Festival reserves the right to make alterations or final interpretation of all Terms, Conditions, Rules, Regulations and Festival Information.

Submitting a 2021 MRF Application confirms the Exhibitor has read and complies with all Moss Rock Festival Terms, Conditions, Guidelines, Rules, Regulations, and General Release.