



September 1, 2023

The Rotary Club of The Villages Foundation Inc. wants your business to join us for our 26<sup>th</sup> Chili Cookoff and 14<sup>th</sup> Home and Garden Show, and 3<sup>rd</sup> Craft Beer Festival.

The event is scheduled for **Saturday, February 3, 2024, at Lake Sumter Landing, in The Villages, from 10am to 4pm and chili tasting begins at high noon.**

**This year the map will change to move Craft Beer closer to Chili Tasting, while we work with The Entertainment Department, spots requests from previous Exhibitors take priority and go in the order of response with payment. Previous Exhibitors have 30 days to secure their spot before new business join the waiting list.**

**The goal for this year is 20,000 plus attendees for the event.** Not only does your participation allow us to support local charitable efforts; but also gives exposure to your business from the fastest growing retirement community in the country.

If you participated last year, thank you for your support in creating a quality event where businesses and residents enjoyed 20+ craft brewers, 50+ chili competitors and 150+ businesses from the local area while supporting a wonderful organization. Proceeds from the event are invested back into the community to organizations like, Take Stock in Children, The Buffalo Scholarship Foundation, Local Food Pantries, Clean Kids Backpack Program, Lazarus Clinic, Langley Health Services and Girls Club, Boy Scouts, Cleft Palate Shares Program, Polio Plus and many more. The Rotary Club of The Villages raises over \$100,000 each year to donate ALL funds to charitable causes.

The Rotary Club of The Villages Foundation is a 501c3 organization. Address is P.O. Box 1645, Lady Lake, Florida 32158-1645. The Foundation's Federal I.D. number is 59-3750165. The Chili Cookoff, Home and Garden Show, Craft Beer Festival; an annual Fundraiser held by The Rotary Club of the Villages. The event enables you, your business and the Club to support local and international charitable causes.

Best Regards,

Stephanie Fernung – All  
305.484.2370

Ben Benzel – Craft Beer  
970.302.1820

Ron Brunner - Exhibitors  
352-255-1390

Jim Dow – Chili Teams  
417-889-8832

**The Rotary Club of The Villages®**

**Home & Garden Exhibitor Application/Contract**

**At Lake Sumter Landing Market Square®, The Villages, FL**

**Saturday, February 3, 2024**

**This is a Fundraiser for The Rotary Club of The Villages® Foundation, Inc. a Florida not-for-profit corporation, tax exempt under IRC Section 501(c)(3)**

**Please print legibly...Thank You!**

Applicants Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Email: \_\_\_\_\_

Description of All Products/Services You Will Exhibit :

\_\_\_\_\_

**NO TENTS PROVIDED BY THE ROTARY**

10' X 16' space in PLATINUM AREA \$625

10' X 10' space in GOLD AREA \$525

**See PDF map for location of PLATINUM & GOLD**

Type of space(s) requested (enter area color and street preference) below:

Area Color: \_\_\_\_\_ Street Preference \_\_\_\_\_

Number of Spaces requested: \_\_\_\_\_ Total Space(s) Cost: \$ \_\_\_\_\_

Method of Payment: Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

**Checks should be made payable to The Rotary Club of The Villages® Foundation, Inc.**

I, the undersigned, certify and acknowledge that the foregoing is correct, to the best of my knowledge. I certify and acknowledge that I have received, read and understand the Rules and Regulations, as outlined in this application and note, in particular, the insurance requirement/rule as outlined in Rule 5 of this application, and, if my application is accepted, do hereby agree to abide by said Rules and Regulations. Further, I have made my staff and/or volunteers aware of the Rules and Regulations and, as a participating exhibitor, agree that I, and my staff and/or volunteers, will abide by the Rules and Regulations.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Amount of Fee enclosed: \$ \_\_\_\_\_

Please direct questions about the event to the 2023 Home & Garden Show Chairpersons:

**Stephanie Fernung at 305-484-2370 Ron Brunner 352.255.1390**

**Or E-Mail [rotaryhgc@gmail.com](mailto:rotaryhgc@gmail.com)**

Please return this page of the completed contract, along with your payment, and mail it to:

**The Rotary Club of The Villages® Foundation  
P. O. Box 1645, Lady Lake, FL 32158-1645**



## **Event Booth/Exhibitor Space Guidelines**

**The Villages® Lake Sumter Landing Market Square® is the focus of many activities and play an important role in contributing to our friendly, hometown atmosphere. These guidelines are established to ensure the fair, continued, and participation of our valued**

**Event Booth Spaces in these activities at  
The Villages® Lake Sumter Landing Market Square®.**

### **Event Booth/Exhibitor Registration**

1. Upon the receipt of a signed contract with full payment, the Exhibitor's contract will be date stamped. The assignment to spaces will be based on this date stamp. The first to pay will get prime locations within their category i.e., Platinum Section and Gold Section.
2. The Rotary Club will guarantee there will be at least one space between competitors, but it is possible that a competitor may be across the street.
3. Exhibitors agree to allow the Rotary to use their firm name in advertising for the event.
4. Exhibitors who wish to cancel will not receive a refund after January 1, 2024
5. Exhibitors may register for more than one space.  
(All additional spaces will be the same price.)
6. **Insurance:** Each Home and Garden Show Exhibitor **MUST** provide a Certificate of Insurance, naming The Rotary Club of The Villages®, The Rotary Club of The Villages® Foundation, Inc., as "Additional Insured."
7. The Rotary Club of The Villages® Foundation, Inc. reserves the right to assign spaces on an as needed basis.

### **Product Guidelines**

1. Exhibitors may complete sales transactions at the Home and Garden Show. Inventory can be sold at any time. However, the materials that make up the exhibit itself may not be sold until the 4:00 p.m. closing.
2. Exhibitors may only exhibit products/services that have been listed and approved on the event application.

### **No Solicitation Policy**

1. **Flyers may only be handed out from Exhibitor/Event Booth(s).** Distributing material in front of the Event Booth or anywhere around Lake Sumter Landing Market Square® is prohibited by law. Exhibitors will be asked to leave if they violate this requirement.
2. **NO FOOD GIVE AWAYS ARE PERMITTED BY EXHIBITORS.**  
Water and a bowl of candy are acceptable.

Initials acknowledgement: \_\_\_\_\_

### **Event and Set Up Times**

Event Booth Space set up time is as follows:

*Set-up will begin at approximately 10:00pm the night before the event, based on open space availability until 9:00am day of event*

*All vehicle must be removed by 9:00am*

*10:00am-4:00pm for Event*

*Check in on Saturday, February 3, 2024 begins at 6:00am, if the Event Booth has not already been set up prior to this time on Saturday. At this time, an Exhibitor Committee Member will check in the Exhibitor, guide the Exhibitor to their space, and clarify the Exhibitor's space boundaries.*

**Vehicle removal time is strictly enforced by The Villages® Special Events Staff.**

Event Booth Space Booths must be completely set up & manned no later than 1 hour prior to start time of an event. Event Booth Space tear down time no sooner than event end time. **Do not pull vehicles into the Event area to load up until all merchandise is packed, tent is down and/or display is down and dismantled, and all items are ready to be put into the vehicle.**

**Vacating a vendor space or trying to bring in a vehicle prior to the event end time, to load out is not permitted, nor is waiting at the gate. ALL DISPLAYS MUST REMAIN**

**INTACT until the event is officially closed at 4:00pm on Saturday, February 3, 2024**

**Tear down and load out must be done in a timely manner. All participants must be respectful to The Villages® Special Events Staff and take direction from them, as they are trying to make and execute the most efficient tear down and load out process for everyone involved.**

### **Parking**

1. All Event Booth Spaces Vendors must park in a designated area. Parking maps will be provided in the event packet prior to the event. This includes all vehicles, trailers, RV's, Campers, etc.
2. Vendor will be given a parking pass to be placed in the vehicle window for the entire event, from setup to load into parking to tear down.
3. No golf carts and/or motorized vehicles of any kind will be permitted in the blocked off event area after the end of the designated set up time, specifically during the event time of 10am – 4pm.

### **Weather**

Events in The Villages® occur rain or shine. In the unlikely event of a cancellation each Event Booth Space will be informed as soon as the decision is made. If you don't hear from an Event Coordinator directly, that indicates that everything is on schedule and as planned.

### **Set Up Criteria and Power**

1. All Event Booths must have a tent or canopy to cover their display, in which, all 4 corners must be weighed with no less than 25 pounds per leg.
2. Vendors are not permitted to tie off to any structures and/or landscaping on the Square.
3. All Event Booths must stay within the boundaries of their allotted space(s).
4. Any Vendor cooking or serving anything, particularly with grease, a non-flammable tarp must cover the entire floor of the tent area. The cost of cleaning of any splattering or grease stains that appear on the ground in the Event Booth Spaces will be billed to that Exhibitor immediately following the event.
5. Any Exhibitor cooking must have a fire extinguisher in their Event Booth Space.
6. No back stock is to be placed on the sidewalk behind Event Booth Space.
7. Do not use the chairs on the Square as they are provided for the use of the guests to the Square.
8. All handicap ramps must remain open at all times.
9. No event product storage can be placed in the landscaping.
10. All Event Booths are required to place caution tape behind Event Booth Space set up to ensure spectators are not able to walk through the display and will only be able to walk in designated areas which have been deemed safe to food traffic by Event Coordinators.
11. Exhibitors requiring power to run lights and/or equipment for their booth will be required to have a whisper quiet generator for their power needs. Any electrical cords, hoses, etc. that need to be run, must be covered by ADA Cable Protector enclosures, pre-approved by Event Coordinator.
12. Plugging into existing electrical outlets is strictly prohibited.
13. No gas cans are allowed to be at Event Booth Space, please fill generator before Event. Gas cans must be kept off sight.
14. Generators must be next to the Event Booth Space. Placing generators in any other area or away from their set up area is prohibited. **PLEASE NOTE: NOISY AND GENERATORS CREATING INTOXICATING FUMES WILL BE SHUT OFF BY THE EVENT COORDINATORS.**
15. No kerosene, butane, candles or other flammable lighting shall be used.

Anyone found to be violating any of the Set Up Criteria will be given one warning to address the violation. If it is not addressed after the warning, the event participant will be asked to pack up their materials and leave the event area.

### **Signage**

Signage is extremely important to the setup of an Event Booth Space area. Please be sure that there is a sign stating the name of the Event Booth Space and a large sign listing what is in the Event Booth Space. Individual Booth signage should be no bigger than a 2x10 banner located on the front of the tent. All signage must be neat and aesthetically pleasing to reinforce the environment of Lake Sumter Landing Market Square®. All signage must be in Event Booth Space designated area **ONLY**. Feather flags will not be permitted to be placed in existing landscaping and/or flower beds.

### **Trash**

Event Booth Spaces shall bag and remove all of their trash from the event. Leaving trash, boxes, or bags next to or in the existing trash containers in or around Lake Sumter Landing Market Square® is not permitted. **Non-biodegradable items, such as grease, should be disposed of properly and not discarded in storm sewers. Absolutely nothing including Ice and Water is to be poured into the storm drains. Anyone caught doing this will be immediately removed from the Event Area.**

### **Dress Code/Conduct**

There will be an enforced dress code among the Event Booth Spaces and their helpers. Dress is to be kept clean and neat. Dress shall not be revealing or distracting to the Lake Sumter Landing Market Square® environment. While participating in The Villages® you are a representative of the ideals and image of The Villages®. All dress should reflect accordingly. The use of illegal substance and/or aggressive behavior by an Event Booth Space, Helpers, or Volunteers is strictly prohibited. The use of vulgar language or disrespectful comments will also not be tolerated.

### **Safety and Cleanliness**

All Event Booth Spaces will adhere to the utmost of safety standards. Anyone handling food directly that is not packaged is required to wear rubber gloves. Any Event Booth Space that is doing any type of cooking in their space, particularly those using a tent set up, should have their entire space covered on the bottom with a nonflammable tarp or other safety cover. Any stains that occur and are left by the Event Booth Space will be cleaned by The Villages® Entertainment and an appropriate bill will be sent to the Event Booth Space who occupied that particular space for immediate payment. No glass bottles are allowed in the Event Area. All Event Booth Space of any type should be left as they were found prior to Event setup.

### **Entire Agreement**

These Guidelines constitute the entire Agreement between the parties and supersede all previous discussions, understandings, and agreements between the parties relating to the subject matter hereof. No Amendment hereto is effective unless made in writing and signed by both parties.

**The Villages® reserves the right to terminate an Event Booth Space agreement at any time due to conduct, which jeopardizes the integrity and atmosphere of The Villages®.**

**All registered participants agree to honor The Villages® Third Party Guidelines as outlined and available on [www.thevillages.com/trademark-usage-guidelines.pdf](http://www.thevillages.com/trademark-usage-guidelines.pdf).**

### **Release and Hold Harmless**

In consideration of being allowed to participate as a Special Event Booth/Exhibitor Space Group, Business, and/or Participant during The Villages® Festivals and/or Special Events, I agree to release, discharge, hold harmless and covenant not to sue The Villages® of Lake-Sumter, Inc., The Villages® Operating Company, Village® Center Community Development District, Sumter Landing Community Development District, The Rotary Club of The Villages®, and The Rotary Club of The Villages® Foundation, and all affiliates of such entities, and each of the foregoing's officers, directors, employees, and agents (collectively, the "Released Parties") from all liability to me, my executors, administrators, personal representatives, heirs and next of kin, for all loss or damage and all claims or demands (each a "Claim") on account of injury or damage to my person or property resulting in my death that was caused by the negligence, action or inaction of such Released Parties, or otherwise. Additionally, I agree to hold harmless, defend and indemnify the released Parties from any Claim by any of my guests and invitees. This Release, Waiver and Hold Harmless is intended to be as broad and inclusive as permitted by Florida Law and if any portion is held invalid for any reason the balance should not withstanding continue in full legal force and effect.

**For any questions about these guidelines please contact**

**2024 Home & Garden Chairpersons:**

**Stephanie Fernung at 305-484-2370**

**Or E-Mail [rotaryhgc@gmail.com](mailto:rotaryhgc@gmail.com)**



**The Villages® Special Events**  
**Spanish Springs Town Square®**  
**Lake Sumter Landing Market Square®**  
**Brownwood Paddock Square®**

**Special Event Booth Space/Exhibitor Guideline/Hold Harmless Sign Off**

I, \_\_\_\_\_, as a Special Event Booth Space/Exhibitor in The Villages® for Special Events in The Villages®, have read and understand the Special Event Booth Space/Exhibitor Guidelines of The Villages® Entertainment.

I acknowledge that any attempt to violate the guidelines or procedures of Special Events in The Villages®, could lead to termination of my participation in the event.

All registered participants agree to honor The Villages® Third Party Guidelines as outlined and available on [www.thevillages.com/trademark-usage-guidelines.pdf](http://www.thevillages.com/trademark-usage-guidelines.pdf).

In consideration of being allowed to participate as a Special Event/Exhibitor Booth Space Group, Business, and/or Participant during The Villages® Festivals and/or Special Events at Spanish Springs Town Square®, Lake Sumter Landing Market Square®, and Brownwood Paddock Square®, I agree to release, discharge, hold harmless and covenant not to sue The Villages® of Lake-Sumter, Inc., The Villages® Operating Company, Village® Center Community Development District, Sumter Landing Community Development District, The Rotary Club of The Villages®, and The Rotary Club of The Villages® Foundation, Inc. all affiliates of such entities, and each of the foregoing's officers, directors, employees, and agents (collectively, the "Released Parties") from all liability to me, my executors, administrators, personal representatives, heirs and next of kin, for all loss or damage and all claims or demands (each a "Claim") on account of injury or damage to my person or property resulting in my death that was caused by the negligence, action or inaction of such Released Parties, or otherwise. Additionally, I agree to hold harmless, defend and indemnify the released Parties from any Claim by any of my guests and invitees. This Release, Waiver and Hold Harmless is intended to be as broad and inclusive as permitted by Florida Law and if any portion is held invalid for any reason the balance should not withstanding continue in full legal force and effect.

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Business Name**

\_\_\_\_\_  
**Date**