

MATTHEWS ALIVE FESTIVAL SMALL SHOPS

Procedure, Guidelines & APPLICATION 2024

Small Shops Hours: *
Saturday, August 31, 2024
10:00am – 7:30pm
Sunday, September 1, 2024
1:00pm – 7:30pm
Monday, September 2, 2024
9:00am – 5:00pm

*** RAIN OR SHINE ***

Attendance – 100-150,000

Please read all, initial, and sign. It's a lot—we realize. But trust us—if we had to make something a thing, it has probably happened in the past!
Thank you!

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Space Measurements & Fees:

- Spaces are minimum 10' x 10' and are all outside. Most spaces are on asphalt with a few on grass, concrete, or a combination of the two. Some spaces are back to back. Crafters provide their own tents, tables, chairs, & other supplies.
- No electricity is available. If you plan on bringing a generator, you must note that on your application so you can be placed where the generator will not disturb other crafters. Quiet generators are required. Consider battery-operated lights!
- Fee: \$300

Application Package Procedures:

1. Fill out and include Application Page 1. By signing that page, you are stating that you have read and agree to the 4 pages of Procedures & Guidelines.
2. Checks:
 - Made out to Matthews Alive Inc.
 - All checks are subject to immediate deposit. We will not deposit any checks from a vendor that is not accepted, and will shred or send back to you.
3. Application package must include photographs. Can be multiple photos on a page of paper:
 - A photo of your entire booth set up, preferably at an outdoor venue. An indoor setup photo will work if necessary, as long as it will typify your booth at Matthews Alive.
 - Photo(s) that show the merchandise you will be selling at Matthews Alive.

Photographs will not be returned. All vendors have to submit photographs even if you are a past participant (we do not necessarily keep them on file).

4. Receipt of all items above is required before assignment will be considered. Complete application packages are date-stamped to determine priority – so, time is of the essence!
Mail signed Application Page 1, fees, and photos to:

**Matthews Alive Small Shops
100 McDowell Street
Matthews, NC 28105**

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Dates & Deadlines:

1. Application packages will be accepted: **February 1, 2024 - June 30, 2024.**
2. A first round of accepted application packages will be notified on or before **April 30**
3. Final round of accepted application packages will be notified on or before **July 31**
4. Once spaces are filled, a Waiting List will be kept. Waiting List checks will not be cashed until acceptance, and will be returned if not selected.
5. Vendor cancellations must be received in writing, **before July 31** in order to receive refund of space fee. No refunds for space fee will be given **after July 31** for any non-emergency reason (catastrophic emergencies would be considered on a case-by-case basis).
5. Vendors that are renewing for 2025 will be asked to do so on-site by 12Noon on Monday of this festival.

Jewelry/Soaps/Candles/Skin Care/Scrubs/Face Painting/CBD/Essential Oils

- These categories FILL UP QUICKLY. If you sell these items, and are applying after April—we suggest you email the Small Shops Director before you apply. matthewsalivecrafts@gmail.com
- Handmade jewelry is preferred, and we definitely decline MLM type jewelry whenever possible.

Small Shops General Regulations and Legal Info

- No multi-level marketing of any kind (ie Amway, Mary Kay, Rodan + Fields, doTerra, Scentsy, LulaRoe, Jeunesse, It Works, Pampered Chef, Nu Skin, Arbonne, Tupperware, Thirty-One, Paparazzi Accessories, and the like)
- Matthews Alive reserves the right to limit the number of exhibitors in any one category at the festival.
- All space assignments will be made by July 31. There is no guarantee that your space assignment will be the exact same as any prior years—but we will do our best upon approval of your application package. Any number of unexpected events may occur that would cause a change in someone's space. Matthews Alive reserves the right to change assigned spaces at any time, including during the active days of the festival.
- Exhibitors must provide all of their own tents, tables, and display pieces. No electricity is available. If you want to bring a generator, you must note that on your application. Only quiet generators will be allowed—but because of fumes and noise, battery-operated elements are preferred. Make sure your tents are weighted in the event of inclement weather. When accepted, if you are unsure if your space is on asphalt or grass, you may contact the Small Shops Director so you can plan accordingly. A majority of spaces are on asphalt.
- Exhibitors should provide hand sanitizer for public use at your exhibit. You must also describe your daily sanitation plan on the application. (thanks Covid.)

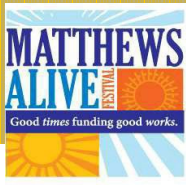
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- **ARRIVAL FRIDAY:** Exhibitors may not come to the festival footprint before move-in. The Small Shops venue uses the Elementary School grounds, and therefore legally we cannot have ANYONE on these grounds while children are present. Our move-in process begins from the Methodist Church, located south of the footprint—that is where you should report upon arrival.
The specific procedure for arrival/staging at the Methodist Church will be sent to you in August. This procedure includes checking in at the Matthews United Methodist Church at 801 South Trade Street, parking in your designated zone, and being released into the footprint according to zone at 4:30pm with the assistance of staff.
- If you are unable to move in on Friday night, and must move in Saturday morning, you must arrive in your space by 7am to do so. PLEASE notify the Director via email or text if this is the case. Your move-in and set up must be complete and vehicles must be clear/in the vendor parking lot by 8:30am Saturday morning.
If you do not move in on Friday at the 4:30pm main move-in, and have not arrived at your space by 7am on Saturday morning, you will be considered a no-show and your space may be offered to other vendors. No refunds are offered for no-shows and you may not be approved at future Matthews Alive Festivals.
- **PARKING DURING LOAD-IN:** You will be issued a **Small Shops Parking** permit Friday, during the Methodist Church staging. Parts of the festival will already be open to the public when you move in Friday evening—so, please hang your pass on your rearview mirror as you move into the footprint, so we know who is SUPPOSED to be there and who is not. Please drive carefully Friday evening!
- **PARKING DURING THE FESTIVAL:** Use the same **Small Shops Parking** permit for the remainder of the festival weekend. You must display this pass on your dash or mirror (with your BOOTH # and CELL # visible) to enter through the barricades, reset, and/or to get to your designated lot each morning.
Exhibitor parking is in two lots, provided behind the Small Shops areas (school parking lots). Your vehicles may enter the festival area for reset each morning (Sat.-Mon), but must be removed ASAP, clear by 30 minutes prior to festival opening time. Once you have entered your assigned parking lot, your vehicle may not exit until Small Shops closes for the day.
If you wish to park any vehicles in alternate lots, parking them is on your own—we won't have extra passes for the vehicle, and thus it should not be brought into the footprint. Also, on load-out day, this vehicle may be the last allowed on the grounds.
- **PROCESS AT MOVE-IN & RESET EACH MORNING:** Stop your vehicle at or as near to your space as you can, unload quickly, and immediately park your vehicle in your designated lot. You should come back and perform setup/reset after your vehicle is moved. Some spaces are extremely tight. Please note that you will have to cart your items in, a short distance from your vehicle, if your space is directly in front of the school (on the front lawn), as these spaces have sidewalk access only.
- Do not display items not listed on your application or in your photos, without prior approval (so send us as complete of a list as you can, within reason). Matthews Alive representatives reserve the right to remove any items from exhibitor booths.

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- Exhibitors may not relocate or move from their assigned spaces. If there is an issue with your assigned space during load-in, please contact the Director or a move-in marshal. Exhibitors may not infringe on other spaces or public areas.
- Exhibitors will be given a sign with their space number and the Small Shops sponsor on it. Please make sure that the sign is returned to us by the end of the festival. (or the exhibitor will be billed \$25).
- Exhibitors are required to be on-site all hours and all three days of the festival. Do not dismantle your booth until the festival closes. For safety reasons, vehicles will not be allowed into the Small Shops area until pedestrian traffic has cleared, so there may be a delay in your load-out for that reason.
- Police are on-site overnight during the festival; however, you are responsible for taking reasonable precautions to secure, prevent theft of, and prevent disappearance of your booth and property. The festival area is quite large and the police officers cannot be in all places at all times. Items may be left in your booth overnight—but if you are more comfortable taking your most valuable pieces with you each evening, we suggest you do so.
- The Town of Matthews has a written ordinance prohibiting any pets from being on the premises during public events. Please leave your pets at home – or if you choose to bring them, be prepared to leave them in your hotels or RVs. Any pets left in street vehicles will be reported to our police. Also, if you bring your children, please make sure they stay with you at your booth and are not unaccompanied.
- Each exhibitor should register with the NC Dept of Revenue to collect and pay the required sales tax or NC and Mecklenburg County (currently 8.25%) Contact: Registration Information, 704-519-3000, ext #2. The Matthews Alive Festival is not acting as an agent and will not be responsible for the collection or payment of any sales tax.
- The Matthews Alive Festival will be held rain or shine and exhibitors are expected to participate at all times. However, Matthews Alive Inc. reserves the right to cancel the Festival due to dangerous weather conditions or any unforeseen situations which may make it inadvisable to host a large outdoor public gathering. Every effort will be made to provide as much notice as possible through email, text messages, social media, the Festival website, and local media. In the event of such an emergency cancellation of the Festival, Matthews Alive shall not be liable for damages, claims, expenses, or losses.
- The Matthews Alive Board, event volunteers, the Town of Matthews, the Small Shops Committee, and other property owners of festival grounds are not responsible or liable for damages, injury, or loss to any persons or goods that may occur as a result of participation in this festival. The Matthews Alive Board, the Town of Matthews, the Small Shops Committee, and other property owners of festival grounds can also not be held responsible for any claims for damage, injury or loss arising out of or in connection with use of space or grounds of the festival.
- This Agreement shall be construed under the laws of the State of North Carolina. Each Party to this Agreement (a) agrees that any action or proceeding brought in connection with or relating to this Agreement shall be brought, heard and determined exclusively in any state or federal court of competent jurisdiction located in Mecklenburg County, North Carolina, (b) agrees not to bring any proceeding or action arising out of or relating to this Agreement in any other court, (c) consents and irrevocably submits itself to personal jurisdiction in connection with any such proceeding or action, and (d) expressly waives to the fullest extent permitted by law any objections that it may now or hereafter have to the venue of any such proceeding or action, or that any such proceeding or action was brought in an inconvenient forum.

**For Further Information Contact the
Matthews Alive Small Shops Director at
matthewsalivecrafts@gmail.com**



MATTHEWS ALIVE FESTIVAL
Small Shops Area
Aug 31- Sept 2, 2024

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Vendor/Company Name: _____

Company Address: _____

City/State/Zip: _____

Company Phone: _____

Event Weekend Cell (if different): _____

Primary Contact Name: _____

Email Address: _____

Company Website address: _____

Company Social Media (Facebook, Instagram, Etsy) addresses: _____

Description of items to be sold (use additional sheets if necessary):

Number of spaces requested: _____

Covid sanitation plan: _____

Enclosed:

_____ Application page 1, completed and signed.

_____ Space fee \$300 for ea 10x10

_____ Photos

Make checks payable to Matthews Alive Inc, and mail all to:

Matthews Alive Small Shops
100 McDowell Street, Matthews NC 28105

Office Use Only

(2023 Space # _____)

Application page 1: _____

Space fee check: _____

All photos: _____

Date: _____

2024 Assigned Space #: _____

MA Approval Initials: _____

Notes:

Undersigned acknowledges receipt and understanding of Pages 1-4 of the 2024 Small Shops Procedures & Guidelines, and agrees to their terms stated herein. Undersigned shall in no way hold Matthews Alive! Festival, Inc. liable for accidents or claims which may occur as a result of participation in this event, and hereby releases and waives any and all rights, claims, or causes of action it may have against Matthews Alive! Festival Inc., its officers, employees, volunteers, and private property owners for theft, personal injury, death or other damage that may result, directly or indirectly, from participating in this event. Further the Undersigned/Vendor agrees to save and hold harmless Matthews Alive! Festival Inc. from any and all claims or suits alleging personal injury, loss, and/or property damages as a result of participation in this event. Undersigned agrees to save and hold harmless Matthews Alive! Festival Inc. from any and all claims of loss of supplies, equipment, or profits due to inclement weather or Acts of God while participating in this event.

If Undersigned cancels this reservation/agreement after July 31, 2024, Undersigned will forfeit the total amount of any space fees paid.

Matthews Alive Inc. reserves the right to terminate this reservation/agreement for any reason. If Matthews Alive Inc. terminates this reservation/agreement before July 31, 2024, Matthews Alive Inc. will return the space fees in full within 30 days. If Matthews Alive Inc. terminates this agreement for just cause after July 31, or during the event for just cause, Matthews Alive Inc. reserves the right to determine what if any fees shall be refunded.

Vendor/Company Name: _____

dba if applicable: _____

Authorized Contact Printed Name: _____

Signature: _____

Date _____