

Vendor Guidelines

Rules & Regulations for Vendors

WOW! Afro Festival management cordially invites you or your organization to participate in WOW! Afro Festival. We expect a great day of music, performances, arts, food and other activities, and hundreds to thousands of attendees — and we want you to be a part of the festivities.

*We want to promote your business. We will promote your business and products on our platforms (Website, Instagram and Facebook) prior to event date so **RESERVE/CONFIRM YOUR SPACE NOW.***

Please read the following guidelines carefully.

Space is limited. Apply early for best rates!

If after reading the guidelines you have additional questions, you can reach our Vendor Coordinators at info@wowafro.com.

Vendor Selection

Applications are **due by May 31, 2019 (for the early-bird pricing)**. Applications **(including payment!)** postmarked/received after this date will be charged at the higher rate (see below for fees), ***if application is accepted***. Vendors are selected based on merchandise, product variety, product appropriateness, and space availability. Prospective vendors must send photos (4×6 or larger) and itemized list of merchandise along with the application. Our Vendor Coordinators will contact vendors directly when their application has been approved for the event. Until you are contacted, you are not approved. And once approved, you are not confirmed until we receive your payment.

QUICK CHECKLIST – How to Become a WOW! Afro Festival Vendor

- (1) Read vendor guidelines (below)
- (2) Fill out online application and add additional comments/ notes on whether you need electricity, and a detailed list of products and/or services being offered during the WOW! Afro Festival.
- (3) Immediately follow-up by emailing photos of your products to info@wowafro.com (Be sure to email using same email address as indicated on application).
- (4) Wait 24 – 48 hours to hear back from us regarding your approval status. If you have not heard back from us within 48 hours, you are welcome to send us an email at info@wowafro.com to inquire about your application. On occasion, applications do get lost in the spam folder and get missed.
- (5) If approved, **send your payment in immediately!** You are not considered a confirmed vendor **UNTIL we receive your payment.** We will not reserve you a space **until we receive your payment.** You will not be recognized as a WOW! Afro Festival vendor **until we receive your payment.** If you do not send your payment BEFORE the “early-bird” discount period expires, you will be expected to pay the higher fee, regardless of when we approved your application. ***All payments must be received 2 weeks before event date at the latest.*** Accepting vendor payments on-site is very risky because your space *may* no longer be available (regardless of whether we sent you an approval by email).

- (6) License — You may be required to provide a specific type of license based on your product type. You will receive more info on this.

Food Vendors

Food Vendors are accepted on a limited basis. A \$100 deposit is required for all food vendors along with the application fee. Deposit will be returned at check-out with proper disposal of garbage and grease. **Approved dumpster and a grease pit will be provided onsite and must be used or deposit will be forfeited.**

Applications are selected based on type of dishes to represent at the WOW! Afro Festival, acknowledgement to guidelines, and provision of any information requested by us. A limit is placed on duplicate items sold by multiple vendors. The WOW! Afro Festival management reserves the right to grant exclusive rights based on agreement. Duplicate vendors will be separated as much as possible, but no one will be relocated if this does not occur.

Food Vendors must send an itemized list of ALL food items along with application. Food items NOT listed on application at check-in will be prohibited. ***Food vendors are expected to comply with all Health Department regulations.***

BEVERAGES: NO soft drinks or bottled water will be sold by Vendors. Vendors can sell only beverages with prior approval through the WOW! Afro Festival Vendor Coordinator. Failure to comply can lead to ejection from the festival without a refund.

PROOF OF INSURANCE: All food vendors must provide proof of insurance.

Application Fees/Deposits

Fees/deposits are **due no later than May 31, 2019 (for early-bird discount). Deposits are only applicable to food vendors.** Applications postmarked/received after this date must pay with cash, certified check, or cashier's check, and a late fee will apply (see booth rates below). A \$35 fee will apply for checks returned due to insufficient funds. ***There will be no refunds once an application is approved.***

Arts & Informational Vendor Space

At all times, vendors must keep their space clean and orderly. Vendors are responsible for removing trash from their space and disposing it in an approved dumpster upon check-out.

Subletting Vendor Space

The subletting of space is ***not allowed*** without written prior consent from the WOW! Afro Festival management.

Check-in/Set-up/Check-out

Vendor space assignments will be available onsite from the Vendor Coordinator. Details of check in time, space location, WIFI access will be provided a week before event date. Please note: You will only be provided space and table if needed. You are responsible for decorating your own space. **ANY VENDOR NOT CHECKED IN BY CHECK IN TIME MAY BE TURNED AWAY WITHOUT REFUND.** For security reasons, entrance to the event place at other times will be prohibited to incoming and outgoing traffic. Vendors are encouraged to remain open until check out time.

If you have ANY questions or concerns, contact our Vendor Coordinators at info@wowafro.com

Once packed up and ready to leave, All FOOD VENDORS must CHECK-OUT with the Vendor Coordinator.

Vendor Event placing

Vendors will be given one event placing pass per application.

Electricity

Electricity is available on a limited basis. Please indicate in your application if electricity needed. Electricity will be assigned on a priority basis determined by the WOW! Afro Festival management. Vendors must provide their own extension cords. Water is not provided.

Hazards

All vendors who use electricity, wood, charcoal, gas or propane will be required to have a working fire extinguisher in their space.

Trademarks/Logos

The WOW! Afro Festival Logo and/or artwork, name, or that of any artist performing at WOW! Afro Festival may not be used without written authorization from the WOW! Afro Festival management. No merchandise of musical artists performing at WOW! Afro Festival can be sold without authorization from WOW! Afro Festival and the artist.

Firearms/Firearm Replicas

Not allowed at WOW! Afro Festival.

Soliciting/Distributing

Soliciting/distribution of materials or products outside of allotted vendor space is not allowed. Vendors are not allowed to move their vendor space. Information and giveaways will only be allowed with written permission from the WOW! Afro Festival management.

Raffles/Give-away

No vendor may sell raffle tickets or chances for any organizations without written permission from the WOW! Afro Festival management. Any item that is to be given away for promotion must be pre-approved in writing from the WOW! Afro Festival management. Food and/or beverages may not be given away without written permission from the WOW! Afro Festival management.

Security

Security is contracted with the City of Atlanta Police Department.

Right of Refusal

The WOW! Afro Festival management is a private non-profit entity. It reserves the right to refuse any applicants from the event for any reason.

Non-discrimination

The WOW! Afro Festival management does not discriminate on the basis of race, color, national origin, ethnicity, sex, religion or disability. We want to promote everything Africa and unify the African community.

Rain or Shine

WOW! Afro Festival is a rain or shine event. **No refunds will be given.**

Animals

Live animals are not allowed to be sold or given away at WOW! Afro Festival without written permission from festival organizers.

Offensive Items or Materials

WOW! Afro Festival management reserves the right to prohibit the sell or display of any item(s) it may deem to be offensive, inappropriate or dangerous.

Vendors Fees for WOW! Afro Festival @ Atlanta

Vendor Type	Fees Received	Fees Received
	April 15 – May 31	After May 31
Fashion Designer	\$250	\$350
All Other	\$250	\$350
Food Vendor (African Food Only)	\$400	\$500
REQUIRED Deposit (Food Vendors ONLY)	\$100	\$100