

Thank you for your interest in participating in the Siesta Key Crystal Classic Vendor Village. We are grateful for your consideration and look forward to another successful year. In 2025, the event welcomed over 40,000 visitors, and it continues to be an important and highly anticipated event within our community.

Please carefully review all items outlined below, including the application information and all associated policies and requirements. Your attention to these details is essential to ensure a smooth application process and successful participation.

All vendor applications are subject to approval. To be considered, vendors must submit a completed e-signed application, all required documentation, and full payment via credit card. Approved vendors will be notified to confirm participation. Vendors are required to provide a valid certificate of insurance within one (1) business week following approval of their application. Failure to provide the required documentation within this timeframe will result in removal of the assigned booth space.

Below are the policies and disclaimers for the 2026 Siesta Key Crystal Classic Vendor Village. Each item must be reviewed and agreed to by the participating party. By agreeing below, all vendors acknowledge that they have read, understand, and accept the requirements for participation.

### **Hours of Operation\***

Vendor Village will be open for business during the following hours. Please note that these hours have been updated and differ from the 2025 event schedule.

All vendors are expected to be fully prepared to close and exit the event no later than 30 minutes after the posted closing time each day. The only exception to this requirement is vendor load-out on Monday, November 16.

2026 Vendor Village Hours:

Friday, November 13 | 10:00am – 6:00pm

Saturday, November 14 | 10:00am – 9:00pm

\*Vendor Village will be open to the public during the Saturday evening Light Up the Festival event.

Sunday, November 15 | 10:00am – 6:00pm

Monday, November 16 | 10:00am – 3:00pm

\*Load-out for all vendors will begin at 3:00pm when the festival closes.

### **Permitting and Insurance Requirements\***

Vendors are responsible for paying all fees, and obtaining all permits and insurance required by federal, state and/or local government entities. The Producer is not responsible for collection or submission of any such government fees or filings.

All vendors must present a fully executed insurance policy no later than one week after their registration has been approved to participate. Failure to comply will result in booth space forfeiture. Vendor space is not fully finalized until your certificate of insurance has been received.

Vendors are to submit a copy of current liability insurance, listing the Siesta Key Chamber of Commerce and Sarasota County Government as additionally insured.

In the “Description of Operations/Special Provisions” section: Sarasota County Government and Siesta Key Chamber of Commerce shall be named as an additionally insured, as their interests may appear on Commercial General Liability.

In the “Certificate Holder” section add in the following:

Sarasota County Government, Attn: Risk Management, 1660 Ringling Blvd., 3rd Floor, Sarasota, FL 34236.

Siesta Key Chamber of Commerce, 5223 Avenida Navarra, Sarasota, FL 34242

The County requires a minimum \$1,000,000 per occurrence General Liability including Products. Vendors do not have to provide Workers’ Compensation, Umbrella, or Auto Coverage.

### **Event Payment & Cancellation Policy\***

All fees and payments submitted for participation in the event are final and strictly non-refundable, regardless of the reason for cancellation, including, but not limited to, voluntary cancellation by the vendor for any reason whatsoever.

The optional insurance coverage offered is strongly recommended. Vendors acknowledge and understand that such insurance may provide limited protection against certain unforeseen

circumstances, which may include, but are not limited to, acts of God, natural disasters, severe weather, acts of nature, governmental actions, public health emergencies, or other events beyond the reasonable control of the Siesta Key Chamber of Commerce that may result in the postponement, modification, or cancellation of the event.

In the event of a full or partial cancellation of the event, the only circumstance under which a vendor may be eligible for a refund is through the purchase of the optional insurance policy, and then only to the extent and under the terms and conditions set forth by the insurance provider. The Siesta Key Chamber of Commerce does not guarantee or warrant any coverage, reimbursement, or recovery of fees under any circumstances.

In the absence of such insurance, no refunds, credits, or transfers shall be issued for any reason whatsoever, including, but not limited to, vendor cancellation, non-attendance, inclement weather, natural disasters, acts of God, or any other unforeseen or uncontrollable circumstances.

#### **Booth Placement Policy\***

All booth spaces are priced equally due to the dynamic and ever-changing nature of the beach environment. The Siesta Key Chamber of Commerce reserves the right to adjust booth placements as necessary and does not guarantee that booth locations will remain fixed or unchanged.

By participating, vendors acknowledge that booth spaces, as well as event entrance and exit points, may be adjusted at any time in response to County and State permitting requirements, dune protection regulations, and evolving beach landscape conditions. If a booth is selected based on its proximity to an entrance or exit, the Siesta Key Chamber of Commerce cannot guarantee that such proximity will remain the same.

While every effort will be made to accommodate vendors and maintain placements as close as possible to their originally assigned locations, the final placement of all booths, entrances, and exits is subject to change at the discretion of County and State permitting authorities, dune protection requirements, and beach conditions.

### **Merchandise and Signage Policy\***

All merchandise (including size, material, selling price, and related details) sold or distributed at the event is subject to approval by the Siesta Key Chamber of Commerce [Producer]. The use of the Siesta Key Crystal Classic [Festival] event name or logo on any vendor merchandise is strictly prohibited, and any such merchandise is subject to forfeiture. Merchandise that is political in nature is not permitted.

Signage is permitted only within the confines of the designated vendor booth space and must not extend beyond the booth footprint. Under no circumstances may signage, displays, or promotional materials be placed on or affixed to exterior walls (beach side) or any areas outside the assigned booth space. All signage must be contained within the vendor's assigned area and must not interfere with neighboring vendors, event operations, or pedestrian traffic.

### **Booth Size Policy\***

Retail Vendor Spaces: All retail spaces are 10' x 10' physically located on the sand and are \$800 per space. Multiple spaces may be purchased by the same vendor. All spaces are assigned on a first-come, first-served basis.

Fees are due at the time the application is completed and submitted for approval. In the event an application is not approved, the credit card on file will not be charged the rental amount.

Vendors are required to provide all necessary equipment, including but not limited to tents, tables, chairs, and display materials.

Retail vendors must be fully prepared to close and exit the event no later than 30 minutes after the posted closing time each day in accordance with Sarasota County permitting requirements. The only exception to this requirement is vendor load-out on Monday, November 16.

### **Security Policy\***

Booths must be staffed at all times during Festival hours. Security will be provided during event hours and overnight; however, to the fullest extent permitted by law, neither the Siesta Key Chamber of Commerce, Sarasota County, nor Festival Management shall assume or bear any responsibility or liability for any loss, theft, damage, injury, or other claims of any kind arising from or related to participation in the event.

Vendors expressly acknowledge and agree that they are solely and exclusively responsible for the safety, security, and protection of their property, equipment, merchandise, and personnel at all times, and hereby release, waive, and hold harmless the Siesta Key Chamber of Commerce, Sarasota County, and Festival Management from any and all claims, demands, causes of action, or liabilities arising out of or in connection with such loss or damage.

### **Vendor Conduct\***

All vendors are required to comply with all policies and disclaimers as established by the Siesta Key Chamber of Commerce, Event Producer, Sarasota County, and Event Management and must conduct themselves in a professional and courteous manner at all times. Failure to comply with any of these requirements may result in immediate and permanent removal from the event without refund or any reimbursement of fees.

Vendors are solely responsible for ensuring that their booth space and the surrounding beach area within their assigned space are left clean, orderly, and free of all debris at the time of load-out. Failure to properly clean and restore the assigned area to its original condition will result in a mandatory \$250.00 clean-up fee, which will be charged to the vendor.

### **Indemnification and Hold Harmless\***

Vendor(s) hereby agrees to fully indemnify, defend, and hold harmless the Siesta Key Chamber of Commerce, including its officers, directors, employees, volunteers, agents, successors, and assigns (collectively, the "Indemnified Parties"), from and against any and all claims, demands, causes of action, liabilities, damages, losses, judgments, penalties, costs, and expenses of any kind or nature whatsoever, including, without limitation, reasonable attorneys' fees and costs of litigation, whether at trial or on appeal, arising out of, resulting from, or in any way related to: (i) Vendor's participation in the event; (ii) Vendor's business operations, products, services, personnel, or booth; (iii) Vendor's acts or omissions; (iv) any advertising, promotion, or representation made by Vendor; or (v) any breach of these terms and conditions by Vendor.

Vendor further agrees that this indemnification and hold harmless obligation shall extend to any and all losses, whether direct, indirect, incidental, consequential, special, or otherwise, arising out of or related to the cancellation, postponement, interruption, delay, relocation, or rescheduling of the event, for any reason whatsoever, whether foreseen or unforeseen, including but not limited to acts of God, weather conditions, natural disasters, governmental actions, public health emergencies, or any other causes beyond the control of the Siesta Key

Chamber of Commerce.

This indemnification obligation shall survive the termination, expiration, or completion of Vendor's participation in the event.

## **Vendor Load-In Details | Thursday, November 12**

### **Arriving at Siesta Beach Public Parking Lot:**

1. You will enter the public beach parking lot located at 948 Beach Rd.
2. From there, make your way to the southern part of the parking lot. You will see a check-in tent with Crystal Classic staff and Sarasota County vehicles.
3. Once you reach the check-in tent, you will be instructed by a Crystal Classic employee to enter the load-in area. County staff will assist you in loading your materials into county vehicles for transport to your vendor site. This is your ONLY day for county assistance to and from beach.
4. After you have unloaded your materials, you will get back in your vehicle and drive out of the loading area to park your car in the public parking lot.
5. After you have parked you will walk back to the load-in area and be driven to your vendor site for set-up by a County representative. Be sure to unload all heavy materials at load-in.

\*Vendors are not permitted to drive out to the beach in their own vehicle at any time.

### **Load-in times are as follows:**

- 8am: Booths 22 - 37
- 9am: Booths 38 - 61
- 10am: Booths 62 - 76
- 11am: Booths 77 - 95
- 12pm: Booths 1 - 21

Load-in times are non-negotiable as they are provided by Sarasota County.

Load-ins for retail will not be allowed after 2pm on November 12.

Failure to arrive at your designated time will forfeit any County help to your vendor space.

All retail vendors are transported out to the sand to their vendor plot via authorized Sarasota County vehicles only. Vendors are not permitted to drive their vehicles to their vendor plots at any time.

If a vendor is not ready upon arrival at load-in they will be escorted out of the load-in area and moved to the end of the day, if available.

Vendors MUST be ready to unload at the time of County assistance. You are not permitted to get organized in the loading area – do so before your arrival.

DO NOT show up earlier than your designated time or try to squeeze in during a time that has not been assigned to you unless approved by festival management prior to November 12.

If for whatever reason, you cannot arrive at your designated load-in time, you are required to contact the Event Manager,

### **Vendor Wristbands:**

On load-in day, vendors will receive 4 general admission wristbands for each booth space purchased. We require vendors to wear their wristbands to enter Vendor Village each morning for security to easily identify. If you do not attend load-in day, you will need to check-in at the event Information Booth to receive your vendor packet and wristbands.

### **Daily Event Access:**

After vendor load-in on Thursday, November 12, County staff will NOT be available to assist you with restocking. Each morning, beginning Friday, November 13 through Monday, November 16, the Main Entry gates will open for vendors at 8am. Starting at 8am each day of the Festival, you may transport your own items on and off the beach by hand. We suggest beach wagons or a dolly that can help you transport your restocking needs.

Each morning vendors will only be permitted to enter Vendor Village from the Main Festival Entry gate no earlier than 8am. All perimeter gates will be locked until a Festival or County representative unlocks each gate by hand at 10am. This will avoid any tampering with fences, gates and zip ties. Festival security will be managing the Main Entry gates for vendor access.

### **Vendor Load-Out Details:**

#### **Vendor Load-Out | Monday, Nov. 17**

Vendor load-out for the 2026 event will be handled in a manner similar to load-in, with coordinated assistance provided by County and Festival staff - please note this is a change from the 2025 event.

The Siesta Key Crystal Classic main event and Vendor Village will close to the public at 3:00 PM on Monday, November 16. Once all guests have fully cleared Vendor Village, County trucks will begin accessing the area to facilitate vendor load-out. We kindly ask that you begin break down as close to 3:00 PM as possible to ensure the public has a full experience at the event on Monday.

Siesta Key Chamber and Event Staff will be present in each section during designated times to identify vendors who are ready for load-out and to coordinate transportation off the beach. Vendors will be assigned a load-out number that will be communicated to the County trucks. County personnel will access vendor spaces in order, and vendors must wait for their assigned number to be called before load-out assistance is provided.

It is extremely important that vendor booth number signs (placed ahead of load-in day) remain in place at all times so that County staff can properly identify and access each space in the correct order.

Vendor load-out will not occur by sections for 2026. Instead, vendors will be assisted in the order of readiness as determined by Festival and County staff.

As vendors complete packing and are fully prepared for transport, they will be assigned a load-out number and will be accessed in sequence based on that number. Vendors must remain in their assigned booth space and wait until their number is called.

Vendors will not have assistance to leave the festival prior to Monday, November 16, by order of our permit requirements. We kindly request that Vendors do not load out or leave ahead of Monday, November 16.

You must check out with a festival representative before you depart your vendor space.

All Vendors are to be patient with load-out on Monday.

**\*REMINDER:** Vendor Conduct is watched closely throughout the festival. Vendors are expected to conduct themselves in a professional and courteous manner toward all County Staff, Festival Staff, Volunteers and fellow vendors. Non-compliance will result in permanent removal from the festival and will not be permitted back.

**Please contact Kristin Foster, Event Manager, for more information or any questions.**

events@siestakeychamber.com | 941-349-3800