

2024 RETAIL VENDOR INFORMATION
JazzFest Michigan - Aug. 2-3
Michigan BluesFest - Sept. 20-21



Festival Information

Both of these long-running festivals (since 1994) have built strong followings of repeat attendees, word-of-mouth endorsements, and aggressive marketing to bring in newcomers. Attendance is consistently in the range of over 5,000 in the course of the two day event. The stage offers hours of outstanding music, in the unique atmosphere of historic Old Town Lansing. A KidzBeat area adds attraction for families on Saturday afternoon.

The retail booths are offered in the 10' x 10' size at \$100. MICA can rent individual tents for vendors and must be requested at least 45 days prior to the event. The space rent with tent rental cost is \$275. All displays and operations are to be contained within the 100 sq. ft. of the 10' x 10' tent/booth.

Application Instructions

To apply for a space at either or both festivals:

- Provide contact information listed on page 3
- Complete and return the application form
- Provide a list of items available for sale
- Complete and return the sales tax declaration page
- Submit full payment of booth fees

Preliminary Review:

MICA strives to provide festival-goers with a variety of unique, high-quality purchase opportunities. To support this goal we are requesting you to provide the following, to determine acceptance:

- History of operations
- Previous show reference with a photo of your booth
- 1-3 images of representative merchandise, or a link to a website
- Preference will be given to vendors whose primary base of operation is in Michigan, and whose wares are not already sold by Old Town businesses.

Booth Information:

- Size: Booth sizes are 10' x 10'
- Location: MICA will assign booth space at its discretion.
- Electricity: 110V or 220V electricity is available upon request. Vendors must bring their own extension cords. The festivals continue after dark. Vendors must provide any desired lighting specific to the booth.

- Furnishings: Each vendor booth is an open asphalt surface. The following items can be renting for the event (include these items at the time of application):
 - One 8' table and two chairs
 - 8' table(s) without chairs
- Parking: Each vendor will be provided with one pass for parking near the vendor area.

Payment due Upon Application Approval

Notification of approval or denial will be delivered via e-mail.

- Vendor Fees:
 - space = \$100
 - space + tent rental = \$275
 - rental table + 2 chairs = \$15
- **Half down required at signing**
- **Remaining balance due by July 1st**
- Personal checks are accepted from returning vendors; new vendors have the options of money order, certified check, or credit card. Cash payments will not be accepted.
 - Credit card payments can be submitted using the vendor application form
 - Mailed requests: MICA, 1210 Turner Street, Lansing, MI 48906
 - In person deliveries can be made by appointment
 - In person deliveries without an appointment can be made by placing the documents in a sealed envelope and inserted through mail slot
- Returned/NSF checks or credit card refusal will incur a \$50 fee and may prevent participation (certified check or money order for booth fee and penalty could be considered)
- Payments will not be processed for denied applications.

Refund Policy

- Cancellations given at least 1 month before festival start will be refunded, less a \$75 administration fee.
- Cancellations received less than 1 month before festival start will be considered in terms of any refund being justified.
- Vendors are not allowed to resell any part of their booth space at any time.

Vendor Schedules

- Set Up: Begins at 8:00 a.m. the Friday of each festival for vendors with trailers/trucks; 1:00 p.m. for vendors using tents. MICA cannot guarantee vehicular access to your booth after 11:00 a.m. due to stage and tent setup and road closings.
- Hours of Operation: Vendors must be open both Friday and Saturday, beginning at 4:30 p.m. on Friday and 1:30 p.m. on Saturday. Bands are scheduled to play each evening until at least 11 p.m. Vendors are required to stay open until at least 10 p.m. each evening.
- Weather Concerns: Festival staff will decide if weather problems should halt musical performances. Vendors should not close due to weather unless stages are closed for such reason. No refunds will be issued for weather-related closings of any duration.

Liability:

By signing and submitting the 2023 Retail Vendor Application, you are agreeing to the following:

- Applicant releases and agrees to hold harmless MICA from any and all damages to Applicant's property, or any personal injury that he/she or helpers may sustain while participating in the JazzFest Michigan and/or Michigan BluesFest. Applicant further understands that he/she stores equipment and supplies at his/her own risk.
- MICA and the festivals do not carry insurance to cover personal property. Although security is provided on the festival grounds overnight Friday, MICA is not responsible for any lost, stolen or vandalized goods or equipment. Merchandise may be left overnight, at vendor's own risk. However, as an independent contractor, vendors are strongly advised to obtain insurance and properly secure property.

Noise Concerns

These are music festivals, with artists presenting on stage. Vendors must ensure that music or conversation originating in a booth does not interfere with the patrons' ability to enjoy the live music and workshops.

Cultural Sensitivity

MICA is committed to the elimination of discrimination on the basis of race, color, sex, religion, creed, national origin, political persuasion, sexual orientation, marital status, handicap or age. Accordingly, MICA requires that all items displayed or sold at the festivals be sensitive to all members of society. This includes the avoidance of words, images and situations that suggest all or most members of a particular group are the same.

Taxes

No part of the proceeds of vendor sales is payable to MICA. Vendors are solely responsible for filing and payment of any and all taxes due based on their sales, including sales tax. Because of requirements by grant-givers for the festivals, vendors must complete and return a sales tax declaration page, which will be required of the vendor at the time of application.

No Pets or Children

In addition to Health Department restrictions, MICA prohibits vendors from bringing in or keeping in their booths animals/pets, or children under the age of 12 or whose circumstances would usually require a babysitter.

Trash Removal and Cleanup

MICA is committed to creating pleasant events by providing trash containers throughout the vendor area. Failure to remove all waste at the close of each festival day or at festival end following staff inspection, will result in a \$100 charge. In addition, such failure may result in being excluded from future festivals or being required to pay a \$150 damage deposit at time of future application, at MICA's discretion. We appreciate support in maintaining a clean festival site.

Updates Provided to Vendors

Notes with important reminders or updates will be e-mailed to each approved vendor by Wednesday of festival week. This information could include check-in confirmation, questions on operation, or other pertinent information.

Non-Discrimination Statement.

MICA does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.

Festival Contacts

If you have questions or need additional information, please contact:

MICA

email: mica@micharts.org

Phone: 517 371 4600

JazzFest Michigan and Michigan BluesFest are produced by Michigan Institute for Contemporary Art (MICA), a 501(c) 3 nonprofit organization.