

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 during the two-day events, and you will have your vendor spot for around 15 hours over the two days.** 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 afternoons.

Retail booths in 10' x 10' sizes are \$175. MICA can rent individual tents for vendors, and this must be requested at least 45 days prior to the event. The space rent with tent rental cost is \$350. All displays and operations are to be contained within the 100 sq. ft. of the 10' x 10' tent/booth.

The food booths are offered in 10' x 10' size at \$400, and a 10' x 20' space is \$500. 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 in the ReviewStar link below [MICA Event Vendors 2024 \(reviewstar.io\)](https://www.reviewstar.io)
- 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 various unique, high-quality purchase opportunities. To support this goal, we are requesting you 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 have yet to be 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, and vendors must provide any desired lighting specific to their booths.
- Furnishings: Each vendor booth has an open asphalt surface. The following items can be rented 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 have one pass for parking near the vendor area.

Payment is due Upon Application Approval.

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

- Retail Vendor Fees:
 - space = \$175
 - space + tent rental = \$350
 - rental table + 2 chairs = \$15
- Food Vendor Fees
 - 10' x 10' space = \$400
 - 10' x 20' space = \$500
- **Half down required at signing**
- **The remaining balance is due by July 12th**
- Returning vendors accept personal checks, while new vendors can choose between a money order, certified check, or credit card. Cash payments are not 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 the 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 one month before the festival starts will be refunded, less a \$75 administration fee.
- Cancellations received less than one month before the festival starts will be considered in terms of any refund being justified.
- Vendors cannot resell any part of their booth space at any time.

Vendor Schedules

- Set Up: For vendors with trailers/trucks, it begins at 8:00 a.m. on the Friday of each festival, and for vendors using tents, it starts at 1:00 p.m. Due to stage and tent setup and road closings, MICA cannot guarantee vehicular access to your booth after 11:00 a.m.

- 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., and Vendors must stay open until at least 10 p.m.
- Weather Concerns: Festival staff will decide if weather problems should halt musical performances. Vendors should not close due to weather unless stages are closed. 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:

- The applicant releases and agrees to hold harmless MICA from any damages to the Applicant's property or any personal injury they or their helpers may sustain while participating in JazzFest Michigan and Michigan BluesFest. The applicant further understands that they store equipment and supplies at their 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 the vendor's own risk. However, as independent contractors, 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 eliminating discrimination based on 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 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. Please remove all waste at the close of each festival day or at the festival end following staff inspection to avoid a \$100 charge. In addition, such failure may result in being excluded from future festivals or required to pay a \$150 damage deposit at the time of future application, at MICA's discretion. We appreciate your support in maintaining a clean festival site.

Updates Provided to Vendors

Notes with essential 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 based on 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 staff, selecting volunteers and vendors, and providing services. We are committed to providing an inclusive and welcoming environment for all staff members, 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.