

**WHAT SHOW?** 17th ANNUAL LEE COUNTY READING FESTIVAL

**WHERE?** FORT MYERS, FLORIDA

**WHEN?** MARCH 18, 2017

**HOURS?** 10:00 AM - 4:00 PM

**ATTENDANCE?** APPROX. 20,000+

**WHAT IS THE RENT FOR 15'X 10' BOOTH?** \$250.00 **PLUS** 20% OF ADJUSTED GROSS SALES.

**PAYABLE TO: "LITTLE JOE'S" IN ONE OF THE FOLLOWING MANNERS:**

- \*A MONEY ORDER**
- \*CERTIFIED CHECK.**
- \*PAYPAL**
- \*CREDIT CARD**

**WHAT IS ADJUSTED GROSS SALES?** AGS IS YOUR GROSS SALES, LESS THE 7% FLORIDA STATE SALES TAX WHICH YOU ARE REQUIRED TO COLLECT FOR THE GOVERNMENT AND REPORT TO THE FLORIDA DEPARTMENT OF REVENUE, ACCORDING TO THE LAWS.

**DEADLINE? *MUST BE RECEIVED NO LATER THAN FEBRUARY 1, 2017.***  
**APPLICATION POST MARKED AFTER THE 21<sup>ST</sup> WILL NEED AN ADDITIONAL \$100.00 ADDED TO THE TOTAL AMOUNT DUE TO BE PROCESSED.**

**WHEN WILL I KNOW IF I HAVE BEEN ACCEPTED? AS SOON AS WE RECEIVE YOU'RE APPLICATION.**

# **\*2017 READING FESTIVAL APPLICATION\***

NAME: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE(S): \_\_\_\_\_

FAX: \_\_\_\_\_ CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TYPE OF UNIT (TENT, TRAILER, CART): \_\_\_\_\_

## **SPACE FEES**

NUMBER OF SPACES \_\_\_\_\_ (15 X 10) X \$250.00 = \$ \_\_\_\_\_

LATE FEE IF APPLICABLE \$100.00 = \$ \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_

PRODUCTS TO BE SOLD AND PRICES: \_\_\_\_\_

\_\_\_\_\_

ELECTRICAL REQUIREMENTS: AMPS \_\_\_\_\_ VOLTS \_\_\_\_\_

WATER REQUIREMENTS: \_\_\_\_\_

I AGREE WITH, AND WILL COMPLY WITH, ALL OF THE GUIDELINES SET -  
FORTH IN THIS AGREEMENT.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**\*\*\*MAKE A COPY FOR YOUR RECORDS AND MAIL THE ORIGINAL TO  
OUR OFFICE.**

## GUIDELINES

1. LITTLE JOE'S SPECIAL EVENT SERVICES, INC. IS THE RESPONSIBLE PARTY FOR ALL FOOD AND BEVERAGE CONCESSIONS AT THIS EVENT. IF YOU HAVE ANY QUESTIONS, YOU MAY CALL OUR OFFICE AT: 239-645-8714 OR E-MAIL US AT [jjjalmallah@yahoo.com](mailto:jjjalmallah@yahoo.com)
  
2. IF YOU HAVE NEVER PARTICIPATED IN ANY SHOW WITH LITTLE JOE'S, YOU MUST SUBMIT A PHOTOGRAPH OF YOUR UNIT. APPLICATIONS OF FOOD VENDORS WHO DO NOT SUBMIT A PHOTOGRAPH, AND KNOW THAT WE DO NOT HAVE ONE ON FILE, WILL NOT BE CONSIDERED.
  
3. A COPY OF YOUR LIABILITY INSURANCE, WORTH ONE MILLION DOLLARS, NAMING LITTLE JOE'S SPECIAL EVENT SERVICES, INC., LEE COUNTY, A POLITICAL SUBDIVISION AND CHARTER COUNTY OF THE STATE OF FLORIDA, its AGENTS, AND PUBLIC OFFICIALS, CITY OF FORT MYERS AND IT'S AGENTS, EMPLOYEES, AND PUBLIC OFFICIALS. ARE DUE WITH THIS APPLICATION BY THE DEADLINE, FEBRUARY 21, 2015
  
4. ALL PRODUCTS ON YOUR APPLICATION WILL BE REVIEWED. YOU WILL RECEIVE A CONFIRMATION LETTER OF YOUR ACCEPTED PRODUCTS TO BE SOLD. *ONLY* THOSE ITEMS APPROVED WILL BE ALLOWED TO BE SOLD. DO NOT ATTEMPT TO SELL ANY ITEM THAT HAVE NOT BEEN APPROVED; THIS WILL RESULT IN YOUR IMMEDIATE DISMISSAL.
  
- 5. NO BEVERAGES ARE ALLOWED TO BE SOLD AT THIS EVENT.**
  
6. LITTLE JOE'S SPECIAL EVENT SERVICES, INC., NOR THE LEE COUNTY GOVERNMENT, NOR THE CITY OF FORT MYERS WILL BE RESPONSIBLE FOR ANY LOST, STOLEN OR DAMAGED EQUIPMENT OR INJURY OR DEATH OF PERSONS.
  
7. IF YOU ARE ACCEPTED, THE SET-UP TIME WILL BE MAILED WITH CONFIRMATION.
  
8. LITTLE JOE'S RESERVES FULL RIGHT OF ACCEPTANCE OR REFUSAL OF VENDORS AND THEIR ASSIGNED LOCATIONS.
  
9. YOU MUST SUCCESSFULLY PASS HEALTH DEPARTMENT AND FIRE MARSHALL INSPECTIONS TO PARTICIPATE

**GUIDELINES CONTINUED**

10. VENDORS WILL KEEP THEIR SPACE AND ADJACENT AREAS CLEAN AND ATTRACTIVE AT ALL TIMES.

11. WALK / SERVICE AREAS MUST NOT BE BLOCKED.

12. ALL PRICES MUST BE VISIBLE TO THE PUBLIC AND MUST INCLUDE SALES TAX.

13. YOU ARE RESPONSIBLE FOR COLLECTING AND REPORTING ALL FLORIDA SALES TAX.

14. YOUR BOOTH MUST BE MANNED THE *ENTIRE* LENGTH OF THE SHOW. NO EARLY TEAR DOWNS.

15. VENDORS MAY NOT RESELL SPACE ALLOCATED.

16. CANCELLATION WILL RESULT IN FORFEITURE OF ALL FEES PAID TO DATE.

17. VENDORS AND THEIR EMPLOYEES SHALL USE **EVERY** MEASURE TO PROTECT FESTIVAL SITE FROM ALL DAMAGES. VENDORS SHALL BE RESPONSIBLE FOR DAMAGE CAUSED BY HIM OR HER TO BUILDINGS AND GROUND. GREASE, FUEL, OIL, ABRASIVES, AND EXCESSIVE DEBRIS LEFT IN THE VENDOR'S SPACE SHALL BE SUBJECT TO CLEAN UP CHARGES.

18. ALL VENDORS WHO WERE SELECTED TO PARTICIPATE IN THIS SHOW WERE CHOSEN BECAUSE THEY ADVERTISED THEMSELVES (TO LITTLE JOE'S) TO BE PROFESSIONAL. THEREFORE, ALL VENDORS WILL BE EXPECTED TO CONDUCT THEMSELVES IN A CLEAN, COURTEOUS, AND PROFESSIONAL MANNER **AT ALL TIMES**.

19. THERE WILL BE **ABSOLUTELY** NO PROFANITY, BLASPHEMY, INDECENCY, OR DRUNKENNESS FROM ANY VENDOR, OR ITS EMPLOYEES, IN THE PUBLIC EYE DURING OPERATING HOURS. THIS WILL BE **STRICTLY** ENFORCED!

20. **ABSOLUTELY** NO BARKING AT THE CUSTOMERS FOR ANY REASON.

Please return this page.

I AGREE WITH AND WILL COMPLY WITH THE ABOVE STATED REQUIREMENTS.

PRINTED NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

- 1. MAIL COMPLETED APPLICATION,***
- 2. MONEY ORDER OR CERTIFIED CHECK ONLY***
- 3. SIGNED ACKNOWLEDGMENT PORTION OF GUIDELINES***
- 4. INSURANCE CERTIFICATE***
- 5. PHOTOGRAPHS***

***TO:***

**LITTLE JOE'S SPECIAL EVENTS Inc.  
818 NE 8<sup>th</sup> Street  
CAPE CORAL, FLORIDA. 33909**