

# 6th Annual Family Expo & Big Latch On

## Vendor Guidelines

**Saturday, August 5, 2017, 9:00AM to 1:00PM**

**Fort Worth Botanic Garden**  
Redbud Hall & Oak Hall  
3220 Botanic Garden Blvd, Fort Worth, TX 76107

Thank you for your interest in being a vendor at the 6<sup>th</sup> Annual Family Expo & Big Latch On, hosted by Tarrant County Breastfeeding Coalition and Mothers' Milk Bank of North Texas. We are very excited to announce our return to the beautiful Fort Worth Botanic Garden! The Gardens provide a stunning backdrop for our Big Latch On, however, the indoor facility is smaller and space is limited for the vendor fair. If you plan to participate, please complete your registration as soon as possible, as we will run out of vendor tables.

The vendor fair will be in both Redbud Hall and Oak Hall from 9:00 am to 1:00 pm. Vendor setup will begin at 8:00 am and tear down will begin at 1:00 pm. We must be completely out of the rooms by 1:45 pm.

### **VENDOR GUIDELINES:**

The vendor fee is payable at the time the application is sent. Applications will be accepted until all spaces are filled. To ensure a variety of vendors, applications are subject to approval. Vendor spaces will not be held if payment and registration forms are not received. Vendor fee will be refunded if no spaces are available for your business. All vendors are required to be WHO Code Compliant. To view the WHO Code, please visit:

[http://www.who.int/nutrition/publications/code\\_english.pdf](http://www.who.int/nutrition/publications/code_english.pdf) or  
[http://portal.ilca.org/files/events/ilca\\_conference/Exhibitor%20Resources/CodeSummary09.pdf](http://portal.ilca.org/files/events/ilca_conference/Exhibitor%20Resources/CodeSummary09.pdf)

We will only accept applications from one of each consultant-based business (doTERRA, IT Works, Scentsy, etc). In addition, we will limit the number of businesses within each category to 2 at this year's Family Expo (ex. 2 chiropractors, 2 photographers, 2 birth centers etc.). Exceptions can be made for businesses servicing different areas of Tarrant County or variations in specialty (birth photographers, family photographer, etc) Feel free to contact us to inquire about whether we can accommodate your business before completing your application.

*Please let us know on your application if you will be selling/displaying essential oils.*

*\*\* If you hand out samples at your vendor table, you are responsible for all City of Fort Worth permits and any required food handlers certifications.*

**Space is limited; please submit forms, donations, marketing material and payment by Friday, June 30.**

*\*\* No refunds will be issued for vendors who cancel after July 27.*

## Vendor Setup / Teardown & Vendor Fair Hours:

Setup will begin at 8 am on Saturday, August 5. Upon arrival, pull into the circle drive in front of the Deborah Beggs Moncrief Garden Center. You can unload your car and we will have volunteers available to watch over your items. You will park your vehicle then return to the area to pick up your items and check in. Please allow sufficient time for set up. To avoid a bottleneck at the front door, please be courteous of other vendors and **do NOT leave your vehicle unattended**. Find a map of the Botanic Garden here: <http://www.fwbg.org/map/>

**The vendor fair will start at 9AM on Saturday, August 5 and end at 1PM.** Teardown will be handled the same as setup. You will pack up your table and leave the items with our volunteers at the loading area, then bring your car to load up the items.

We will have a few dollies available to help you get your items to your table. If you have a portable dolly at home, feel free to bring it to expedite your setup and teardown.

## Vendor Tables

Each 8 foot table comes with a disposable tablecloth and 2 chairs. 4 foot tables are an 8 foot table shared with another vendor and come with a table cloth and one chair per vendor. You are welcome to bring your own tablecloths and decorate your table to suit your needs. If you need special accommodations for your vendor table (being near another vendor or type of vendor, access to electricity, etc) please let us know when registering. If you require floor space for your items, please let us know when registering and we will try to accommodate your request. Otherwise, no items can be placed on the floor in front of or beside your table, as this will block the flow of traffic and become a safety issue.

## Complimentary & Discounted Services

If you would like to provide a complimentary or heavily discounted service at the vendor fair (massage, henna, etc.) and need additional space, please contact us and we will make every effort to accommodate your needs. If you would like to provide a complimentary service please let us know and we will work with you to provide additional marketing, advertising and acknowledgement. Space is limited, please let us know as soon as possible if additional space is needed.

## Food Vendors, Samples & Concessions

Fort Worth Botanic Garden has a catering contract. If you sell a food product, you may be allowed to be a vendor with approval from the Fort Worth Botanic Garden.

Vendors are allowed to give away free samples. While most vendors will fall under the 'Cottage Bakery' laws, please be aware you may still require a temporary food handler's permit from the City of Fort Worth if you hand out individual samples. Please contact the City of Fort Worth at 817-392-7255 to find out if you need one. More information can be found at <http://fortworthtexas.gov/health/temporary/>. The vendor is responsible for knowing the laws regarding proper handling of food and is responsible for obtaining all permits necessary.

There are no concession stands at the Fort Worth Botanic Garden. You may bring a lunch or get snacks from the vending machine.

## **Parking**

All parking at the Fort Worth Botanic Garden is free.

## **VENDOR FEES & DISCOUNTS**

### **Vendor Fees**

We have changed our fee schedule to include discounts for vendors who register early!

#### Standard Vendor Table Fees:

8' Vendor Table (with 2 chairs)

- Registration completed by May 1<sup>st</sup> - \$80
- Registration completed by June 1<sup>st</sup> - \$90
- Registration completed after June 1<sup>st</sup> - \$100

4' Vendor Table (1/2 of an 8' tables shared with another vendor and 1 chair)

- Registration completed by May 1<sup>st</sup> - \$50
- Registration completed by June 1<sup>st</sup> - \$55
- Registration completed after June 1<sup>st</sup> - \$60

#### Additional Fees:

- Premium Table (1<sup>st</sup> table of each row, available to the first 6 requests only): \$45
- Table with Electrical Outlet - \$15

If you would like the added exposure of a premium table we have 6 available for an additional \$45. These are the first tables in each row that patrons see as they enter the room.

We have a limited number of tables with access to electricity. These will be offered on a first come/first serve basis.

*\*\* If you only need electricity for charging your cell phone we suggest you purchase a portable charger at an office supply store. We will have a charging station available for our vendors at the Tarrant County Breastfeeding Coalition's table in case of emergency.*

#### Discounts:

- 8' Vendor Tables with auction donation of at least \$45 - \$20 discount
- ½ Vendor Tables with auction donation of at least \$30 - \$10 discount
- 2016 Tarrant County Breastfeeding Coalition Members - \$10 discount

Vendors who donate an item or service to our silent auction will receive a discount on their vendor fees. Please note the minimum retail values.

## **Swag Bags & Marketing**

## Marketing:

- Marketing material in 350 Swag Bag for non-vendors - \$25
- Marketing material in 350 Swag Bags for vendors – FREE

We are allowing our vendors to add marketing items, coupons, discounts and samples to our 350 Swag Bags at **no additional cost!** Non-vendors can add approved marketing material for \$25.

\*\* We prefer vendors to hand out business cards and brochures personally at their tables, but other marketing items can be added to the swag bags for free.

All marketing material must be received by June 30. Swag can be mailed to: Mothers' Milk Bank of North Texas, Attn: Family Expo, 600 W. Magnolia Ave, Fort Worth, TX 76104.

***We have convenient donation drop off locations at Tarrant County WIC offices. If you are unable to mail your items, please contact us to find a location near you.***

*Please contact us for additional information if you would like to advertise your business in our event program that will be distributed to each family that attends the Family Expo.*

## Donations:

Vendors will receive a discount on their Vendor Fees if they donate an item to our silent auction. 8' table vendors will receive a \$20 discount if they donate an item/service with a retail value of at least \$45 to our auction. Vendors sharing a table (1/2 table vendors) will receive a \$10 discount for donating an item with a retail value of at least \$35.

Donations of coupons and discounts on products and services may not be used for the vendor discount. If a gift certificate is donated, it must cover the cost of the entire product. For example, a business donating a \$100 gift certificate to be used on a \$300 product/service would not qualify for a vendor discount. However, a \$100 gift certificate would qualify for a discount if the vendor sells products/service for under \$100. Please let us know if you have any questions regarding this policy.

All donations must be received by June 30. Donation forms can be found on our website at [www.TarrantBFCoalition.com](http://www.TarrantBFCoalition.com) under the "Donate" tab.

Donations can be mailed to: Mothers' Milk Bank of North Texas, Attn: Family Expo, 600 W. Magnolia Ave, Fort Worth, TX 76104.

***We have convenient donation drop off locations at Tarrant County WIC offices. If you are unable to mail your donation, please contact us to find a location near you.***

## Payment:

Payment is accepted on our website by credit card or Square. Checks are payable to Tarrant County Breastfeeding Coalition and can be mailed to Mothers' Milk Bank of North Texas, Attn: Family Expo, 600 W. Magnolia Ave, Fort Worth, TX 76104.

## Forms, Links & Helpful Hints:

All forms and payments can be completed online at [www.TarrantBFCoalition.com](http://www.TarrantBFCoalition.com). This is the most efficient way to register, pay and donate.

Information and forms for donations can be found under the “Donation” tab. Vendor forms and vendor guidelines can be found under the “Family Expo Vendor” tab.

Checks, donations, swag and forms can be mailed to:

Mothers’ Milk Bank of North Texas

Attn: Family Expo

600 W. Magnolia Ave.

Fort Worth, TX 76104.

We have convenient donation drop off locations at Tarrant County WIC offices. If you are unable to mail your donation, please contact us to find a location near you.

If you have any questions, contact Mary Ashley Ray at [info@tarrantbfcoalition.com](mailto:info@tarrantbfcoalition.com).