Downtown Lakeland First Friday Events

Exhibitor Instructions for Pine St.

Event Timing:

- Event Duration: 6-9pm
- Set Up Begins: Streets are closed at 5pm.
  Food TRAILERS should wait until streets are closed at 5pm.
- The Event Footprint is closed from 6pm-9pm (absolutely no entry or exit).
- Breakdown Begins: 8:45pm; vehicles 9pm (You must be out of the lanes of traffic by 10pm)

Event Contact:

- First Friday Staff 863-209-5492, FirstFriday@LDDA.org (We do not answer emails after 12pm on the day of the event.)

Set Up Instructions:

- Exhibitors must follow the entry and exit instructions specific to their block. Please see the map provided to you.
- Display a printed paper copy of the Exhibitor Placard on your front dash so that barricade staff can see it and let you through the barricades.
- Know both your zone and your space number. You are given a map of the event. Please have ALL information with you as you enter the event footprint.
- DRIVE SLOWLY. Once you are past the barricade, you have entered a PEDESTRIAN area. Drive 5mph in the event area. People are setting up and not looking behind them for cars.
- UNLOAD your trailer/vehicle into your assigned space. DO NOT BEGIN SETTING UP with your truck/car still in the road.
- Once unloaded, move your truck/car to a designated parking area. (We suggest the grassy lot at the corner of Oak St. and Massachusetts Ave. or in the Oak Street Parking Lot.)
- ELECTRICITY is not available.
- FOOD VENDORS who are cooking in the street need to have cardboard beneath their grills.
- NO GLASS BOTTLES. Food vendors selling drinks must sell them in cups or cans. Patrons are prohibited from walking around the event with glass.
- Do not litter the street with confetti, fabric petals, or anything else that the City will need to clean up after the event. Exhibitors must clean up any debris in the street created by them.

Breakdown Instructions:

- Exhibitors must clear the lanes of traffic by 10pm.
- Enter the event area to load up your car according to the map provided to you.
- Breakdown completely and pack up BEFORE retrieving your car. Cars should only be in the footprint once the exhibitor is packed and ready to load.
- Exhibitors requiring longer than 1 hour to break down and load must consolidate their materials and their vehicle(s) into parking spaces and CLEAR THE LANES OF TRAFFIC.

Please take a minute to review the updated rules. Every Exhibitor/ Maker must comply with each rule set by the LDDA.

RULES

Exhibitors/Makers are provided one 10′ x 10′ space unless otherwise determined by the LDDA. All tents must have tent weights. The LDDA does not provide weights, tents, tables, signs, lights, etc.

● All Makers may only sell items they were approved to sell by LDDA. Any Maker found selling unauthorized items, may result in termination of agreement by the LDDA.

● Exhibitors/Makers are solely responsible for securing their tents, merchandise, displays, and equipment against weather conditions. The LDDA is not responsible for loss or damage caused by wind, rain, lightning, or other weather conditions.

● Exhibitors are encouraged to provide a family-friendly activity that contributes to the festival atmosphere/theme of the event and to make their booths more attractive to the attendees.

● Exhibitors/Makers must confine their activities to the immediate vicinity of their booth. Exhibitors/Makers may not walk around and hand out materials. This increases the amount of trash in the streets.

● Exhibitors/Makers must leave their spaces clean and free from trash, debris, food, etc.

● All Exhibitors/Makers are prohibited to use any Private Dumpsters. Compactors are located in Traders
& Preservation Alley and behind Jimmy John's (in the alleyway).

● Makers are not allowed to dump grease, etc, in the streets, tree wells, trashcans or any unauthorized areas.

● Exhibitors/Makers are not allowed to bring personal pets from home while working in their booth.

● Exhibitors/Makers cannot smoke in their tent space or in the footprint of the event.

● Exhibitors/Makers must maintain a safe and orderly space free of potential trip hazards, etc.

● Exhibitors /Makers who get electricity approved by the LDDA must provide their own outdoor-rated extension cord and an appropriate cord cover for any extension cord, power cable, or electrical line that crosses a pedestrian walkway or area accessible to the public. All cords must be secured and maintained in a manner that prevents trip hazards. Failure to comply may result in the immediate removal of electrical service and/or expulsion from the event.

● Exhibitors/Makers may be allowed one A Frame in the middle of the lanes of traffic (after 6pm). No
additional items may be placed in front of your booth or in the middle of lanes of traffic at any time.

● Exhibitors/Makers may not engage in any activity deemed inappropriate by the LDDA Board and/ or management, including but not limited to (a) the dissemination of information, written or verbal, that is damaging or derogatory to any other group; or (b) any activity that is prohibited by City, County, State or Federal laws.

● Exhibitors/Makers may not share booth space with any other Organization or Business without written prior consent of the LDDA.

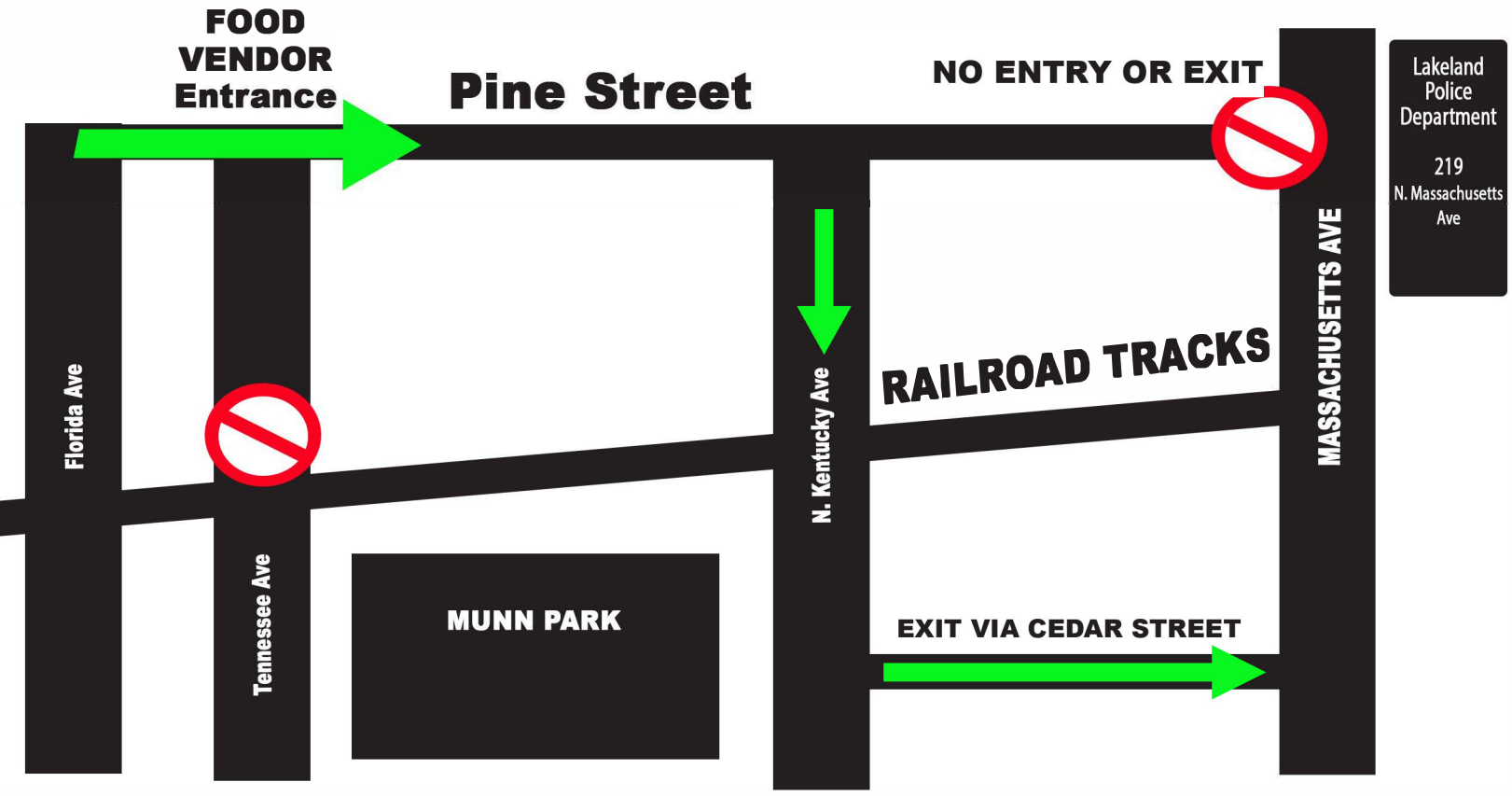
● No Exhibitors/Makers may relocate themselves from their assigned spot.
● Obstructions in the event footprint (vehicles, construction) may require an Exhibitor/Maker to be relocated from their assigned space. Placement is at the sole discretion of LDDA staff and is final.
●Fees are non-refundable. Exhibitors/Makers who choose not to participate in an event that has not officially been cancelled by the LDDA will forfeit their fee.
● Full Time Exhibitors/Makers enjoy a significant discount from the One-Time rate. Because of this, there are no refunds or make ups for rainouts.
● One Time Exhibitors/Makers will receive a refund if the event is cancelled, by the LDDA, and will be required to register for another month.
● Full Time Agreements will be extended to account for any cancelled events by the LDDA.
● The event time is from 6pm-9pm. Exhibitors/Makers may not begin packing up before 8:45pm, except when there is inclement weather.
● Violation of these rules may result in immediate expulsion from the event and termination of the ability
to participate in future events.

ALL Vehicles are prohibited within the event footprint during event operations. At no time may an Exhibitor/Maker display, park, store, or leave any personal vehicle, company vehicle, logo vehicle, trailer, golf cart, or other motorized vehicle within the event footprint unless specifically authorized in writing by the LDDA. Unauthorized vehicles create a safety hazard and liability risk. Violation of this policy may result in immediate removal from the event and/or termination of this agreement.

FIRST FRIDAY

SET UP LOGISTICS PINE ST - WEST ENTRY

***Google Maps: 204 E. Pine Street will get you to your event entrance**



SET UP:

Streets are closed at 5pm.
FOOD TRAILERS SHOULD WAIT UNTIL STREETS ARE CLOSED AT 5PM.

DRIVE SLOWLY (5mph) to your designated space.

Unload your trailer/vehicle into your assigned space. DO NOT BEGIN SETTING UP with your truck/car still in the road.

Once unloaded, move your truck/car to designated parking area (We suggest the Grassy Lot at the Corner of Oak St and Massachusetts Ave or the Oak Street Parking Lot.)

Return to your assigned space and begin setting up once you've parked your truck.

BREAKDOWN: 9pm (no cars/trucks allowed in the event space before 9pm)

Completely tear down your truck/trailer before you retrieve your vehicle. Enter from TENNESSEE / PINE Street again with placard visible in dash.

DRIVE SLOWLY (5mph) to your designated space.

Pack up and exit via CEDAR Street.

PINE ST EXHIBITOR

FOLD HERE
MAKE SURE IT IS STANDING IN DASH OR TAPED TO WINDSHIELD AND VISIBLE FROM 40 FEET

IMPORTANT — PLEASE READ - Updated July 2026

To ensure a safe and organized load-out process at the end of each event, all vendors must follow the established vehicle entry procedures when accessing the event footprint after the event.

As a reminder, vendor vehicles are not permitted through the barricades until the vendor's booth is fully packed and ready to load. This includes all merchandise packed away, displays dismantled, and tents completely broken down.

When arriving at the barricade, vendors will be asked for their booth name. Event barricade staff will verify that the booth is fully packed before allowing vehicle access to the event footprint. Vendors who are not completely packed and ready to load will be asked to wait until their booth is ready (if another person is breaking down space) or will be asked to park and walk back to their space to properly pack up.

LOAD-OUT REMINDERS

• Vendors must display a **printed vehicle placard**. Digital placards shown on a phone will not be accepted.

• Vendors are expected to remain set up until **8:45 PM**. The event officially concludes at **9:00 PM**.

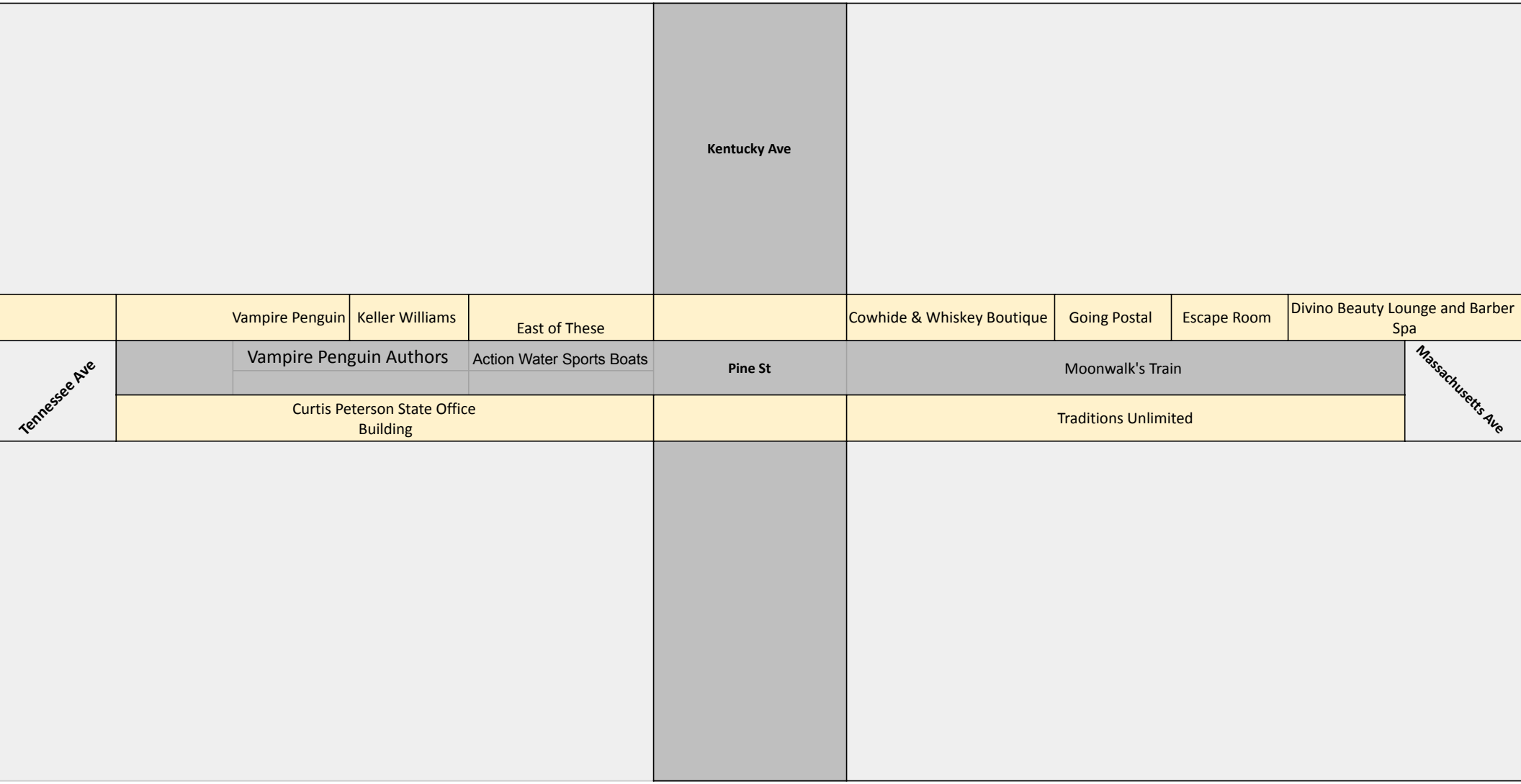
• Vendors must follow all instructions provided by event staff.

• Booths must be fully broken down and ready to load before a vehicle will be permitted into the event footprint.

• Vendors must keep a travel lane clear while packing up to allow other vendors to move safely through the area.

• Only **one vehicle per vendor** will be permitted into the event footprint for load-out at a time.

Thank you for your cooperation in helping us maintain a safe, efficient, and orderly load-out process for all vendors.


Kentucky Ave
Vampire Penguin
Keller Williams
East of These
Cowhide & Whiskey Boutique
Going Postal
Escape Room
Divino Beauty Lounge and Barber Spa
Tennessee Ave
Vampire Penguin Authors
Action Water Sports Boats
Pine St
Moonwalk's Train
Massachusetts Ave
Curtis Peterson State Office Building
Traditions Unlimited