

First Friday Exhibitor Instructions

LDDA staff contacts:

Primary: Brittany Melson, Event Manager—863-259-6971

Secondary: Julie Townsend, Executive Director—863-687-8910

These are cell phones. We accept texts and/or calls. Do not email after 12pm on the day of the event—we will not receive it.

As a First Friday Exhibitor, you agree to the following rules and procedures. Please be sure that every person who may work your booth at any time during the agreement term has read these rules and procedures. Violation of these rules and procedures may result in dismissal from First Friday.

RULES:

- Exhibitors 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.
- Exhibitors must confine their activities to the immediate vicinity of their booth. Exhibitors may not walk around and hand out materials. This increases the amount of trash in the streets.
- Exhibitors must leave their spaces clean and free from trash, debris, food, etc.
- Exhibitors must maintain a safe and orderly space free of potential trip hazards, etc. (Please tape down extension cords.)
- Exhibitors 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 may not share booth space with any other Organization or Business without prior consent of the LDDA.
- Placement is at the sole discretion of the LDDA and is final.
- The event time is from 6pm-9pm. Exhibitors are expected to stay for the full 3 hours except when there is inclement weather.
- No vehicles are allowed inside the event perimeter until 9pm. Vehicles that are part of the exhibitor's display MAY NOT leave until 9pm. Plan accordingly.
- Violation of these rules may result in immediate expulsion from the event and termination of the right to participate in the future.

SET UP PROCEDURES:

Exhibitors will receive instructions of how to enter and exit the event for set up and break down according to the block they are assigned. All employees and volunteers working your booth are expected to know and follow the set up procedures.

- Vehicles must only enter the event via the barricades on the east side of Main St. (from Massachusetts Ave.).
- Display a First Friday placard in your front window, driver's side, so that Event Staff can easily identify you at the barricade as a First Friday exhibitor. If multiple cars are required for set up, each must have a placard.

- If you are setting up prior to 5pm and before the streets are closed, you must pull out of the lane of traffic to unload your vehicle. If Event Staff is not available to move a cone for you, must put on your flashers, get out and move the cone, and pull out of the lane of traffic.
- Unload your exhibit materials to the sidewalk adjacent to your space and move your vehicle to the designated Exhibitor parking area.
- If you arrive to set up after the streets are closed, Event Staff will move the barricade to allow you in. Stay in the lane of traffic and unload your materials in your space. You may not set up your space until you have moved your car to the designated Exhibitor parking area.
- Vehicles exiting the event perimeter must do so at 10mph and with extreme caution.
- No tents, tables, etc. may be placed in the parking space (your exhibit space) prior to 5pm (or later on Main St.). This is a safety issue and will be strictly enforced.
- If an Exhibitor moves a barricade when Event Staff is not present he/she **MUST** place the barricade back into position.
- Exhibitors **MAY NOT** enter the event perimeter with a vehicle after 6pm. This is a violation of the event's agreement with the City of Lakeland.

Special Main Street Procedures:

Main Street doesn't close until approximately 5:15pm.

- **Exhibitors on the north side (Munn Park side) of Main St. should arrive *before* 5pm if possible. Unload quickly onto the sidewalk, do NOT set up your tent or tables, and move your vehicle to designated vendor parking.**
- **Exhibitors on the south side (business side) of Main St. should arrive after 5:15pm if possible. If you must arrive earlier, you will need to unload onto the north sidewalk, without interfering with any other exhibitors, because there is no sidewalk or street access to unload on the south side until the road closes around 5:15pm. Unload quickly, do NOT set up your tent or tables, and move your vehicle to designated vendor parking.**

BREAK DOWN PROCEDURES:

- Exhibitors are not to start breaking down their exhibit earlier than 8:45pm.
- Exhibitors are expected to stay for the full duration of the event, except in inclement weather.
- No vehicles may enter the event perimeter prior to 9pm.
- Vehicles must only enter the event via the east side of Main St. (from Massachusetts Ave.)
- Exhibits must be fully broken down and ready to pack in the vehicle prior to the vehicle entering the event perimeter.
- Vehicles exiting the event perimeter must do so at 10mph and with extreme caution.

Violation of any of these rules and/or procedures will result in a written warning to the Owner/President identified in this agreement for the first offense. Continuous violation will result in expulsion from First Friday and forfeit of any payments for future events.

EVENT ENTRY INSTRUCTIONS:

Prior to the streets being closed all exhibitors must follow the set up procedures outlined above. Exhibitors who arrive AFTER the streets close at 5pm (5:15pm for Main Street Exhibitors) follow these instructions below:

DISPLAY YOUR EXHIBITOR PLACARD ON THE DASH - DRIVERS SIDE.

For set up/breakdown after 5pm, enter the event from MAIN STREET ONLY (VIA MASSACHUSETTS AVE.) Do not enter the event from the Lemon Street, Pine Street, Cedar Street, or Tennessee Ave. barricades. The MAIN STREET barricade is the main entrance--*other barricades may be blocked due to music/entertainment set-up.*

Do not, under any circumstances, enter the event after 6pm or before 9pm.