



# 2016 Minnesota Renaissance Festival

www.renaissancefest.com • (952) 445-7361 • info@renaissancefest.com  
WEEKENDS AUGUST 20 - OCTOBER 2 • PLUS LABOR DAY & FRIDAY SEPTEMBER 30 • 9AM-7PM

## Irish Vendor Information

September 24 & 25

### Don't miss out on this opportunity!

The Minnesota Renaissance Festival would like to welcome you to participate in the Shamrocks & Shenanigans Festival on September 24 & 25, 2016! Every year we look to improve the quality of the festival by providing our patrons with unique opportunities. In turn, this allows us to provide great opportunities to people such as you!

We are opening our gates to Irish crafters, musicians and other businesses. Our goal is to expand the event this year, making it a better experience for you and our patrons.

The Minnesota Renaissance Festival welcomes more than 300,000 people from the 5-state region each season and over 5 million people to our website – allowing you to reach an audience that you might otherwise miss! We anticipate over 40,000 visitors for this weekend, giving you a great deal of exposure to your target market.

### EXHIBITOR INFO

- 10 x 10 display area - \$150.00.
- Eight FREE exhibitor admissions to The Renaissance Festival
- Great opportunity to promote yourself or organization.
- Discount coupons for family & friends
- Forms are due no later than **September 9, 2016**
- Forms received after September 9, 2016 are subject to \$100 late fee
- Fees non-refundable after September 9, 2016.
- This is a rain or shine event.

### Early Registration Special!

Send in your registration form with payment by **May 1st, 2016** and you will receive two **FREE** admission tickets to use any day of the 2016 Minnesota Renaissance Festival! Deadline for early registration special is **May 1st, 2016**, no exceptions.

### POINTS OF INTEREST

- Festival hours: 9 a.m. – 7 p.m.
- Pop-up tent required. If there are any problems, please contact us.
- Hand out promotional materials, sell your product, or conduct valuable surveys that reach your target market.
- Tables and chairs are responsibility of exhibitor. Table rentals will be available for \$20 for the weekend. Please note on registration form if you will need to rent a table.
- Decorations, including table skirt or cloth, need to be provided by exhibitor.
- Renaissance costumes are strongly encouraged, but not required.
- A discount coupon will be made available for family, friends, and club members.
- Exhibits are required to be set up no later than 8:30 a.m. on both Saturday and Sunday. *We would prefer if you would set up on Friday between 12pm and 5pm.*
- Additional opportunities to highlight your organization are available through sponsorships, seminars, and demonstration opportunities. Opportunities are limited and are on a first-come-first serve basis.
- Cross promotion of the event is greatly appreciated in order to optimize the partnership.
- Exposure to more than 40,000 visitors in 2 days.

Space is limited, so register early to secure your spot! A registration form is included with this letter. Please feel free to contact me with any questions. **Registration will be due September 9, 2016.**

Thank you!  
Marketing Coordinator  
Mid-America Festivals  
952.445.7361  
marketing@renaissancefest.com



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## Irish Vendor Information September 24 & 25

Early Registration due by May 1st to receive two FREE tickets!

### FORMS DUE BY SEPTEMBER 9, 2016

Fee is \$150.00. Make checks payable to Minnesota Renaissance Festival. Any forms received after September 9, 2016 are subject to a \$100.00 late fee. Fees non-refundable after September 9, 2016.

Please complete the form below and mail to:

Attention: Irish Market  
1244 S. Canterbury Road, Suite 306  
Shakopee, MN 55379

Via e-mail: [marketing@renaissancefest.com](mailto:marketing@renaissancefest.com)  
Via fax: 952-445-7380

### CONTACT INFORMATION

|                          |            |                           |           |
|--------------------------|------------|---------------------------|-----------|
| ORGANIZATION NAME        |            | CONTACT PERSON            |           |
| ORGANIZATION ADDRESS     |            | CITY                      | STATE ZIP |
| CONTACT PHONE #          | FAX NUMBER | E-MAIL ADDRESS            |           |
| ALTERNATE CONTACT PERSON |            | ALTERNATE CONTACT PHONE # |           |

#### TABLE - \$20

Yes, I will need to rent a table.  
\$20.00 per table

Please provide a brief description of your organization or business: \_\_\_\_\_

#### WEBSITE - \$50

Yes, I would like to include my logo & link on the website.

Over 20,000 Impressions.

Please a description of menu items & product pricing that you will be exhibiting:

| ITEM DESCRIPTION | PRICE OF ITEM |
|------------------|---------------|
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |
| _____            | _____         |

#### SPONSORSHIP

Yes, I would like to hear more about the sponsorship/advertising opportunities available.

Please include the following paperwork with your application.

Mobile Food Unit Licenses / Seasonal Temporary Licenses / Special Event Licenses.

Insurance Policy stating Minnesota Renaissance Festival as an additional insured.

\$200 application fee to participate.

Tax ID#: \_\_\_\_\_

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