

THE ALCHEMIST'S ASSEMBLY

Vendor Guidelines & Setup Information

Thank you for your interest in **The Alchemist's Assembly: An Evening of Magic, Makers & Moonlight**.

EVENT DETAILS

Date: Saturday, October 31, 2026

Location:

Francis Field
25 W. Castillo Drive
St. Augustine, Florida 32084

Event Hours:

4:00 PM – 10:00 PM

Anticipated Vendor Load-In:

12:00 PM – 3:00 PM

Anticipated Vendor Breakdown:

10:00 PM – 12:00 AM

LOAD-IN PROCEDURES

If accepted, vendors should expect the following general load-in procedures:

- Arrive during the designated load-in period.
- Completely unload all merchandise and equipment from their vehicle.
- Move their vehicle to the designated vendor parking area before beginning booth setup.
- Have their booth fully set up and ready prior to event opening.

Please be considerate of fellow vendors and keep loading lanes clear at all times.

Detailed load-in instructions and assigned locations will be provided to accepted vendors.

BOOTH REQUIREMENTS

Tent Safety

All tents must be secured with a minimum of **20-pound weights on each leg**. Tent stakes are not permitted.

Vendors without adequate weights may not be permitted to set up for safety reasons.

Themed Booth Displays

The Alchemist's Assembly is designed to be an immersive experience. Accepted vendors will be expected to decorate their booths in a way that complements the event theme and atmosphere. Think magical, mystical, Victorian, gothic, whimsical, and enchanting. Creativity is encouraged.

Costumes & Attire

All vendors are expected to participate in the spirit of the event by wearing themed costumes or attire appropriate to The Alchemist's Assembly.

Guests love interacting with vendors who help bring the magic to life!

DURING THE EVENT

- Vendors are expected to remain open and staffed for the entire event.
 - Early breakdown is not permitted.
 - Please keep your booth space clean and professional throughout the event.
 - Music, generators, open flames, and activities that interfere with neighboring vendors are prohibited without prior approval.
 - Vendors are responsible for collecting and disposing of their own trash.
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BREAKDOWN

Breakdown begins promptly at 10:00 PM.

Please do not begin packing before the event ends.

Vehicles may return to the field only after pedestrian traffic has cleared and event staff has authorized access.

All vendors are expected to leave their space clean and free of debris.

PHOTOGRAPHY & MARKETING

By participating in The Alchemist's Assembly, vendors grant Gather & Glow Events permission to photograph and record the event and to use images or video containing vendor booths, products, and participants for promotional and marketing purposes without compensation.

PRODUCT CATEGORIES & EXCLUSIVITY

Acceptance into the event does not guarantee category exclusivity. Multiple vendors offering similar products or services may be accepted at the discretion of Gather & Glow Events in order to create a balanced and diverse marketplace.

VENDOR FEES & REFUNDS

Vendor fees are non-refundable unless the event is canceled by Gather & Glow Events.

The event is held rain or shine. Refunds will not be issued due to inclement weather, personal emergencies, scheduling conflicts, or inability to attend.

RIGHT OF REFUSAL

Gather & Glow Events reserves the right to refuse, revoke, or terminate participation at its sole discretion if a vendor's products, booth presentation, behavior, or failure to comply with event guidelines is deemed inconsistent with the vision, standards, or safety requirements of the event.

Removal from the event does not entitle the vendor to a refund.

WEATHER & PREPAREDNESS

The event will take place rain or shine unless severe weather conditions create an unsafe environment.

Vendors are responsible for providing all necessary equipment, including tents, weights, tables, chairs, lighting, extension cords, and any other supplies required for their booth. Vendors should come prepared for changing weather conditions.

VENDOR CODE OF CONDUCT

Professionalism & Courtesy

Vendors are expected to treat guests, fellow vendors, performers, volunteers, and event staff with courtesy and respect at all times.

Follow Event Staff Directions

For the safety and smooth operation of the event, vendors must comply with instructions provided by Gather & Glow Events staff, volunteers, security personnel, and venue representatives.

Maintain a Positive Atmosphere

The Alchemist's Assembly is intended to be a fun, immersive, and family-friendly experience. Disruptive, aggressive, or inappropriate behavior will not be tolerated.

Respect Neighboring Vendors

Please be mindful of neighboring booths. Excessive noise, strong odors, or activities that interfere with nearby vendors are prohibited without prior approval.

Booth Presentation

Vendors are expected to maintain a clean, attractive, and professional booth throughout the event.

Compliance

Failure to comply with event guidelines or instructions from event staff may result in removal from the event without refund and may affect participation in future Gather & Glow Events.

SALES TAX, LICENSING & PERMITS

Vendors are solely responsible for complying with all applicable federal, state, and local laws and regulations. This includes collecting and remitting sales tax, maintaining any required business licenses or permits, and ensuring that all products sold comply with applicable laws.

Food vendors and vendors selling regulated products must possess any licenses, permits, or certifications required by the State of Florida, St. Johns County, and the City of St. Augustine.

LIABILITY

Participation in The Alchemist's Assembly is voluntary. Vendors assume all responsibility for their booth, merchandise, equipment, employees, and activities.

Gather & Glow Events, its owners, staff, volunteers, venue partners, sponsors, and affiliates shall not be held liable for any loss, theft, damage, injury, illness, accident, or claims arising from participation in the event.

Vendors are encouraged to carry their own liability insurance.

CANCELLATION POLICY

Gather & Glow Events reserves the right to cancel, postpone, modify, or relocate the event due to severe weather, emergencies, venue requirements, acts of God, governmental restrictions, or circumstances beyond its control.

In the event of cancellation by Gather & Glow Events, vendor fees may be refunded or transferred to a future event at the sole discretion of Gather & Glow Events.

PROHIBITED ITEMS

Gather & Glow Events reserves the right to prohibit the sale or display of any item deemed unsafe, offensive, illegal, counterfeit, or inconsistent with the spirit and standards of the event. Vendors may not sell weapons, illegal substances, drug paraphernalia, or other prohibited items. The sale of alcohol is prohibited unless specifically authorized by the event organizer and all applicable licensing requirements have been met.

AGREEMENT

Submission of an application and/or acceptance into The Alchemist's Assembly constitutes acknowledgment and acceptance of these guidelines and requirements.

Gather & Glow Events reserves the right to interpret, amend, and enforce these policies as necessary to ensure the safety, integrity, and overall experience of the event.

Thank you for helping us create an unforgettable evening of magic, makers, and moonlight.

✨ Gather & Glow Events

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