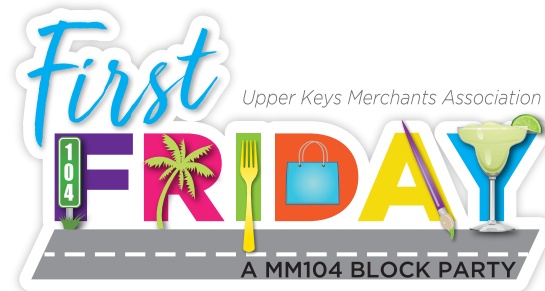


Upper Keys Merchants Association, Inc.

The mission of the Upper Keys Merchants Association is to enrich the Key Largo experience by serving as a communications hub, and by providing education and information showcasing Key Largo as a cultural, recreational, and historic destination.

The First Friday event is an opportunity for visitors and locals alike to enjoy the many local artists, craftspersons, and businesses in the Upper Keys. Upper Keys Merchants Association strives to bring an exciting, quality event each month to the Mile Marker 104 area. Thank you for your interest in participating in First Friday.

All applications must be approved by the Upper Keys Merchants Association.



First Friday Artist Rules

HOURS OF THE EVENT ARE 6:00-10:00 PM (Rain or Shine)

1. Artists must rent a 10'x10' space to participate in First Friday each month. A new application must be completed annually and will remain in effect unless changes are made. Application rules remain in force for the entire year and not just the month the contract was signed.
2. Please confirm your attendance on a monthly basis. Confirmation and payment must be received by Monday at 6:00 p.m., which is 72 hours prior to each event. After that time, the price will increase \$10. Artists wishing to purchase a space on the day-of, without making prior confirmation and payment, will also incur the \$10 fee and placement will be limited to availability.
3. Any Artist that sells a product or service at the event that is not in compliance with the rules and regulations may be asked to leave the event immediately, forfeit rental fees paid, and face possible banning from future events.
4. Participants are prohibited from fundraising at the event unless approved in writing by the First Friday Management prior to the event.
5. The Upper Keys Merchants Association and/or First Friday Event Planner reserve the right to refuse participation to any business or organization for any reason.
6. Participants are encouraged to distribute collateral materials, samples, and information pertaining solely to the business or organization that has applied to participate. Booth sharing is prohibited.

7. UKMA will visit and monitor booths during the event. If exhibited material, merchandise or booth display differs significantly from the information provided at the time of registration, the responsible party will be asked to remove it and/or rework booth display. Continued violation of this policy may result in the responsible party being asked to leave with no refund of rental fees issued.

8. Set-up time is 5:00 – 5:45 PM the day of the event. Please be prompt. Before setup, all participants must check in at Sundowners' office to be given their assigned booth location. You *may* be able to park behind your assigned space, but that's not a guarantee; some spaces won't have room. Park nearby at one of the businesses.

9. All booths must have adequate lighting installed during setup and it must be turned on before sunset through the end of the event.

10. Break down is NO SOONER than 10:00 PM, unless there is inclement weather or otherwise by prior agreement with the First Friday Event Planner. All participants must clean up their own booth areas before leaving the event.

12. First Friday is a RAIN OR SHINE event. Please don't assume a rain shower will close the event. REFUNDS will not be provided should you choose not to attend.

What we provide:

- An assigned space
- Electricity (*only enough for a 60-watt LED light*)
- Advertising

What you must provide:

- Table, Tent and Chairs
- Display/Equipment
- a 60-watt LED lighting fixture
- 100-ft. Extension Cord

Application Procedure:

Complete the attached form and return to
Upper Keys Merchants Association c/o FRKM
103900 Overseas Highway
Key Largo, FL 33037

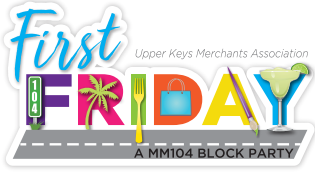
or

Email it to events@fkrm.com
with FIRST FRIDAY APPLICATION in the subject

or

Upload it on the website: www.KeyLargoFirstFriday.com

You can also pay online at the website.



I have read the rules governing the First Friday event and agree to abide by them. I do hereby release and hold harmless Upper Keys Merchants Association, Inc. from any and all manner of actions, such as suits, damages or claims whatsoever arising from any loss or damage to my property or anyone's property in my possession or supervision.

Applicant - Print Name Clearly

Date

First Friday Artist Application

Name

Address

City

State

Zip Code

Contact Name

Office Telephone

Cell Telephone

Email

Website

CATEGORY (check all that apply):

- Painting Glass & Metal Pottery Jewelry
- Sculpture Photography Craft Other _____

I am willing to demonstrate my art during the event

\$25.00 10' X 10' space

Want a better DEAL? Pay for 5 consecutive months (in full, up front) and get 1 month FREE!
TOTAL COST = \$125.00

Contact Paul White with any questions at events@FKRM.com or 305-451-4803.

PAYMENT INFO: Please make checks payable to: Upper Keys Merchants Association. (A \$35 fee will be issued for a bounced check.) Payments can also be made on our website, www.KeyLargoFirstFriday.com.

Registration and payments MUST be received no later than three (3) business days prior to the event or your space may be re-allocated to another vendor.

**Cancellations must be made 48 hours prior to event to apply a transfer to the following month. Otherwise payment is forfeited.*