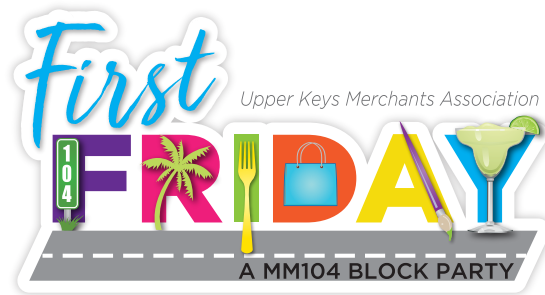


Upper Keys Merchants Association, Inc.

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, crafts persons, 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 Business Rules

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

1. Businesses and organizations 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. Vendors 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. Alcoholic beverages may NOT be distributed unless pre-approved by the Upper Keys Merchants Association and the applicant must provide a current, appropriate State of Florida liquor license. If offering alcoholic samples, you are required to verify the legal age of any consumer and take steps to ensure that a consumer is only allowed one sample per event.
4. Vendors are allowed to sell merchandise at the event, but there are special rules that govern this aspect of First Friday, and the vendor must abide by these rules. Please contact the First Friday Event Planner Paul White at 305-451-4803 or events@fkrm.com for approval.
5. Any Vendor that sells a product or service at the event that is not in compliance with the rules may be asked to leave the event immediately, forfeit rental fees paid, and face possible banning from future events.

6. Participants are prohibited from fundraising at the event unless approved in advance by the Upper Keys Merchants Association.
7. The Upper Keys Merchants Association and/or First Friday Event Planner reserve the exclusive right to refuse participation to any business or organization for any reason.
8. 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.
9. 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.
10. 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.
11. All booths must have adequate lighting installed during setup and it must be turned on before sunset through the end of the event.
12. 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.
13. 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:

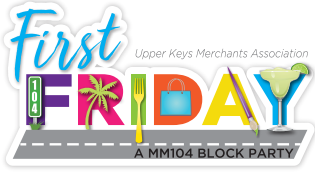
Complete the attached form and return to
 Upper Keys Merchants Association c/o FRKM
 103900 Overseas Highway
 Key Largo, FL 33037

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 Vendor Application

Date of First Friday Event

Organization/Business Name

Address

City

State

Zip Code

Contact Name

Office Telephone

Cell Telephone

Email

Website

\$50.00 10' X 10' space.
50% off for non-profit organizations with proof of 501(c)(3) status.

Want a better DEAL? Pay for 5 consecutive months (in full, up front) and get 1 month FREE! TOTAL COST = \$250.00 (\$125.00 for non profits)

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.*