



2025

## Vendor Guidelines and Pricing

The Attalla Heritage Day Festival celebrates arts & crafts, a car show, live bands, food vendors, and a Kid Zone with free rides, games, and activities. The event takes place in a designated area of downtown Attalla, surrounded by antique stores, restaurants, boutiques, and professional services.

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### Important Vendor Information

To ensure your participation as a vendor at Attalla Heritage Day, please complete the following checklist:

- Read and understand all vendor guidelines for Attalla Heritage Day
- Fill out the entire application completely (no blank fields)
- Submit a picture of your booth set up and food vendors need to send picture of your menu that will be provided at the event.
- Pay the full vendor fee

### Vendor Space Details

Most vendor spaces measure 10 feet wide along the curb and 16 feet deep from the curb towards the center of the road. There are a few spaces that are 10x10. If you are using a trailer, include the trailer hitch in your space measurements. For example, if your trailer is 9 feet long and the hitch is 2 feet, you will need an extra foot of space. If you require more than a 10 ft. deep space, please be detailed on your application.

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### Fees (New for 2025)

Payment is due with the application.

- **Large Food Concessions/BBQ Vendors:** \$165
- **Small Food Vendors** (e.g., cotton candy, coffee, popsicles, etc.): \$120
- **Craft Vendors:** \$60
- **Additional Space:** \$60
- **Electricity (limited availability):** \$15

Vendor space reservations cannot be made over the phone, and we cannot hold spaces. Food vendor spots are limited and assigned on a first-come, first-served basis. Food vendors may be asked to submit a health rating along with the application. Only **Pepsi Products** (including bottled water) may be sold.



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### Refunds & Weather Policy

Refunds will not be issued under any circumstances. Attalla Heritage Day is an outdoor event that will continue rain or shine. In cases of severe weather, the event may experience delays, early closures, or cancellations with no refunds. Vendors are responsible for staying informed about potential changes. Updates will be shared on the following Facebook pages:

- **Attalla Heritage Day**
  - **Downtown Attalla**
  - **City of Attalla**
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### Location & Parking

The festival is located in Attalla, Alabama, just 0.8 miles off I-59. After unloading, vendors must move their vehicles immediately. Vendor parking will be available beside the library and behind City Hall located at 612 4<sup>th</sup> St. There will also be parking in the parking lots on the corner of 6<sup>th</sup> Ave and 1<sup>st</sup> Street. Parking Signs will direct you to these locations. We will have a shuttle picking up and dropping off throughout the event.

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### Set-Up & Check-In

Vendors can begin setting up at **5:00 p.m. on Friday, October 17th**, or at **5:30 a.m. on Saturday, October 18th**. All exhibits must be ready by **8:00 a.m.** and all vehicles must be removed from the event area by then. Vendors must check in to secure their space; failure to check in may result in forfeiting the booth. It is required to move vehicles as soon as unloading is finished so that other vendors are able to drive to their location. Only the vehicles that need to be unloaded can enter into the event area. Please do not have multiple cars following. Space is very limited.

To check in, enter the alley behind the Municipal Building (former Wells Fargo Bank) at the corner of 3rd St. NW and 5th Ave. NW. Someone will guide you to your designated space. Spaces will not be assigned in advance.

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### Power & Generators

**Generators** are not allowed except in designated areas, such as the Kid Zone, and space is limited. **110 AC power** is available on a limited basis. Please be specific on application how many plugs you will be using and what will be plugged up.

### Clean-Up

Vendors are expected to keep their booth areas clean and tidy. It is the responsibility of each vendor to remove all trash and clean their space when leaving.

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### Vendor Rules

- Vendors must remain on-site for the duration of the festival.
  - **No pets** or smoking allowed in vendor spaces.
  - **Tents** are required for all vendors except for those in closed spaces like food trucks or campers.
  - Vendors must submit a picture of their setup. Food vendors must also submit a menu photo.
  - Food vendors must display their prices clearly and only sell **Pepsi Products**.
  - Attalla Heritage Day officials reserve the right to reject any vendor application and remove any vendor or display not adhering to the rules.
  - No vehicles are allowed to enter or exit during festival hours.
  - **No weapons, alcohol, drugs, offensive language, or inappropriate conduct** are permitted.
  - Officials reserve the right to remove any works or vendors deemed inappropriate.
  - Attalla Heritage Day officials may amend or modify these rules without prior notice and will enforce these rules at their discretion.
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### Contact Information

For questions or additional information, contact Kelly Moore:

Phone: (256) 506-7862

Email: [kmoore@attallacity.org](mailto:kmoore@attallacity.org)

**I have read and agree to abide by the guidelines of Attalla Heritage Day.**

Signature \_\_\_\_\_ Date \_\_\_\_\_