

Of Note to Vendors and Merchants

Only 4 miles off of I-65 in beautiful Greenville Alabama, Alabama Medieval Fantasy Festival is nestled among rolling hills and tree-lined lanes. We are a young and growing Faire with attendance of nearly 5000 last year (and that's with forecasted bad weather). We are an informative, fun, educational, and interactive experience; unplugged from the stresses of everyday life.

Visitors who enter the Kingdom of Dragon Croft, enter a world of discovery and adventure. Our merchants are a huge part of that illusion, thus we request that our merchants remain within the Medieval/Renaissance/Pirate/Fairy theme. We are not a flea market, street festival or outdoor mall. We specialize in the atmosphere of the hand-crafted, non-machine era and your wares need to fit that theme. We are all members of the cast! Everyone is expected to create the illusion of the historic time period with costumes, shop structures, decorations, displays, products, sales, and speech patterns. Dialect workshops and/or print materials are available through the ALMFF office and our web site.

See especially our web page about garb: <https://almff.com/garb%2Fclothing>

And also our web page about speech: <https://almff.com/educational-information>

All of our merchants participate in this live theatrical event as colorful characters, dressed from head to toe in Renaissance/Medieval/Pirate/Viking style costumes, and participation by every booth is encouraged for the Royal procession each day at 12:30, starting at Oak Hall and proceeding through the Kingdom to end up at the joust.

All vendors and merchants are expected to bring period-style pavilions or booths or otherwise adapt their display to period style. The general set-up and display media used in booths should be in line with the Medieval and Renaissance period styles. THIS INCLUDES SIGNAGE! Food Vendors MUST display menu and item pricing so it can be seen by patrons waiting in line.

Any questions about appropriateness should be raised BEFORE the event. Tables and display media will NOT be provided by the Faire. It is the sole responsibility of individual merchants and vendors to provide their own display media. Metal and other non-period tables must be covered, including legs, in such a manner that suggests they conform to the Medieval/Renaissance theme. Participants should bring all accessories necessary for their booth. Please plan ahead as the Faire cannot provide these.

To help maintain the period illusion, no cigarettes, plastic water & soda bottles, etc should be in public view at any time
(Food merchants are the exception to this rule)


"Live" steel and weapons vendors and entertainers MUST provide proof of additional insurance coverage. Special care must be taken with this type of merchandise. Safety MUST be maintained at all times. All laws of the State of Alabama must be met (for instance, sword canes are illegal) NO SALES OF WEAPONS TO MINORS! No weapons may be carried through the crowd unsecured! All "Live" steel must be peace-tied by the vendor BEFORE they are handed over to the purchaser. There can be NO "Live" steel drawn outside of our stages or the Fighting Field!

We ask a lot but we offer a lot, too

We advertise the Faire on billboards, radio, TV, newspaper, and social media. That doesn't include fliers and ticket giveaways. We also offer you a live link to your website/Etsy/Facebook page from the [ALMFF website](#).

The Kingdom is located on 30 acres of woods and rolling hills, with lanes throughout. It is conveniently located to hotels, restaurants, and a campground.

If you've never visited the Kingdom of Dragon Croft, our friends the MissiHippie Gypsies did an incredible video tour of the 2023 Faire. It's beautifully done and well worth the watch!

 [Alabama Medieval Fantasy Festival 2023 ReCap](#)

JURY

All vendors must jury in every year. A \$10 non-refundable jury fee must be included with your application in order for it to be processed. If your proposal is received without the application fee, it will not be considered or returned. Photos must be submitted for each type of item you wish to sell during the Festival.

The ALMFF staff is here to assist new vendors in making their entrance into the ALMFF Marketplace as smooth as possible. We are available to answer questions, talk about product lines, discuss shop locations and booth dressing, as well as addressing any other concerns. Once the Faire date is announced, Vendor applications will become available. Please keep an eye on the [Vendor page on the website](#) and get your applications in quickly so that we have time to add you to the website and our other social media.

Please reach out with questions or concerns to the Event Coordinator at 251-423-1257 or the Vendor Coordination Team at vendor@almffmail.com. We are happy and excited to be working with you and are looking forward to many a great year together!

