

MIDSOMMARFEST 2010

SKANDIA

Brian Nelson, Vendor Coordinator
19628 35th Ave SE
Bothell, WA 98012
February 2010

Dear Friends,

The 52nd Skandia Midsommarfest – the Northwest’s premiere Nordic folklore event – will be held on SUNDAY 27 JUNE 2010 at lovely Saint Edward State Park on the northeast shore of Lake Washington.

You are cordially invited to participate in Skandia Midsommarfest's *Hemslöjdsmarknad* (home-craft market) as an Exhibitor, Demonstrator, and/or Vendor.

This is a magical festival that enralls participants and guests alike! The main event of the festival is the dramatic raising of the *majstång* (greened midsummer pole) in the ancient manner (pushed up by manpower!), complete with grand parade of costumed marchers, massed musicians, and audience participation in age-old dances at the pole. Throughout the day there are music and dance performances, with participation dancing to live music of Scandinavia and the Baltic states, plus, of course, the attractions of the *Hemslöjdsmarknad*.

MARKNAD PARTICIPANTS and FEES:

Demonstrating Exhibitor*: for participants who demonstrate or exhibit a craft, activity or service ONLY. Demonstrating Exhibitors may distribute literature, take names for mailing lists, etc., but they may do NO selling whatsoever (**NO participation fee**).

Demonstrating Vendor*: for participants who wish to demonstrate a Nordic craft or activity and also sell crafted items, snack food or service (**\$45 per booth site**).

Selling Vendor*: for participants who wish to only SELL Nordic crafted items, Nordic imports, services or snack food (**\$70 per booth site**).

* Demonstrating Exhibitors and Demonstrating Vendors should present demonstration activity for a minimum of 30 minutes of each hour from 11:00-2:00 and 3:00-5:30. Please include spectator participation in your demonstration if you can.

MARKNAD SET UP and PARKING:

Marknad participants supply their own booth set-ups, including shelter, if used (a canopy or tent is strongly recommended for protection from sun or rain). Each *Marknad* participant will be assigned a booth site large enough to accommodate a 12'x12' booth, expandable up to 16'x16'; the booth's tables, outdoor displays, shelter, and tent tiedown ropes should fit within these dimensions. If the space needed exceeds 16' in either dimension, you should apply for two or more contiguous single booth sites.

Vehicles may be driven right to the booth site for set-up on Saturday 10:00 am-6:00 pm and Sunday 8:00-9:30, and after 5:30 Sunday for booth breakdown. No vehicle traffic is allowed on Midsommarfest grounds during the festival, Sunday from 10:00 am to 5:30 pm. Overnight parking and camping are not allowed in the park; assigned personnel will serve as *Marknad* security on the grounds Saturday night.

On Sunday, permit parking will be reserved for **one** vehicle per *Marknad* booth, near the booth. **Please carpool!** Other booth cars must park in Midsommarfest parking lots remote from the booths.

SNACK FOOD and COFFEE SALES:

Participation as a snack food vendor requires Vendor Coordinator approval to ensure minimal duplication with the Main Food Vendor. Snack food vendors should consider take-away foods or drinks, such as homemade cookies, canned soft drinks, espressos, etc. Water and electricity are not available outside the Main Food Vendor area, and alternative arrangements or stand-alone units may be necessary for compliance with Health Department requirements (see Licenses and Permits, below).

Food sales requires product-liability insurance naming Skandia Midsommarfest and Saint Edward State Park as co-insured, and a copy of your insurance should be filed with me by June 1, 2010.

FIRE AND SAFETY REGULATIONS:

Pertinent King County Fire Marshal regulations require tents, canopies or "temporary membrane structures" to be of flame-retardant material or treated for flame retardation (certification of flame-retardant material or treatment should be kept with you on the premises); tents should be adequately anchored, tiedown ropes should be flagged to be easily seen. No smoking in tents/canopies. Propane or other grills, open flames, or devices capable of igniting combustible materials should not be used in or adjacent to a membrane structure, unless approved by the Fire Marshal. Have a fire extinguisher handy! Questions? Please contact King County Fire Marshal's office: 206-276-7075; 900 Oakesdale Avenue SW, Renton, 98055; web site: www.metrokc.gov.

LICENSES and PERMITS:

Business licenses or State tax numbers, and any permits needed should be obtained prior to Midsommarfest and kept available at the booth, and a copy must be filed with me by May 15, 2010.

I will send a list of selling vendors to the Washington State offices for licensing and revenue and seek a blanket license for vendors who are not already registered in the State.

Food vendors must be sure to meet King County Public Health Department requirements. For information and requirements for food vending, please contact me for the updated contact info.

OTHER STUFF:

Saturday's set-up work is followed by a participants' dance, to which you – as Midsommarfest *Marknad* participants – are invited.

Instruction packets, with space assignments and passes, will be mailed to you in early June.

If we are unable to accept your booth this year, I will notify you by May 21 and your fee payment will be refunded in full.

I hope you will join us for the 52nd annual Skandia Midsommarfest at Saint Edward State Park on Lake Washington! Please fill out the form and return to me by **May 1st**,

2010, along with a check or money order MADE TO SKANDIA FOLKDANCE SOCIETY for your participation fee, if applicable.

If you have questions, please contact me by e-mail: bnnelson1@verizon.net; or phone (427) 489-8434 message (cell 425-530-2171); or at the address on page 1.

Very truly yours,

Brian Nelson,
Vendor Coordinator
Skandia Midsommarfest 2010

SKANDIA MIDSOMMARFEST, SUNDAY 27 JUNE 2010

Saint Edward State Park, Kenmore, Washington
***Hemslöjdsmarknad* Application**
Demonstrating Exhibitor, Demonstrating Vendor, Selling Vendor

Date_____

Organization/individual as it should appear on printed
program_____

Contact person_____

Address_____

City_____ State/Province_____ Zip_____

Phones with area codes:

day_____ eve_____

E-mail address(es)_____

___ I won't be able to participate this year, but please keep me on the Skandia Midsommarfest vendor list.

___ I/we wish to participate as a **Demonstrating Exhibitor (no fee;** definition in accompanying letter).

___ I/we wish to participate as a **Demonstrating Vendor (\$45/booth site;** definition in accompanying letter).

___ I/we wish to participate as a **Selling Vendor (\$70/booth site;** definition in accompanying letter).

Please check the applicable cultures you will represent at Skandia Midsommarfest:

Pacific

Sweden__ Norway__ Denmark__ Finland__ Iceland__ Faeroes__ Estonia__ Latvia__
Lithuania__ Northwest__

I/we request ___ (number of) booth sites (a single booth site is 12'x12', expandable to 16'x16'; if you need more than 16' in either dimension, you should request and pay for two or more contiguous booth sites).

Please indicate your **actual** booth size(s), including outdoor displays, tiedowns, etc._____

If more than one booth site is requested, do you want the sites to be contiguous?___
Or in separate areas?___

I wish to **DEMONSTRATE** traditional crafts, food or activities, as follows

I propose to incorporate the following **SPECTATOR PARTICIPATION** in my demonstration_____

I wish to **SELL** traditional craft items, imports, services, or other items, as follows

I wish to **SELL** Scandinavian snack food and/or beverages, as follows

Comments? _____

___ A copy of my business license and/or Washington State tax number are attached (**PLEASE remember to**

attach them, even if you think we may have them on file from previous years).

___ I do not have a Washington State business license and tax number.

Please complete and send this Application by May 1st, 2010, along with your check or money order MADE TO SKANDIA FOLKDANCE SOCIETY for your participation fee, if applicable, to:

**Brian Nelson-Skandia Midsommarfest 2010
19627 35th Ave SE
Bothell, Washington 98012 USA**

Thanks!