

2027 Medieval Fair of Norman

April 9th-11th, 2027; 10:00 a.m. – 7:00 p.m. Daily

ATTENTION RETURNING VENDORS: A few rules and many prices have changed.

It's a good idea to read this document carefully this year.

What is the Medieval Fair?

The Medieval Fair is a medieval themed outdoor arts and crafts fair, held each spring at Reaves Park in Norman, Oklahoma. We aim to recreate the atmosphere of an English Market Fair in the 1360s. Our vendors contribute to this illusion by playing the roles of town merchants and are required to wear appropriate period costumes and decorate their booths accordingly. Costume and booth décor recommendations are provided on request. We have six stages of entertainment, jousting, games, rides, and a wide variety of arts and crafts. Attendance was estimated at 94,600 for the 2026 Medieval Fair.

Is my craft suited for a Medieval Fair?

With the goal of recreating a 14th century market atmosphere, we strive to keep all arts and crafts within the medieval theme. We strongly prefer that all arts and crafts are made by you or your immediate employees. If you sell imports as part of your inventory, we will still consider your application. However, preference will be given to vendors who produce their own items for sale. This is a juried fair, as such each application will pass through a selection committee who rates vendor products based on several factors, these include but are not limited to:

- Handcrafted items or art
- Artisans who demonstrate their craft at the fair
- Quality of workmanship
- Uniqueness of product offerings
- How well it matches the Fair's European Medieval 14th century theme
- Adherence to costuming and booth decoration guidelines

The above is in no implied order of importance.

The following products are prohibited:

- Replica guns
- University of Oklahoma trademark items without proof of licensing agreement
- Plastic items such as commercially produced products one may find in a flea market

Commercially produced import items will be permitted only if the Selection Jury deems them especially relevant to the European medieval period or to reenactors **and** if they are **not** creating unfair competition with similar handcrafted items. Final decision on all vendor items permissible for sale will reside with the Medieval Fair Coordinator.

VENDOR APPLICATION DEADLINE IS Monday, November 2, 2026. NO EXCEPTIONS.

Artisan, Food, and Game Vendors: Submit completed application, \$15 fee, and photos or link to website/Etsy/Facebook page. (ONLY the \$15 fee is paid with the application. No booth or rental fees can be paid until after vendor is accepted by the jury.) If accepted, tax commission information, contract

and payment is due by February 16, 2027. Vendors who submit required documents and/or payment after the deadline may be assessed a \$50 late fee. The withdrawal with refund deadline is March 1, 2027. If payment (and any incurred late fee) is not received by this time, your booth can be reassigned to another vendor.

Rules, Regulations, and Procedures

Submission of an application to Medieval Fair constitutes agreement by entrant to the Rules, Regulations, and Procedures, as outlined in this document.

1. **Submission of application does not guarantee acceptance in the fair.** Past participation does not guarantee future acceptance. Participation in the fair is at the sole discretion of the Medieval Fair Department of the University of Oklahoma. **ALL** vendors are required to pay a nonrefundable \$15 application fee before your application is considered complete or is considered for acceptance.
2. **Insurance: Proof of liability insurance naming the “Board of Regents of the University of Oklahoma/Medieval Fair and the City of Norman” as certificate holders (NOT as additional insured) is required of ALL vendors and must be received no later than March 1, 2027.** (Email to: MedievalFair@ou.edu. Mailing address: Medieval Fair Department, 1700 Asp Ave., Norman, OK 73072. Event address: Reaves Park, 2501 S Jenkins Ave., Norman, OK 73072.) Participant shall carry and maintain, in full force and effect during the fair, public liability insurance covering personal injury, bodily injury, and property damage liability, in a form and with an insurance company acceptable to the University of Oklahoma, with limits of coverage of not less than \$100,000 for any person or property, and \$1,000,000 per occurrence for each accident or incident. The contractor warrants that they carry the state mandated coverage for workers’ compensation.
3. **No Smoking.** Smoking is prohibited by law on City of Norman park grounds. Participants will be allowed to smoke **ONLY** in parking lots. This will be enforced without exception.
4. **Alcohol.** Alcohol sales at special events on City of Norman park grounds are limited to local Norman, Cleveland County, Oklahoma brewers with a Small Brewer License issued by the Oklahoma ABLE Commission. Brewers can only sell their own product.
5. **Oklahoma Tax Commission.** The Participant, whether a resident of the state of Oklahoma or not, is responsible for payment of Oklahoma Sales Tax, and such tax will NOT be collected by the fair. The tax commission has an online process now. The current sales tax rate is 8.75%, but is subject to change. It is your responsibility to confirm the tax rate on your paperwork at check-in and to remit in a timely manner. You must provide a tax identification number, SSN or FEIN.
6. **Fire Marshal:** All tents greater than 120 square feet (larger than 10’x12’) must provide a copy of their Certificate of Flame Resistance to the fair and have a fire extinguisher on hand (Artisans Type ABC, Food Vendors Type K). This is a City of Norman requirement. A legible photograph of the tag sewn into your tent is acceptable in lieu of certificate.
7. **Fire Marshal/Food Vendors:** All food truck operations are subject to a Norman Fire Marshal’s Office site inspection. Additionally, food vendors must have their Oklahoma Fire Marshal and Oklahoma LP Gas inspections certificates/stickers before the event opens.
8. **Cleveland County Health Department:** All vendors selling any consumable food or beverages are required to obtain a temporary Health Department permit. All food vendors **MUST** comply with Cleveland County Health Department regulations. Inspection of food handling practices by

a County Health Inspector will be conducted on Friday morning of the fair. Questions about permits or food handling regulations should be directed to the Cleveland County Health Department, email clevelandenvironmental@health.ok.gov or call 405-321-4048.

9. **Leash Law:** All pets must always be on a leash, per City law. Pets may not be left unattended or unsupervised at any time. It is illegal to leave an unattended cat or dog tethered in Norman.
10. **Mandatory hotel & sales report: This information is needed for grant reporting. This report is due the 2nd Monday following Fair from ALL vendors, April 19th, 2027. Failure to remit this information may result in an automatic application rejection for future Medieval Fairs.**
11. **COMMISSIONS:** Food Vendors and Game/Ride Operators are required to pay 20% of net sales to the fair. Commission payments must be received no later than May 17, 2027. A \$50 late fee may be assessed for payments received after this date. Payments more than 60 days in arrears may be submitted for collections, and result in automatic application rejection for future Medieval Fairs. No commissions are collected from artisans or on alcohol sales.
12. European Medieval Costumes and Booth Decorations are expected during ALL operating hours of the Fair.
13. No retail, commercially produced, manufactured, or flea market items may be sold, unless explicitly approved by the Selection Jury. Other unacceptable items include anything made of plastic; wooden toys, shields, or swords that are not crafted by the vendor or immediate employees thereof; replica guns; University of Oklahoma trademark items without proof of licensing agreement.
14. One booth per application; one primary responsible party per booth. If multiple artisans are selling under one booth, you may apply on the same application, however, each artist must be listed in the "Made By" column of the "Products or Services" details section of the application.
15. The Medieval Fair reserves the right to limit the number of vendors selling certain crafts or foods.
16. The Fair will try to honor special requests or requirements, but no guarantees can be made. If you have such a request, please state your request on the application and include your previous year's assigned space number, if applicable.
17. The Fair is committed to making its programs accessible to persons with disabilities. For services on the basis of disability, please indicate such needs on your application.
18. A \$25 processing fee will be withheld from a refund for a participant's withdrawal prior to 5:00 p.m. CST, March 1, 2027. NO REFUND will be made for participant's withdrawal request received after March 1, 2027.
19. There are no rain dates, and no refund will be made in the event of a partial shutdown due to inclement weather or other similar causes beyond control of the Medieval Fair Department. Full refunds, excluding the application fee, will be made in the event of a complete shutdown.
20. The Fair provides daytime and nighttime minimal security. However, all vendors participate at their own risk to self or property. The Medieval Fair, the University of Oklahoma, and the City of Norman assume no liability for damage, loss, or theft.
21. Artisan participants may set up their booth or tent on Wednesday before the Fair, but only AFTER picking up their check-in packets. Staff will be available to assist you in finding your location, if needed, but are not available for carrying equipment, setting up tables, booths, or performing other tasks related to setup.

22. Participants MAY NOT trim or cut trees, or affix signage, rainflies, tent ropes, or other items, to trees by any method. Holes may be dug for posts and stakes, but these must be removed at the conclusion of the Fair and the holes must be refilled.
23. Artisans must provide their own booth or tent display materials. Food vendors must provide all equipment necessary for food service in adherence to Cleveland County Health Department and Norman Fire Department regulations.
24. Medieval Fair reserves the right to inspect all tents and structures for proper anchoring, safety hazards, or other violations. Any action deemed necessary by the Medieval Fair will be done immediately and at the vendor's expense. (Because we've had improperly anchored tents blow away damaging other tents and merchandise while doing so.)
25. Rental tents are available through the Fair, but vendors are responsible for providing appropriate decorations. Rental tents will be set up at your site no later than 3:00 p.m., the Thursday before the Fair, weather permitting, and will be taken down on the Monday following the Fair by the rental company. Vendor's goods MUST be removed from tents on Sunday night, after the Fair closes at 7:00 p.m. Certificate of Flame Resistance is provided by the rental company if tent exceeds 120 square feet.
26. Assigned spaces are non-transferable. No mobile sales area may be set up without express permission of the Medieval Fair Coordinator. No participant will move a booth to another site or location without express permission of the Medieval Fair Coordinator. All structures, ropes, supports, signage, displays, or other items **may not exceed the boundaries of the assigned space.**
27. Booth address must be displayed in clear sight at all times. You will be issued a card with your assigned space number during check-in.
28. Each participant's booth shall remain open and operating during the full extent of Fair hours each day, from 10:00 a.m. to 7:00 p.m. on Friday, Saturday, and Sunday. Food concessions must remain open with adequate available food stock during all Fair hours of operation.
29. There is no camping on the Medieval Fair grounds without advance special permission from the Medieval Fair Coordinator. Name, address, vehicle description, and tag number must be registered at the site office during check-in if you have received advance permission from the Medieval Fair Coordinator to camp on site. This information will be shared with the overnight security.
30. There will be no parking of vehicles on Fair grounds or roads during the hours of Fair operation. **ALL VEHICLES MUST BE REMOVED FROM THE GROUNDS AND MAIN ROADS BY 9:30 A.M. EACH DAY. This includes some of the parking spaces that are in the main festival area.** No vehicles will be allowed on the grounds at all if grounds are determined to be too wet. This determination will be made daily by the Medieval Fair Coordinator or the City of Norman Parks Department and is subject to change throughout the day. This may require hand carrying of supplies or delaying setup/teardown. **BE PREPARED AND BRING A HAND CART!** Reserved parking in designated areas is provided for participants on a first come basis. Parking permits will be provided at check-in and **MUST** be clearly displayed on your vehicle's windshield and/or trailer. Permit is **REQUIRED** for access to the site after 7:00 a.m. on Friday through 7:00 p.m. on Sunday. You **WILL BE DENIED ACCESS** by gate personnel if your permit is not properly displayed. Additional vendor employees/assistants will need to park in public parking lots. Parking is \$10 at Lloyd Noble Center. For the safety of our patrons and visitors, vehicles will not be permitted

back onto site until **after 7:15 p.m.** each day, **or until the crowd has adequately dispersed, whichever is later.**

31. **STRAW/WOOD CHIPS/ETC.** - IMPORTANT: If you spread straw or wood chips on the ground you must clean it up before leaving the park. It damages park equipment and grounds, and we are charged for that.
32. There shall be no signs or items for sale which are insulting to anyone.
33. Participants will use the assigned site for the purpose of demonstrating and/or selling only those items listed on the application and approved by the Fair. Any additions or substitutions must be submitted to the Selection Jury for review prior to the opening of the Fair. **ALL VENDOR APPLICANTS, including returning applicants, must submit a complete list of items to be sold.** Any items not listed on the application or work that falls below the quality represented on the application shall be immediately removed from sale at the discretion of the Medieval Fair Coordinator. Refusal to comply may result in immediate expulsion from the Fair with no refund or compensation.
34. The distribution of any printed materials shall be subject to prior written approval of the Fair. No printed materials may be placed on vehicles.
35. Participants must conduct themselves with good manners and polite professional conduct.
36. Participant sites shall always be maintained in a clean and orderly fashion. Trash items must be taken to the available dumpsters and NOT placed in public trash barrels. Cardboard MUST be flattened and taken to a recycling trailer, NOT placed in a trash can or dumpster.
37. **WEAPON VENDORS:**
 - a. **Oklahoma State Law** prohibits selling weapons to minors. All participants MUST abide by this law. NO weapons (including, but not limited to: whips, stars, maces, brass knuckles, or metal blades of ANY length) may be sold to minors under the age of 18 years. No student is allowed to possess a weapon at a school function. Therefore, no weapons may be sold to primary or secondary students of ANY age who may be attending the Fair on Friday with a school.
 - b. **You must post a sign at your booth stating that no weapons will be sold to minors.**
 - c. ALL customers must present identification verifying age.
 - d. ALL weapons sold to patrons MUST be packaged and instructions given that the packaging MUST NOT be removed at the Fair.
 - e. Inform all customers that, per Fair policy, all weapons are required to be peace tied and sheathed and may not be drawn at any time for any purpose.
38. **Food Vendors:**
 - a. To reduce the amount of trash and preserve the beauty of our city parks, no individually packaged condiments may be used. Condiments must be served from bulk containers at your site in a manner consistent with Cleveland County Health Department regulations.
 - b. The Fair reserves the right to limit duplicates of food items.
 - c. Vendors are responsible for keeping the area surrounding their trailer or booth clean and free of trash. Vendors must use dumpsters for trash disposal and recycling trailers for flattened cardboard disposal. DO NOT use the public trash barrels.
 - d. DO NOT pour oil or other cooking liquids on the grounds, by trees, or in the sewage drain.

- e. Gray water must be contained and hauled to a proper disposal site each day, or as needed. It may NOT be dumped on the grounds or in a sewage drain. Gray water tanks are provided at most locations. Bring the hose you need to get to the shared tank.
- f. Food vendors may set up on **Tuesday** before the Fair. Electricity will NOT be available until after 3:00 p.m. on Thursday.
- g. For safety reasons, food vendor employees are not required to wear medieval costumes.

Applications, including application fee payment, Due by November 3, 2026. Submit through the online application system at mis.medievalfair.org.

- You may pay online or mail a check or money order payable to "University of Oklahoma." **DO NOT** make payments payable to Medieval Fair! Incorrect payments will be returned for correction; receipt of corrected payment after the payment deadline WILL RESULT IN A LATE FEE, even if you previously submitted an incorrect payment before the deadline.
- A processing fee of \$25 will be charged for ALL checks returned due to insufficient funds.

Mail to:

Medieval Fair Department, 1700 Asp Ave., Norman, OK 73072

Costs:

1. Non-refundable Application Fee \$15 (does not apply towards space fee or any other costs)
2. Space Fees (does not include tent/cover):

The Medieval Fair is an outdoor event, held at a temporary site on unimproved grounds. Be aware that Oklahoma weather is unpredictable, at best. While we typically have pleasant weekends for the Fair, your advance preparation for the following situations is necessary:

- Extreme heat (Highest on record during the Fair was 99°F)
- Unexpected cold (Lowest on record during the Fair was 32°F)
- Dry, hard ground, and blowing dust
- Heavy rain and severe storms, deep mud, flash flooding
- Variable ground conditions: flat, sloped, grassy, gravelly, muddy, divots, potholes
- Wind will be present: speeds during the Fair have varied from 5 m.p.h. to 80 m.p.h. gusts.
 - a. Artisan
 - i. Wandering Vendor (Artist sells from basket, pole, or cart with no assigned space) \$190.00
 - ii. Youth (12'x12' regular row space for artists less than 18 years old, must make all wares) \$95
 - iii. 1 Artist Space (12'x12' regular row space) \$250
 - iv. 2 Artist Spaces (12'x24' regular row space) \$375
 - v. 3 Artist Spaces (12'x36' regular row space) \$500
 - vi. Free Standing Space (round, oval, deeper than 10 feet or want to sell from more than one side, availability is limited) \$0.60 per square foot of **footprint (i.e. including displays, racks, and rope lines)** plus base cost of \$275. Mandatory per Fire

Marshal: Minimum distance of stakes from tent base will be approximately one foot less than the height of the tent side wall. For example: if the tent side wall is 7 feet, the distance of a stake from the tent base will be 6 feet. The guy wires should be at an approximate angle of 35-40 degrees.

Pricing Example: a 20x20 tent will require a 32x32 footprint with ropes. The cost would be $\$0.60(32 \times 32) + \$275 = \$889.40$

- b. Food Vendor
 - i. Wandering Food Vendor (sell from cart, pole, etc. No assigned space. No electricity.) \$275
 - ii. Snack Food Vendor Space (No Bigger than 12' x 12'. No more than two snack type food items (example – popcorn & pork rinds). 110v Electric included-**IF** available at that location. NOT located in food concession areas.) \$350
 - iii. Food Vendor Space (Vendor provides own booth or trailer. Does NOT include electricity.) \$575
 - iv. Norman Breweries/Vintners \$1,575 (\$575 up front, \$1,000 after event due by May 17, does NOT include rental tent or tables. Brewers/vintners do not pay commission.)
3. Electricity (very limited availability)
 - a. Artisans (IF it is available and **MUST** be necessary to your business.) \$125
 - b. Food Vendors 110v or 220v Service \$200, amps may be limited
 - c. You may use your own **QUIET** generator if you so choose.
4. Rental Fees (does NOT include space fee): We offer tents and tables for rent as a convenience to our vendors. These are used items; while every effort is made to obtain ideal items from the rental companies, some points to consider regarding rental items are:
 - Tents may not be in “brand new” condition
 - Tents may not prevent heavy rains (or ice, or snow) from entering your vendor space
 - Tents – some are frame tents and some are pole tents, there is no guarantee of type
 - Sidewall overlap may be minimal or non-existent and may not reach ground level.
 - Mud flaps are not provided
 - Standard stakes are provided; you are invited to bring your own heavy-duty stakes to supplement, if desired
 - Shade moves with the sun, so consider adaptations for different times of day to enhance the comfort of your staff and patrons
 - Tables are rectangular, might be wood, might be plastic, might be 6’, might be 8’, might be...
 - Ground surfaces may be uneven, so consider options to level tables as needed
 - Vendors must transport their rented tables from a centralized location to their booths and return them at the end of the event.
 - a. Tents
 - i. 10x10 \$330
 - ii. 10x20 \$475
 - iii. 10x30 \$530
 - iv. 10x40 \$645
 - v. 20x20 \$530
 - vi. 30x30 \$1,050

- b. Tables \$25 each (6 feet to 8 feet long depending on availability)
- 5. Other Costs
 - a. Liability Insurance – All vendors (artisan, food, game) and some performers (jugglers, jousters, acrobats, stilt walkers and anything involving weapons or animals) are required to carry their own liability insurance naming the Board of Regents of the University of Oklahoma/Medieval Fair and the City of Norman as certificate holders. Your rate will vary according to your product or service. There are several companies that offer insurance for single weekend special events. A list of providers is available on request.
 - b. Cleveland County Health Department temporary food vendor permit. This is issued by and fee paid to the Cleveland County Health Department, not Medieval Fair. Cost is \$100 for the three day event as of April 2026 but is subject to change.
 - c. 20% Commission on Food and Games/Rides. (Artisans & breweries/vintners do NOT pay commission.)
 - d. Ice for Food Vendors is \$8.00 per bag. You will be invoiced after Fair. This price is subject to change closer to Fair depending on the supplier's cost to Fair.
 - e. Program Advertising – optional, availability may be limited by space
 - i. Business Card Size (1/8 page) - \$100
 - ii. ¼ page - \$300
 - iii. ½ page - \$500
 - f. Straw Bales \$16 each or more depending on vendor & availability in the spring.
(IMPORTANT: If you spread straw or wood chips on the ground you must clean it up before leaving the park. It damages park equipment and grounds and we are charged for that.)
 - g. Returned Check Fee \$25
 - h. Late Payment Fee \$50
 - i. Withdrawal Fee \$25 if submitted by due date

Deadlines & Important Dates

November 3rd – Applications due

January 15th – Accept/Reject notices to be sent (may be as early as Dec. 1st IF all applications are in on time)

February 16th – Vendor payments due

March 1st – Last day to withdraw with refund. Proof of insurance due.

Monday before Medieval Fair – Game Vendors may start setup.

Tuesday before Medieval Fair – Food Vendors may set up.

Wednesday before Medieval Fair – Artisan Vendors may set up (rental tents not guaranteed in place until Thursday).

April 9th – 11th, 2027 Medieval Fair!

2nd Monday after Medieval Fair, April 19th – Mandatory hotel & sales report due.

May 17th – Commission payments due from Food & Game/Ride vendors, booth fee balance due from Norman Breweries/Vintners.

Contact Information:

Medieval Fair Departmental email: medievalfair@ou.edu

Ann Marie Eckart, Medieval Fair Coordinator email: ameckart@ou.edu

Phone: 405-325-8610, Cell: 405-209-1576 (between 9am & 9pm CST please)

Website: <https://medievalfair.org/>

Facebook: "The Medieval Fair of Norman"

X (formerly known as Twitter): @medievalfair

Bluesky: @medievalfairnorman.bsky.social

Instagram: medievalfair