

www.ATasteofColorado.com



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Denver, CO 80202

## Greetings from A TASTE OF COLORADO MARKETPLACE!

**Exciting plans for the annual Festival of Mountain and Plain...A Taste of Colorado** are underway. The 26<sup>th</sup> festival will take place in and around beautiful Civic Center Park in Downtown Denver **from Friday, September 4 through Monday (Labor Day), September 7, 2009**. Please note that we will be reverting back to our normal hours and **opening at 11:30am on Friday, September 4<sup>th</sup>**.

We invite you to apply to be in the festival's Arts, Crafts and Commercial Marketplace by clicking on the **2009 Marketplace Vendor Application link** below. Booths located throughout the festival site feature a variety of arts and crafts items, home accessories, body care, gifts, clothing, accessories and quality imports. There are approximately 250 booth spaces available this year which can be viewed by clicking on the map.

As you complete your application and plan your festival season, please be aware that we will be continuing our awards program this year. Particular attention will be given to the aesthetics of each vendor booth. In our ongoing effort to present a varied, interesting and visually-appealing Marketplace to the buying public, we recognize and wish to emphasize the importance of booth appearance in terms of neatness, merchandising and professionalism. Also note that extending outside of your designated booth area without prior permission and payment **will not** be permitted. Please refer to the Marketplace Brochure and Application for further information and to request additional space.

Credit card payments are accepted online only, unless you specifically request a form be sent to you either by calling the office at 303-295-6330 or emailing [marketplace@atasteofcolorado.com](mailto:marketplace@atasteofcolorado.com). All credit card payments will appear as Downtown Denver Events on your corresponding statement.

Additionally, sunglass vendors should note that we currently are under contract with an exclusive sunglass vendor and no other vendors will be permitted to sell sunglasses at the festival.

*Don't miss this opportunity to showcase your product at our Labor Day Weekend Celebration!*

A Community Celebration  
Produced by



DOWNTOWN DENVER  
EVENTS, INC.



# Marketplace Vendor Information



PRODUCED BY



**DOWNTOWN DENVER  
EVENTS, INC.**

**LABOR DAY WEEKEND**  
FRIDAY, SEPTEMBER 4 - MONDAY, SEPTEMBER 7



FRI. 11:30 am - 10 pm • SAT. & SUN. 10:30 am - 10 pm • MON. 10:30 am - 8 pm

**FREE ADMISSION**

CIVIC CENTER PARK • DOWNTOWN DENVER

[www.atasteofcolorado.com](http://www.atasteofcolorado.com)  
303-295-6330





# 2009 A Taste of Colorado Marketplace Vendor Information

## POINTS OF INTEREST/AMENITIES

- Over \$500,000 in promotional advertising on radio, television and print mediums
- Average of 500,000 attendees annually
- On-site and overnight security provided
- Vehicle loading and unloading at booth space
- Participant-designated porto-potties
- Basic electrical service provided with booth fee
- Attentive on-site Marketplace staff

## BOOTH INFO

Each participant is provided a 10' x 10' exhibit space which includes 110v 20 amp (additional electrical is available). 2-sided and corner booths are available for additional fees. Participants must provide their own canopy and canopy weights, display booth, display racks, lights, extension cords, and outdoor-rated multiple plug-in strips. Park rules prohibit the staking of tents. Exhibitors must properly weight and secure display tents and racks in the event of inclement weather. Vendors needing to rent a tent should contact the Marketplace coordinator to arrange. NO STAKING OF TENTS.

## ELIGIBILITY

The festival is seeking a wide variety of original arts and crafts, unique home accessories, and quality commercial and import items to be displayed and offered for sale at the festival.\* A Taste of Colorado reserves the right to select and reject any exhibitor(s) and sale item(s) for any reason. Furthermore, Taste reserves the right to refuse exhibition and sale of items not consistent with submitted application. Slides, photographs and/or all other multimedia submitted for admission will not be returned. If a selected exhibitor's artwork or products are not consistent with the quality or content of work shown on slides, photographs, or brochures, or if exhibitor shows prohibited items, the exhibitor will be asked to eliminate those items from the booth or may be asked to leave the festival and no refunds will be given. Taste has sole discretion on any or all items represented or displayed and the judgment of Taste in this matter is final.

\* This year we are putting considerable effort into creating a well-balanced show and consequently some categories will be closed to applicants earlier than in past years as the allotted booth space for that category becomes full.





## IMPORTANT DATES

- APRIL 3** EARLY REGISTRATION DISCOUNT. A \$50.00 per booth early registration discount is available to those vendors who submit their completed application, along with the required booth space deposit of \$300.00 per booth by this date and balance of fee paid by payment deadline. This discount may be deducted from your final payment, provided full payment is received by the June 15, 2009 due date.
- APRIL 30\*** PRIORITY PLACEMENT. Completed application and \$300.00 booth space deposit (per booth) must be submitted by this date for priority booth placement. Applications will still be accepted after April 30, however, booth locations may be limited.
- MAY 15** Notification of application status and priority booth assignments for applications postmarked by April 30.
- JUNE 15** All remaining booth space fee balances must be received by this date. Vendors eligible for an early payment discount may deduct \$50.00 from this final payment. Deadline for cancellations to receive refund of booth fee (less \$100.00 handling fee per booth). No Booth Fee refund after this date. Cancellations must be made in writing, submitted by this date and mailed, e-mailed or faxed to: A Taste of Colorado Marketplace, 511 16<sup>th</sup> Street, Suite 200, Denver, CO 80202, email [marketplace@atasteofcolorado.com](mailto:marketplace@atasteofcolorado.com) or fax 303-295-6221. For vendors applying after the June 15 cancellation deadline - full refunds will be given only to vendors who are not accepted into the show. We invite you to contact us at anytime with questions about your application status.
- JUNE 30** Applicable evidence of insurance or certificate of insurance (refer to Insurance Information Sheet) due in our office.
- AUG. 7** Assignment of remaining booth space locations; site delivery passes and booth location map will be sent out this week.
- SEPT. 4 - SEPT. 7** Festival is open Friday 11:30 am-10pm; Saturday & Sunday 10:30am-10pm; Monday 10:30am-8pm (no rain dates).

\*Applications may be accepted after this date - please contact our office for booth availability.





## APPLICATION CHECKLIST

Make checks payable to: A Taste of Colorado and mail application materials to: A Taste of Colorado Marketplace, 511 16th Street, Suite 200, Denver, CO 80202 or submit online at [www.atasteofcolorado.com](http://www.atasteofcolorado.com). Credit card payments may be made online or by requesting a special form only.

- Completed and **signed** application submitted by April 30, 2009 (by April 3, 2009 to receive a \$50 early registration discount), with a complete list of products to be sold.
- Four (4) current photographs, slides, brochure, CD, or other multimedia representative of your work or product and one (1) of your booth display. Additionally, artists in the Fine Arts or Handcrafted category should submit a photograph of themselves creating their artwork and a description of the artistic process. Submitted photographs, slides, brochure, CD or other multimedia will not be returned.
- Appropriate booth payment in the form of check, certified funds, or credit card. Do not mail cash. Cash payments will be accepted at our office. Payments made after July 15, 2009 may only be in the form of Cashier's Check, Money Order, Cash, or Credit Card. A \$50.00 service fee will apply to checks that are returned unpaid by your bank or credit card company.

## NOTIFICATION OF STATUS/DEPOSITING OF FEES

Booth fees are deposited upon receipt; however, the depositing of monies does not represent acceptance as an exhibitor. Credit card payments can be made at [www.atasteofcolorado.com](http://www.atasteofcolorado.com). Please note that all credit card payments will appear on your statement as Downtown Denver Events. Notice will be given for one of the following: ACCEPTED, NON-ACCEPTED (refund of monies will be mailed within 30 days of notice of non-acceptance), or WAITLIST. Applications submitted after April 30, 2009, will be reviewed as they are received, with notice of application status given within 3 weeks of receipt. Applicants on the Waiting List will be notified of any change in status as it occurs.





## CLASSIFICATIONS AND FEES

All Booth Spaces Are 10' X 10'

### FINE ARTS \$600

All work in this category must be original and produced by the exhibiting artist. Offset reproductions of applicant's original art may be sold, but should represent a small percentage of the total work on display. Component parts not made by the artist must play a subordinate role in the overall piece (if they do not, then the classification would be Handcrafted). Please note: acceptable categories include: ceramics, fiber, glass, graphics (drawing, printmaking), jewelry (all parts original), leather, 2-D and 3-D mixed media, painting, photography, sculpture, wood, and literary works. Booths in this category are located throughout the site.

### HANDCRAFTED BY EXHIBITING ARTIST \$700

Items personally handcrafted by the person who will be at the booth throughout the festival weekend from components and/or kits, commercial molds, personally embellished clothing items including tie dye artists, facepainting/body art, flower arrangements, jewelry (beaded or strung), soaps, potpourri, woodmaking, home crafts, country crafts, and hairwrap are among the items that qualify for this classification. Colorado food products packaged to be consumed at home (i.e. dips, jams, salsas, vinegar) will be considered in this category only if the goods are handmade and not mass produced by participant. Imports and temporary tattoos **do not** qualify for this classification. Mass produced, buy/sell items **do not** qualify for this category.

### COMMERCIAL AND IMPORTS \$900

Please note: The sale of the following items is prohibited and/or permitted only with approval from the Marketplace coordinator and festival manager: sunglasses, glow, lighted products, LED's, and blinking products, balloons, t-shirts, caps and sweatshirts with Denver & Colorado destinations identified logos or embellishments.

This category includes, but is not limited to: imported clothing, small home accessories; jewelry (imported or mass produced), mass produced items, t-shirts, tie dye, temporary tattoos, bonsai, framed art, toys. Vendors wishing to exhibit items more commonly associated with home shows (i.e. windows, kitchen gadgets, home improvement, housewares, bedding, decor, massage pillows etc.) should contact Taste to request a "Home and Lifestyles" application.





## **CORNER \$250\* OR 2-SIDED SPACE PREMIUM \$200\*\***

A limited number of corner and 2-sided spaces are available and will be assigned by Taste. Additional payment for corner and/or 2-sided space is due with completed application. If you submit a corner or 2-sided space fee deposit and are not assigned a corner or 2-sided location, a refund will be issued by September 8, 2009.

**\*A CORNER SPACE (\$250)** is located at the end of an in-line row and has 2 (two) sales sides. (Indicated on enclosed map with a C.)

**\*\*A 2-SIDED SPACE (\$200)** is an in-line space which has the same 10' x 10' display area but has two (2) sales sides (front and one adjacent side) instead of one sales side (the front). The next vendor will be placed approximately 5 to 7 feet from your adjacent sales side. (Indicated on enclosed map with a T.)

## **EXTENDING BOOTH SPACE**

Since the festival is located outdoors and obstacles such as street poles, trees, etc. preclude booth spaces from lining up symmetrically, some booths gain real estate behind them. However, the additional space surrounding these 10'x10' booth spaces should NOT be utilized as exhibitor space without additional payment and permission from the Marketplace Coordinator. If additional space is required, then an exhibitor must either purchase two spaces or request the space beyond the 10'x10' area and pay an additional fee. (There are a limited number of booths that allow for space beyond the 10'x10' area, therefore availability and fees are provided only on request.) If we find that an exhibitor is using space without permission and payment beyond the allotted 10'x10' area assigned, an additional fee will be charged on site at a rate of \$15.00 per square foot. (IE: A 5'x10' area will cost an additional \$750.) A service fee will apply to checks that are returned unpaid by your bank.

## **INCOMPLETE APPLICATIONS**

Unsigned or incomplete applications and those without slides, photos or required deposit will not be considered for admission or booth placement until completed and signed application, slides or photos and required deposit and/or full payment, including service fees, are received.

## **USE OF NAME**

Taste has the permission to use the name of applicants selected, slides or images of works to be represented at the festival, and to describe the work of the exhibitor for the purposes of promotion and advertising of the festival.





## **INSURANCE REQUIREMENTS**

Please refer to the enclosed insurance information sheet. All vendors must provide proof of Automobile Liability/Property Damage Insurance. **In addition, vendors of some products are required to provide General Liability or Product Liability insurance.**

## **DISPLAY/BOOTH**

**No racks or displays will be allowed outside of the specified and contracted space. All freestanding displays must be contained within the 10' x 10' assigned space.** Exhibitor's booth space use may not create any hazard or safety risk to festival participants or attendees. Booth display may not cause traffic problems that infringe on neighboring exhibits (i.e. side displays which cause customers to step into the neighbor's area.) Exhibitor's booth space and the immediate area around it must be kept clean during the festival and left clean at the end of the festival. Taste shall have the authority to adjust booths for the visual benefit of the entire festival. Taste has final authority over booth space issues. If you require more than 10' x 10' for your display, you must apply for an additional space. Exhibitors must be present at their booth during all festival hours.

## **PARKING**

Because of limited space at the Taste site, we are unable to provide parking on the festival site for Marketplace exhibitors. However, parking is available at numerous parking lots adjacent to the festival. We will forward details of any special parking rates available to participants when it becomes available. **NOTE:** The vehicle pass you will receive is **ONLY** for access on-site to set up and tear down your booth. This pass **DOES NOT** provide parking.

## **ON-SITE VEHICLE USE**

Vehicles are allowed on-site during specific hours to facilitate unloading and loading your works. There is absolutely no driving on the grass anywhere on the festival site. Full details will be forwarded to accepted applicants in early August.

## **SET UP SCHEDULE**

Accepted exhibitors will be scheduled to set up on either Thursday, September 3 between 2 pm and 11 pm, or Friday, September 4 between 7 am and 10 am. Taste will assign a set-up time according to location. Full details will be sent out in early August.

## **TEAR DOWN SCHEDULE**

All participating exhibitors must begin to tear down on Monday, September 7 beginning at 8:15 pm to be completed by 12 midnight. Please note: Vehicles will be allowed on-site beginning at 9 p.m. on tear-down night. Any exhibitors still on site after midnight, will be charged a minimum of a \$100.00 late fee. The festival is required to tear down overnight and we need time after participants are gone to clean.





## **SALES TAX**

Proceeds from sales will be retained by the exhibitor. However, exhibitors must charge and collect City and County of Denver and State sales tax (7.72% as of this printing) on each sale. **Each exhibitor is required to obtain, at his or her expense, the necessary City and County of Denver, and State of Colorado sales tax identification number and license.** Tax information can be obtained through the state web site at <http://www.denvergov.org/Treasury> and clicking on Denver Combined Tax Rates. Taste cooperates fully with the State and City tax authorities. We will send sales tax information with acceptance notices.

## **ACTIVITIES/PRODUCTS NOT PERMITTED**

The sale of the following items will be strictly limited and permitted only with written approval of Peg Menos and the festival manager: sunglasses, glow products, blinking or lighted products, LED's, balloons and t-shirts, caps and sweatshirts with Denver and Colorado destinations identified logos or embellishments. Body and ear piercing, the sale of turtles, fish, or any live animal, conducting a raffle or drawing, hawking of goods, placing advertising outside of booth space, or collecting or soliciting money or pledges for any cause will not be permitted without specific written permission from Taste. Taste will NOT allow the sale or display of any items that promote illegal activity, drug use, violence, profanity, discriminatory references or any other items deemed not acceptable by Taste. **THE USE AND VOLUME LEVEL OF AMPLIFIED SOUND SYSTEMS AND/OR THE USE OF INCENSE OR SCENTED CANDLES IS SOLELY AT THE DISCRETION OF TASTE. AT NO TIME SHALL THE VOLUME OF AN AMPLIFIED SOUND SYSTEM BE HEARD OR "BLEED" BEYOND THE EXHIBITOR'S ASSIGNED SPACE AND THE FRAGRANCE OF INCENSE OR CANDLES MUST BE CONTAINED IN EXHIBITOR'S SELLING SPACE. IF VOLUME AND/OR FRAGRANCE ISSUES PERSIST, THE OFFENDING VENDOR WILL BE INSTRUCTED TO LEAVE THE FESTIVAL AND NO REFUND WILL BE GIVEN. Dogs and other pets are not allowed in booths or anywhere on the festival site except for service animals or educational displays authorized by the festival manager.**

## **FACEPAINTING, BODY ART, AND HENNA**

Facepainters, body art, and Henna artists must use and show proof of using exclusively FDA-approved paint and materials or risk the possibility of being directed to cease activities.

## **FINAL APPROVAL**

Selected applicants are responsible for abiding by all rules and regulations, including those stated in all future mailings and communications. Taste has final and sole approval over all aspects of the exhibitors, exhibitors' displays and contents, and the festival. With the large number of exhibitors participating at the festival, and the very tight set up and tear down schedule, we ask your cooperation, effective communication, and compliance with our schedules and instructions to help make your participation most enjoyable and successful.





## QUESTIONS?

We look forward to a successful event. In the meantime, please feel free to e-mail us directly at [marketplace@atasteofcolorado.com](mailto:marketplace@atasteofcolorado.com) or contact us by telephone at 303-881-8770 or 303-295-6330 with any questions you may have.



A Taste of Colorado is produced by and benefits Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, foster and promote cultural diversity, community pride and appreciation for the visual, performing and culinary arts.

