



## **Marketplace** **Prospective Applicant Handbook**

### **Welcome to The Festival of Mountain and Plain ... A Taste of Colorado 2019!**

We look forward to partnering with new and returning Marketplace vendors in this year's festival! We appreciate your assistance in building a respectful, inclusive festival environment that is welcoming to all vendors and festivalgoers. The purpose of this Festival is to build and strengthen our community identity and bond. We have prepared this handbook to provide an overview of the festival's policies and guidelines. Additional instructions will be provided upon your invitation to participate in the festival.

Please carefully review this handbook prior to submitting an application.

### **A Brief History of the Festival**

The Festival of Mountain and Plain ... A Taste of Colorado (the "Festival") has been a Labor Day tradition in downtown Denver since 1984. The Festival is a free-admission event on August 31, September 1, & September 2, 2019 in Civic Center Park. Over the decades, the Festival has hosted nationally renowned music acts and some of Colorado's greatest restaurants and chefs!

## General Information

### Festival Dates & Hours:

Saturday, August 31, 2019      11:00am – 10:00pm  
Sunday, September 1, 2019      11:00am – 10:00pm  
Monday, September 2, 2019      11:00am – 8:00pm

We are not operating the Festival on Friday August 30, 2019

### Pricing

Category	Booth Fee
	per 10'x10'
FINE ART	\$900
HAND CRAFTED	\$1,000
SPECIALTY FOODS	\$1,000
COMMERCIAL	\$1,200
HOME & LIFESTYLE PRODUCTS	\$1,600
HOME & LIFESTYLE SERVICES	\$2,100

A non-refundable \$50 application fee is required with all application submissions.

A limited number of corner and 2-sided spaces are available and will be assigned by Taste. To be considered for these spaces, applicants must indicate their interest on their application. Vendors who receive a corner or 2-sided booth will have an additional \$300 fee added to their balance.

Do **NOT** submit booth fee payment before being accepted to participate in the Festival. Accepted participants will be notified of their application status in mid June. An invoice for fees will be sent in the first week of July to be paid in full by August 15, 2019.

## **Category Descriptions**

### **Fine Art**

All work in this category must be 100% original and produced by the exhibiting artist. Offset reproductions of applicant's original art may be sold but must 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 work (If they do not, then the classification would be "Handcrafted"). Category includes: ceramics, fiber art, glass, graphics (drawing, printmaking), jewelry (all parts original), 2-D and 3-D mixed media, painting, photography, pottery, sculpture, wood, and literary works.

### **Hand Crafted by Exhibiting Vendor**

All work in this category must be personally handcrafted by the exhibiting vendor from components and/or kits, commercial molds, and personally embellished clothing items. Category includes: functional art, tie dye artists, face painting/body art, floral arrangements, jewelry (beaded or strung), soaps, potpourri, woodworking, home crafts, country crafts, and hair wraps.

### **Specialty Foods - Handcrafted Bulk Foods/Homegrown Farmers Market**

Prepackaged food products intended for home consumption (i.e. dips, jams, salsas, vinegar, etc.) qualify for this category. Items sold must be handmade and hand packaged by the participant (not mass produced). Category includes: handcrafted food products prepackaged to be consumed at home, farm fresh produce, uncooked pastas, soups, honey, un-popped popcorn, fresh flowers, etc. If your product is mass-produced, please apply under the "Commercial/Import" category.

### **Commercial/Quality Imports**

Category includes: imported clothing and accessories, jewelry (imported or mass-produced), t-shirts, temporary tattoos, framed art, toys, and specialty food items that are not handmade and which are prepackaged for home consumption.

### **Home & Lifestyle Products**

Category includes: household items, linens, bedding, pillows, kitchen accessories and lifestyle-enhancing products.

## **Home & Lifestyle Services**

Category includes: home building, home improvement, interior design, doors, windows, siding, landscaping, roofing gutters, lighting, play equipment, water treatment, vacuum systems, solar energy, flooring, HVAC, pools & spas, and lifestyle services.

## **Exhibit Space & Amenities**

- All exhibit spaces are 10'x10'
- All spaces are provided with one 20-amp, 110-volt electric service (additional electric is available for purchase)
- Exhibitors must provide their own tent, tent weights, booth display, tables, chairs, and lights (ground stakes are not allowed and will result in a \$150 fine)
- Exhibitors must provide their own outdoor-rated extension cords and multiple plug-in strips
- Displays must be contained within the 10' x 10' assigned space
- On-site and overnight security provided throughout the Festival
- Vehicle loading and unloading at booth space
- Priority access to portable toilets for vendors
- On-site Marketplace staff

The booth space and the immediate area around it must be kept clean during the Festival and left clean at the end of the Festival. The Festival shall have the authority to adjust booths for the visual and safety benefit of the entire Festival. The Festival has final authority over booth space issues. Exhibitors must be present at their booth during all Festival hours.

## **Booth Placement**

The Festival will make every attempt to place participants in the preferred zone(s) noted on their application, however we are unable to guarantee placement in specific booths.

## **Payment and Cancellation Policy**

### **Payment**

A non-refundable \$50 application fee will be due with all application submissions. Payment of the fee does not represent acceptance as a Marketplace vendor. Applicants will be notified with an ACCEPTED, NON-ACCEPTED or WAITLIST status on or before June 22, 2019. Accepted participants will receive an invoice on or before July 1, 2019 to be paid in full by August 15, 2019. Unpaid balances after this date will be subject to a \$100 late fee. Waitlist applicants will be notified of any change in status as it occurs.

### **Cancellation**

Cancellations must be made in writing and submitted to our office by mail or e-mail no later than July 19, 2019. Refunds for booth fees paid in full or part will be issued, minus a \$100.00 processing fee. Refund requests made after July 19th will not be processed and are ineligible for a refund in whole or in part.

### **Insurance Requirements**

All vendors must provide proof of Automobile Liability/Property Damage Insurance as well as General Liability with Product Liability Insurance. **Insurance Requirements must be submitted by June 30, 2019.**

#### **All Vendors Must Submit:**

- A copy of the “Declarations Page” of your Automobile Insurance Policy evidencing the following minimum coverage for the vehicle that will be used on the Festival site:

*The Automobile Liability/Property Damage Insurance- for the vehicle that you will be using at A Taste of Colorado must show coverage limits of Bodily Injury and Property Damage Insurance in the amount of not less than \$300,000 combined single limit or \$100,000 / \$300,000 Bodily Injury and \$100,000 Property Damage.*

- A CERTIFICATE OF INSURANCE must be provided for GENERAL LIABILITY with PRODUCT LIABILITY INSURANCE as follows:

*The General Liability with Product Liability Insurance Policy must show Bodily Injury and Property Damage Insurance in the amount not less than \$1,000,000 combined single limit.*

### **Under Additional Insured**

The following shall be listed as additional insured parties:

FESTIVAL OF MOUNTAIN AND PLAIN...A TASTE OF COLORADO; DOWNTOWN DENVER EVENTS, INC., DENVER CIVIC VENTURES, INC., DOWNTOWN DENVER PARTNERSHIP, INC.; DOWNTOWN DENVER, INC.; CITY AND COUNTY OF DENVER; STATE OF COLORADO; and each of their affiliates and respective board members, officers, employees, agents, and volunteers.

Insurance Policies must be in effect before setup, through the Festival and teardown, (specifically from August 30, 2019 through Tuesday, September 3, 2019). Said insurance policy shall provide that such insurance shall not be canceled or changed in any material way except upon thirty days (30) prior written notice to Downtown Denver Events, Inc.

**PLEASE NOTE:** We realize that many Taste participating vendors do not have employees and, therefore, do not carry and do not need to carry Workers' Compensation insurance. However, if you do have employees, it is your responsibility to make certain you are in compliance with the State of Colorado Workers' Compensation Insurance requirements and you may be asked to provide evidence of such. If you have questions about workers' compensation insurance requirements, please refer to the Colorado Department of Labor and Employment Division of Workers' Compensation website: [www.coworkforce.com/DWC/](http://www.coworkforce.com/DWC/).

## INSURANCE POLICIES CAN BE SUBMITTED TO:

A TASTE OF COLORADO  
Attn: Marketplace Coordinator  
1515 Arapahoe St.  
Tower 3, Suite 100  
Denver, CO 80202  
[marketplace@atasteofcolorado.com](mailto:marketplace@atasteofcolorado.com)

### **Rules and Regulations**

#### **On-Site Vehicle Use**

Vehicles will be allowed on-site only with the appropriate credentials and during specific hours to facilitate unloading and loading of your exhibit. Full details will be sent to accepted applicants in late July or early August. Use of vehicles on the park lawn is prohibited and will result in a \$150 fine.

#### **Set Up Schedule**

Accepted exhibitors will be scheduled to set up on Friday, August 30th. The Festival will assign a setup schedule according to location. Details regarding the setup schedule will be sent to accepted applicants in late July or early August. Only accepted exhibitors with appropriate credentials will be allowed on-site.

#### **Tear Down Schedule**

All vendors are required to tear down on Monday, September 2nd. Only vehicles with appropriate credentials will be allowed on-site during load out. All exhibitors must be completed with load out and be off site by midnight. A \$150 late fee will be assessed to any vendor who is still on site after midnight. The Festival is required to have the streets cleared and cleaned by morning rush hour and because of this, there is absolutely no flexibility in our tear down schedule.

## **Sales Tax**

The exhibitor retains proceeds from sales. However, exhibitors must charge and collect city and state sales tax (7.65%) on each sale. Each exhibitor is required to obtain the necessary City and County of Denver and State of Colorado sales tax identification number and license. All tax documents must be kept on site for the full duration of the festival. The Festival cooperates fully with the City and State tax authorities.

## **Parking**

Because of space restrictions, we are unable to provide exhibitor parking on the Festival site. However, parking is available at numerous parking lots adjacent to the Festival. We will forward any participant special parking rate information to accepted vendors when it becomes available.

## **Use of Name**

A Taste of Colorado has permission to use the exhibitor and/or product name of accepted vendors and to describe their work and/or products in advertising and for the purpose of promoting the Festival.

## **Restricted Products Requiring Approval**

The sale of the following items is strictly limited and permitted only with written approval of the Festival Management: Sunglasses, glow products, blinking or lighted products, LED's, balloons, t-shirts, caps and sweatshirts with Denver or Colorado-identified destinations in logos or embellishments.

## **Activities/Products Not Permitted**

- Vendors may NOT stake anything into the ground. Tents must be properly weighted by each vendor and not staked. Staking of any kind is prohibited and will result in a \$150 fine to be paid immediately.
- Driving on the park lawn is not allowed at any time, for any reason. Noncompliance will result in a \$150 fine to be paid immediately.
- Body and ear piercing, the sale of live animals, chairs, umbrellas, weapons, illegal substances or drug paraphernalia, conducting a raffle or drawing, hawking of goods, placing advertising outside of booth space, and collecting or soliciting money or pledges for any cause will not be permitted.



- Taste will NOT allow the sale or display of any items that promote or depict drug use, violence, profanity, discriminatory references, illegal activity or any other items deemed not acceptable by Taste.
- The use and volume level of amplified sound systems and /or use of incense or scented candles or oils must first be approved by Taste. At no time shall the volume of an amplified sound system be heard or “bleed” beyond the exhibitor’s assigned space and incense/candle/oil fragrance must be contained within the exhibitor’s selling space.
- 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.
- A Taste of Colorado DOES NOT PERMIT the sale of non-licensed logo, counterfeit, bootleg, illegally produced products including, but not limited to perfumes, tapes, CD’s, DVD’s, apparel, accessories, toys and other items from amusement parks (Disneyworld, for example) or sports teams (the Denver Broncos or University of Colorado, for example). A vendor offering items in the aforementioned categories for sale at the Festival must provide, for our files, an applicable and valid licensing agreement between the vendor and the licensing corporation. The licensing agreement should accompany the vendor’s initial application and must be on file with the Festival before the vendor’s sales booth opens for operation.
- At no time should a vendor sell or offer free beverages of any kind to the public.
- Only selected vendors may exhibit in their assigned space; booth sharing or selling of booth space is prohibited.
- The following behaviors will result in removal from the event: acts or threats of violence, drunken or disorderly conduct, destruction of property, possession and/or use of illegal drugs, underage drinking, sale of bootleg merchandise, solicitation or distribution of promotional materials without prior consent. All participants and guests are subject to search upon entry. Festival is a rain or shine event.

### **Do Not Extend Booth Space Without Prior Festival Approval**

Because 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 around them. Additional space surrounding these 10’x10’ booth spaces MAY NOT be utilized as exhibit or storage space. If an exhibitor is discovered using

space beyond that which has been contracted for prior to the Festival, a minimum penalty of \$1,000 will be assessed, to be paid immediately. The Marketplace Coordinator, along with the Festival Manager, will determine if the space can continue to be used for such purpose for the remainder of the Festival. If yes, a fee of \$15.00 per square foot must be paid immediately, and the \$1,000 penalty fee can be applied to this payment. If no, the vendor must immediately remove items from the space and discontinue using it. The \$1,000 penalty payment must still be paid.

### **Final Approval**

Selected applicants are responsible for observing all rules and regulations, including those stated in all future mailings, e-mails, and communications. The Festival has final approval over all aspects of exhibitors' participation in the Festival and exhibitors' booth display and contents. A Taste of Colorado reserves the right to accept or not to accept any exhibitor(s) and sales item(s) for any reason whatsoever. Furthermore, Taste reserves the right to refuse exhibition of items not consistent with submitted materials and descriptions. Materials and descriptions will be kept on file until the last day of the Festival.

**Thank you for your interest in A Taste of Colorado 2019!**

**Jeremy Macias, Marketplace Coordinator**  
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