



Marketplace Participant Handbook

Thank you for your interest in A Taste of Colorado 2020!

We look forward to working with new and returning Marketplace vendors at this year's festival! We appreciate your assistance in building a respectful, inclusive festival environment that is welcoming to all vendors and festival attendees.

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.

Carefully review this handbook before submitting your 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 September 5 – 7, 2020 in Civic Center Park. Over the decades, the Festival has hosted nationally renowned music acts and some of Colorado's greatest restaurants and chefs!

Festival Dates & Hours:

Saturday, September 5, 2020 11:00am – 10:00pm
Sunday, September 6, 2020 11:00am – 10:00pm
Monday, September 7, 2020 11:00am – 8:30pm

Pricing

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

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

A limited number of booth spaces with multiple sales sides are available for an additional \$300 and will be assigned by the Festival. To be considered for these spaces, applicants must indicate their interest during the application process (see 'Special Notes' section of our application page for more information)

*****Do NOT submit booth fee payment before being accepted to participate in the Festival*****

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

Home & Lifestyle Services are now managed by our Sponsorship team. Please direct inquiries to Mike Brant, mike@milezero.com

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)
- Vehicle loading and unloading at booth space
- On-site Marketplace staff throughout the duration of the festival
- Overnight security
- Vehicle loading and unloading at booth space

Vendor Responsibilities

Exhibitors must provide their own tent, tent weights, tables, chairs, lights, outdoor-rated extension cords and plug-in strips, etc.

The booth space and the immediate area around it must be kept clean during the Festival and left clean at the end of the event.

The Festival shall have the authority to adjust booths for the overall benefit of the Festival. Festival Management has final authority over booth space issues.

Exhibitors must be present at their booth during all Festival hours.

Booth Placement

Vendor placement will be determined solely by Festival Management based on the overall needs of the event. The Festival is unable to guarantee placement in any specific area.

Payment

A non-refundable \$50 application fee will be required of all applicants. The Festival will only accept credit card and money order payments. Personal and business checks will not be accepted for any reason.

Cancellation

Applicants have 7 days after payment submission to request a refund in writing, minus \$100 processing fee. Requests made after this period will not be processed and are ineligible for a refund in whole or in part. The festival is a rain or shine event.

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 July 31, 2020.**

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 September 4, 2020 through Tuesday, September 8, 2020). 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/.

INSURANCE POLICIES CAN BE UPLOADED TO EVENTHUB, MAILED TO:

A TASTE OF COLORADO
Attn: Marketplace Coordinator
1515 Arapahoe St.
Tower 3, Suite 100
Denver, CO 80202

OR EMAILED TO
marketplace@atasteofcolorado.com

Rules and Regulations

On-Site Vehicle Use

Vehicles will be allowed on-site only with vendor credentials and during specified hours to facilitate unloading and loading of your exhibit. Full details will be sent to accepted applicants in the weeks leading up to the festival.

Set Up Schedule

Accepted exhibitors are required to set up on Friday, September 4. The Festival will assign a setup schedule according to location. Schedule details will be sent to accepted applicants prior to the festival. Only accepted exhibitors with appropriate credentials will be allowed on-site.

Tear Down Schedule

All vendors are required to tear down on Monday, September 8th, once the Festival has closed to the public. Only vehicles with appropriate credentials will be allowed on-site during load out. All exhibitors must complete load out and be off site by midnight.

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

The Festival is unable to provide parking for vendors. Parking is available at numerous lots near the Festival. We will forward any participant special parking rate information to accepted vendors when it becomes available.

Use of Name and Likeness

A Taste of Colorado has permission to use the exhibitor's business name, product name and likeness 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. Use of ground stakes is prohibited and will result in a \$150 fine to be paid immediately.
- Driving on the park lawn is not allowed and 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 unacceptable by Festival Management.
- Amplified sound systems are not allowed.
- Absolutely no open flames including candles, incense or any similar items.
- While the sale of scented items (soap, lotion, candles, etc.) is permitted, fragrances must be contained to the seller's exhibit space and may not disrupt neighboring vendors.
- Animals are not allowed on the festival grounds with the exception of service animals or educational displays authorized by the Marketplace Manager. If you require the assistance of a service animal, please notify the Marketplace Manager prior to your arrival.

- 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 accepted 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.
- For the safety of everyone, all participants and guests are subject to search upon entry.

Do Not Extend Booth Space Without Prior Festival Approval

Obstacles such as street poles, trees, etc. preclude booth spaces from lining up symmetrically and some booths may gain real estate around them. Additional space surrounding these 10'x10' booth spaces MAY NOT be utilized as an exhibit or storage area. If an exhibitor is discovered using space beyond that which has been contracted prior to the Festival, a fee of \$1,000 will be assessed, to be paid immediately. Festival Management will determine if the area can continue to be used for such purpose for the remainder of the Festival. If yes, an additional fee of \$15.00 per square foot must also be paid immediately. If Management determines the area cannot be used, the vendor will remove all items immediately.

Final Approval

Selected applicants are responsible for observing all rules and regulations, including those stated in all communications, written and verbal. 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 deny any exhibitor(s) and merchandise/service 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 2020!

Jeremy Macias, Marketplace Manager
marketplace@atasteofcolorado.com