



DES MOINES EUROPEAN HERITAGE ASSOCIATION (DMEHA) (501c3)

Mission: As a grassroots non-profit, we serve as a platform to carry on European traditions, to support language education and to create cultural awareness. We are a resource for lowans, immigrants, travel enthusiasts and international business professionals to connect with European cultural heritage and for cultural organizations who want to engage with their members in a cohesive and centralized manner.

CHRISTKINDLMARKET DES MOINES

Mission: Educate, entertain and delight the Midwest by producing Iowa's premiere German-inspired Christmas market

Vendor Information Guide 2016 Christkindlmarket Des Moines

Thank you for your interest in becoming a vendor at Christkindlmarket Des Moines!

The quality of a traditional Christmas market depends on maintaining a high standard of the vendor products it offers. Christkindlmarket Des Moines is dedicated to immersing visitors in a world of folklore and craftsmanship as well as enticing them with traditional, seasonal gastronomic specialties to provide an experience filled with European elegance and charm. See Google Images of Christmas markets around the world: <http://ow.ly/w2bjZ>

This document will give you an overview of the application process and requirements. As soon as you fill out the application on the website, it will be reviewed internally and all information stored in our database. You will receive feedback by July 1, 2016 at the latest.

What is the timeline for the application process?

- Fill out the online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application> no later than June 15, 2016
- Send photographs (product group shots are acceptable) representing all of the items you would like to sell to - christkindlmarketdsm@gmail.com
- Receive feedback from Christkindlmarket Des Moines staff by July 1, 2016

Who owns and manages Christkindlmarket Des Moines?

Christkindlmarket Des Moines is owned, operated, and produced by Des Moines European Heritage Association (DMEHA), a 501(c)3 tax-exempt non-profit organization.

Where will the 2016 Christkindlmarket Des Moines take place?

Western Gateway Park, Downtown Des Moines, Iowa (1100 and 1200 blocks between Grand and Locust Avenues)

When is the 2016 Christkindlmarket Des Moines?

Open to the public: Friday, Dec 2: 11am-9pm, Saturday, Dec 3: 11am-9pm, Sunday, Dec 4: 11am-5pm
Tentative vendor set up: December 2: 6am-10am; Vendor tear down: Sunday, Dec 4: 5pm-9pm

What Product is Christkindlmarket Des Moines seeking?

Christkindlmarket Des Moines seeks unique, European-inspired from creative and small independent businesses. We put a premium on products that are produced and sold directly by the producer; however, this does not guarantee acceptance.

We are interested in products typically offered at Christkindlmarkets throughout the world, which include (but are not limited to): decorative fresh wreaths and centerpieces; one-of-a-kind handmade items that can be made and demonstrated on site; holiday ornaments of all colors, materials and sizes; nutcrackers; cuckoo clocks; beer steins; wooden toys; jewelry; wood carvings; European sweets and treats; Glühwein (a traditional German mulled wine served hot); sausages; sauerkraut; potato pancakes; waffles; crepes; stollen; gingerbread; roasted nuts; cakes and pastries; German smokers; candles; wooden nativity scenes; items made from hand-blown glass; clay and ceramic pottery items; tea light holders; Eastern Slavic handcrafted gifts, such as nesting dolls and papier-mâché lacquer boxes; lace; leather products; beer and wine glasses; wooden toys; handwoven garments and more.

How are Vendors/Products selected?

All vendors are required to submit an online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application/>. Vendors are not selected on a first-come, first-served basis, but on the basis of what Christkindlmarket Des Moines needs to produce a community event keeping in line with its mission.

Each product will be reviewed based on several criteria, including point of origin (where is the product from), handcrafted original design, the number of similar products currently at Christkindlmarket Des Moines, and other pertinent criteria. DMEHA reserves the right to approve, refuse and limit products sold at Christkindlmarket Des Moines. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products proposed to sell at Christkindlmarket Des Moines. Vendors are not allowed to add or change products after the application process is complete or at all during the event.

Upon acceptance, the agreement requires the vendor to provide a 50% nonrefundable deposit. The application will not be confirmed until the deposit is received.

What type of Product will not be considered?

Products that will not be considered include: mass produced and/or manufactured food product (i.e. jam, salsa, barbecue sauce, etc.); catalog companies; franchise or chain companies; direct selling businesses; imported items, such as clothing, jewelry, trinkets, crafts, home décor, etc.; duplicate or inappropriate prepared food offerings; synthetic or silk flowers and plants.

Describe the space that vendors lease?

DMEHA will provide each vendor with an 8' x 8' stall at a location to be determined by Christkindlmarket Des Moines event planning committee within Western Gateway Park (1100 and 1200 blocks between Grand and Locust Avenues). Vendors are allowed one stall. The stall may not be altered in any way. Visit <http://www.christkindlmarketdsm.com/vendors/vendor-application/> to view images of Christkindlmarket Des Moines stalls.

Vendor stall description

- Footprint: 8' x 8'
- Flooring: 3/4" Plywood
- Height: 8' to 10'
- Window opening: approximately 7' wide, 3' off ground, 2'8" from floor of stall
- Front counter: 7' wide x 21" deep
- Back wall shelving: pegboard-style shelving with dowels and boards provided

A heated stall may be reserved for an additional \$100. The infrared heater mounted on either the ceiling or back wall of your stall will affect the total amps available to. You must comply with the infrared heater's manufacturer's clearance mandate when displaying product.

Vendor tips:

- Please dress warmly
- Contact an assigned volunteer on arrival for help moving into your vendor stall

Included in all stalls:

- One (1) 8' x 8' vending space
- 21" deep counter (for the display of merchandise)
- Pegboard-style shelving on the back wall
- Sign for front of stall
- Garland and white string lights on exterior
- Rope lighting on interior
- Entry door with lock
- Vending window with shutters that lock
- Electricity – (3) 20 Amp – 120 Volt service. If using an infrared heater, this will reduce your Amp availability from 60 Amps to 47.5 Amps.
- Power outlets – (3) duplex outlets along the back wall. Each duplex outlet will allow for 20 Amps and 120 Volts.

You may not:

- Hang plastic or artificial vegetation on the walls as a means of decoration
- Provide your own space heater
- Cook or fry food in the vendor stall
- Nail, or in any other manner, affix anything to the vendor stall that would leave a mark
- Hang, or otherwise display, additional vendor signage

Each vendor will be required to bring all additional necessary items that might include but are not limited to:

- Additional decor for the interior and exterior of the stall. Check out Christmas Markets around the world for decoration ideas: <http://ow.ly/w2bJZ>
- Additional shelving and tables for product display
- Chair(s)
- Point of sale system
- Extension cords

All vendors are responsible for cleaning their stall area and removing their own garbage. Information on garbage pickup and bin locations will be made available.

Vendor stall decor:

The Christkindlmarket Des Moines event planning committee is very strict about stall decor and product display; the decor of the stall must fit with the European-style theme of the event, and merchandise must be displayed in a clean, uncluttered fashion. As such, all vendors are mandated to work with Christkindlmarket Des Moines staff leading up to and during setup of the event. Further information will be provided upon acceptance.

Food vendors only:

- You may not cook food in the vendor stall; rather it may only be reheated or rewarmed.
- Warming devices approved for use in the vendor stalls by the City of Des Moines include: crock pot, roaster dish, chafing dish, microwave, coffee urn/pot, etc.
- Warming devices not approved for use in the vendor stalls by the City of Des Moines include: open electric grill, sterno open-flame warmers, etc.
- You may cook food on the street, pavement and sidewalk. We will assign you to a vendor stall which will allow for this food preparation method. Your cooking station will need to be cordoned off according to City of Des Moines specifications to avoid attendee injury.
 - Equipment and devices shall be isolated from the public by not less than 4 feet (1219 mm) or by a noncombustible 3-sided barrier between the equipment and devices and the public.
 - Single-well cooking equipment using combustible oils or solids shall meet the following:
 - A noncombustible lid shall be immediately available. The lid shall be of sufficient size to cover the cooking well completely.
 - The cooking surface shall not exceed 288 square inches (1858 cm²).
 - The equipment shall be placed on a noncombustible surface.
 - The equipment shall be separated from each other by a horizontal distance of not less than 2 feet (609mm).
 - Butane for cooking equipment shall be limited to one 10 oz cylinder and one spare in storage, of the same size, per appliance. Storage location shall be approved by the fire code official.
 - Cooking equipment shall be separated from combustible materials by a horizontal distance of at least 2 feet (609mm).
 - Warming operations may utilize electric heaters, hot boxes, and other types of approved open flame warming devices. Open flame warming devices (commonly referred to as Sterno heaters) shall:
 - Be the self-extinguishing type or not leak at a rate of more than 0.25 teaspoon per minute if tipped.
 - Placed on a solid surface.
- An ABC multipurpose portable fire extinguisher with a minimum 2A-10BC rating shall be provided within 10 feet of any demonstration or warming display (i.e. ALL food vendors)
- A Class K portable fire extinguisher (in addition to the ABC extinguisher) shall be provided within 10 feet of any demonstration cooking involving grease, solid fuel, or producing grease-laden vapors.

Will security be provided?

A volunteer will lock each stall (door and window) at the close of Christkindlmarket Des Moines each evening and unlock it each morning upon your arrival. Vendors will be provided with the volunteer's name and cell phone number to call to unlock and lock their stall each day. During closed hours, Christkindlmarket Des Moines is required by the City of Des Moines to provide on-site security.

How much is the fee to participate?

A vendor fee of \$200 is assessed to participate as a vendor during the three-day event. An infrared heater may be included in the vendor stall for an additional \$100 fee. Upon acceptance, the agreement requires the vendor to provide a 50% nonrefundable deposit. The application will not be confirmed until the deposit is received.

How is the fee invoiced and paid?

Upon acceptance, the vendor will be issued an electronic invoice for the first 50% which can be paid via PayPal, Dwolla or check. The application will not be confirmed until the deposit is received. A second invoice for the remaining 50% will be issued 90 days prior to the event. This balance is due 60 days prior to the event. No-show or cancellation date fees are not refunded or waived. (Review cancellation policy at the end of this Vendor Information Guide.)

Is there access to electricity at Christkindlmarket Des Moines?

Electricity will be available to all vendors at Christkindlmarket Des Moines. This is included in the cost of renting a stall. Four outlets will be made available in each stall to support the operation of devices requiring fewer than 60 Amps (or 47.5 Amps for vendors wishing to rent an infrared heater), such as laptops, cellular phone chargers, lighting, etc.

If a vendor has additional electrical needs which require their own personal generator, they are required to request approval on their application. All generators must meet Christkindlmarket Des Moines guidelines AND be approved by Christkindlmarket Des Moines management in advance. If approved, vendor provides generator, extension cord and cover for the part of the cord that lies in walkways and all areas utilized by public. Generators must be quiet to respect other Christkindlmarket Des Moines vendors, customers and Western Gateway residents. Generators causing disruption or complaints will not be permitted.

What are the requirements for General Commercial Liability Insurance?

Each accepted vendor is required to furnish proof of insurance before Christkindlmarket Des Moines acceptance. Applicants do not need to show proof of a policy upon submitting application but will be required to provide a certificate of insurance prior to final acceptance. Vendor agrees to purchase and provide Certificate of General Commercial Liability insurance with \$1,000,000 limits and name Christkindlmarket Des Moines as Additional Insured and Certificate Holder. Certificate must be on file with Christkindlmarket Des Moines management prior to vending. Applicants can submit Certificate of General Commercial Liability Insurance to: christkindlmarketdsm@gmail.com or 37 Liberty Bell Blvd, Pleasant Hill, IA 50327.

What kind of licenses/permits do I need?

Each applicant/accepted vendor is required to furnish several documents upon Christkindlmarket Des Moines acceptance: 1) the completed online vendor application, 2) certificate of insurance, and the necessary licenses and permits. Listed are general permits and requirements. *Other requirements may apply. It is the responsibility of the vendor to know and comply with all requirements.*

- **Sales Tax:** Vendors are required to comply with Iowa Sales Tax law. It is the responsibility of every vendor to know if they are required to collect and remit Iowa Sales Tax based on the product they sell. Questions/concerns regarding Iowa Sales Tax obligations should be directed to: Annette Collins, Iowa Department of Revenue, (515) 725-0202.
- **Food Safety:** Vendors are required to comply with State Public Health regulations governing the preparation, handling and presentation of food. It is the responsibility of every food handling vendor to know if they are required to obtain specific food handling licensing. Contact Food and Consumer Safety, (515) 281-6538, Iowa Department of Inspections and Appeals with questions.
- **Fire Extinguishers:** Food vendors using gas or other fuel sources for cooking are required to have **on site, in their stall**, a portable 2A-10BC fire extinguisher, with a DMFD Extinguisher Service Tag affixed. If you are cooking outside with grease (fryer), you must provide a Class K AND 2A-10BC fire extinguisher with a DMFD Extinguisher Service Tag affixed. These service tags may be obtained from most fire extinguisher companies in the Des Moines Metro area. Contact Des Moines Fire Department Prevention Bureau at 515-283-4240 for additional information.

How are Corporations and Businesses able to participate?

Christkindlmarket Des Moines does NOT accept applications from Corporations/Businesses such as banks, realtors, insurance, cell phone, or other service provider businesses. Also see **“What type of products will not be considered”**. If a Corporation/Business is interested in being involved with Christkindlmarket Des Moines as a Corporate Sponsor, please contact the Christkindlmarket Des Moines Sponsorship Chair, Suzanne Hull at 515-250-6366 or christkindlmarketdsm@gmail.com.

RULES AND REGULATIONS

1. Vendors obtain the right to use the assigned vendor stall and are responsible for having the space operational during all hours of Christkindlmarket Des Moines (Friday, Dec 2: 11am-9pm; Saturday, Dec 3: 11am-9pm; Sunday, Dec 4: 11am-5pm, 2016). If you plan on having someone else work your stall for you, you must notify Christkindlmarket Des Moines.
2. If you **MUST** miss Christkindlmarket Des Moines for any reason, you are required to have someone work your stall for you or have someone sit in your stall with a ‘SOLD OUT’ sign. In the event of an emergency, call Christkindlmarket Des Moines staff.
3. For any unforeseen circumstances that happen during Christkindlmarket Des Moines hours, please see Christkindlmarket Des Moines staff. No refunds will be issued for non-usage of stalls or cancellation of contract.
4. Vendors may not loan, give or sublease the stall assigned to them.
5. Vendors are required to be open for the entire duration of Christkindlmarket Des Moines operating hours (Friday, Dec 2: 11am-9pm; Saturday, Dec 3: 11am-9pm; Sunday, Dec 4: 11am-5pm, 2016). As such, all vendors must open on time for the entire duration of the event.
6. Any business ownership changes, at any time, require a new application for vendorship.
7. All food vendors are responsible to know and comply with all applicable health regulations.
8. Baked goods and all other food products must be properly covered, kept at proper temperatures (as specified by Health and Safety), and displayed on tables that are covered by a tablecloth.
9. All foods not sold in concessions (including individual servings) must be wrapped in new plastic as set out in all applicable health regulations.
10. All prepared food items must clearly state the vendor’s name and address, ingredients and size (weight, count, volume as necessary) as set out in all applicable health regulations.
11. All vendors must meet all health, safety and fire regulations.

FAILURE TO COMPLY WITH CHRISTKINDLMARKET DES MOINES RULES AND REGULATIONS

- ⤴ An infraction may result in, and not necessarily in this order: 1) A written warning, 2) A minimum \$50.00 charge and/or, 3) Loss of vendor stall.
- ⤴ Permanent loss of vendor stall will result in all monies (deposit) being forfeited. All decisions made by Christkindlmarket Des Moines are final.
- ⤴ Note: Christkindlmarket Des Moines reserves the right to change, interpret and enforce these policies and guidelines deemed necessary to maintain the consistency, individuality and authenticity of Christkindlmarket Des Moines for the benefit of all being served by the event.
- ⤴ Christkindlmarket Des Moines reserves the right to limit the size of the event and reject applications with or without reason. Decisions of Christkindlmarket Des Moines are final.

CANCELLATION POLICY

No refunds of stall space fees for cancellations will be allowed after 5:00 pm on September 30, 2016. A \$50 administrative fee will be applied to cancellations received prior to September 30, 2016. All cancellations shall be in writing. Christkindlmarket Des Moines reserves the right to cancel Vendor's participation in Christkindlmarket Des Moines and the right to cancel Christkindlmarket Des Moines or any portion thereof, at any time for any reason (or for no reason) whatsoever, in its sole and absolute discretion and without penalty to Christkindlmarket Des Moines. Vendor shall not sublet, assign or otherwise transfer or convey any stall space or any matter in connection with Christkindlmarket Des Moines to be held Friday, December 2, 2016 – Sunday, December 4, 2016 in a location adjacent to The Western Gateway Park, downtown Des Moines, Iowa, and these Rules, Regulations and General Information (the "Vendor Rules") to any other person. Any Vendor who is not set up by the designated time will be assumed absent, and its space will be automatically and immediately forfeited.

ASSIGNMENTS:

Vendor space will not be confirmed until full payment is received. Stall location will be confirmed by October 30, 2016; however, Vendor's stall location is subject to change as Christkindlmarket Des Moines deems necessary. Vendor shall not sublet, assign or otherwise transfer or convey any matter in connection with Christkindlmarket Des Moines or these Stall Rules to any other person, or any of the privileges conveyed herein, except with the prior written consent of the Event Director. Christkindlmarket Des Moines has and reserves the right to cancel any Vendor stall and all matters pertaining to Vendor in connection with or related to Christkindlmarket Des Moines any time prior to the event date with full or partial refund to Vendor. Any approved assignee or transferee shall be subject to all the provisions and requirements of these Stall Rules and this agreement. Stall placement will be assigned to best benefit Christkindlmarket Des Moines and all its participants, as determined by Christkindlmarket Des Moines.

CANCELLATION:

Christkindlmarket Des Moines HAS THE RIGHT IN ITS SOLE AND ABSOLUTE DISCRETION TO CANCEL OR POSTPONE THE EVENT FOR ANY REASON OR FOR NO REASON WHATSOEVER. Should Christkindlmarket Des Moines be postponed or canceled for any Act of God, public safety, welfare or for any reason (or for no reason) whatsoever, Vendor hereby RELEASES and FOREVER DISCHARGES Christkindlmarket Des Moines, its officials, officers, employees, representatives, agents and volunteers from any and all liability, losses, harm and claims for damages, and any other actions or claims whatsoever, which result from or arise out of such postponement or cancellation.