



CHRISTKINDLMARKET DES MOINES

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

Vendor Information Guide 2019 Christkindlmarket Des Moines (CDM)

Thank you for your interest in vending at Christkindlmarket Des Moines taking place December 6 – 8, 2019 at Principal Park, Main Lot in in Downtown 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 culinary specialties to provide an experience filled with European elegance and charm.

This document will give you an overview of the application process and requirements. As soon as you fill out the Google Form application, it will be reviewed internally. You will receive feedback by March 30, 2019.

What is the timeline for the application process?

1. Fill out the online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application> no later than March 15, 2019.
2. Send photographs (product group shots are acceptable) representing all the items you would like to sell to christkindlmarketdsm@gmail.com
3. Food trucks, trailers and demonstrations: Provide a visual layout of the footprint you will need along with the measurements of your structures.
4. Receive feedback from CDM vendor committee by April 15, 2019.

Who owns and manages CDM?

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

Where will CDM 2019 take place?

Principal Park, Main Lot, Downtown Des Moines, Iowa

CDM 2019 Vendor Timeline

Vendor set up: Wed, Dec 4: 3:30pm – 9pm & Thu, Dec 5: 9am - 5pm

VIP Preview: Thursday, Dec 5, 6-9pm

Open to the public: Friday, Dec 6: 11am-9pm, Saturday, Dec 7: 11am-9pm, Sunday, Dec 8: 11am-5pm

Vendor tear down: Sunday, Dec 8: 5pm-9pm

What types of products is CDM seeking?

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; 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?

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

Each product will be reviewed based on several criteria, including point of origin, handcrafted original design, the number of similar products currently at CDM, and other pertinent criteria. CDM staff reserves the right to approve, refuse and limit products sold at CDM. 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 CDM. Vendors are not allowed to add or change products after the application process is complete or at all during the event.

Making a Positive Impact

As we work to maintain a sustainable future for CDM, we want to consider the impact we make on the community: socially, economically and environmentally. Part of the Vendor Application includes questions on the sustainability actions of applicants. We are particularly interested in the use of biodegradable or recycled source packaging and food containers. Though this is not a selection criterion, we would like to use it as an opportunity to showcase the positive work of our vendors.

Describe the vendor stall space

DMEHA will provide each wooden stall vendor with a 7' wide x 7'9" long stall at a location to be determined by the CDM event planning committee. Vendors are allowed one stall.

Vendor stall description

- Decorated on the exterior with garland and stringed lights with white bulbs
- Interior lighting – 1-candle of puck or stringed lighting. Please bring additional lighting of your choice
- Entry door with lock
- Exterior dimensions are 7" wide and 7'9" long
- Interior dimensions are 6'9" wide and 7'1" long
- Window opening with shutters that lock: approximately 6'9" wide, 3' off ground, 2'8" from floor of stall
- Front counter: 6'9" wide x 19½" deep
- Electricity – (3) duplex outlets on the back wall. Each duplex outlet allows for 50 Amps and 120 Volt service
- No other form of generator or electrical service other than that provided by CDM is permitted. Extension cords are the responsibility of the vendor and must be a minimum of 12-gauge/3 wires and 25-feet long
- You may not use any form of heat other than that which is provided
- You may not in any way alter the shape or construction of the vendor stall. No nails, screws, tape, adhesive,

etc. may be used if it could possibly alter the structure.

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

Vendor tips:

- Dress warmly
- Plan to be set up by 4pm on Thursday, December 5 to avoid opening late
- Consider labeling your food for food allergens, i.e. gluten free, dairy free, peanuts, etc.
- Consider offering “tastes” at a lower cost than a full meal

You may not:

- Provide your own space heater
- Cook on an open flame or fry food in the vendor stall
- Nail, or in any other manner, affix anything to the vendor stall that would leave a mark

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
- Additional shelving and tables for product display
- Chair(s)
- Point of sale system (CDM will not make change)
- Extension cords

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

Vendor stall decor:

The CDM event planning committee is 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 CDM staff leading up to and during setup of the event. Further information will be provided upon acceptance.

Food vendors:

- All food vendors must become familiar with the City of Des Moines Outdoor Events Requirements to ensure that your set up and food preparation methods are compliant. <http://ow.ly/EgAA30nqxz>
- We encourage food vendors to vend from a food truck or trailer
- We highly encourage food vendors to limit their menu to 5 items to ensure quick service
- 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.
- 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 CDM site leader will lock each stall (door and window) at the close of CDM each evening and unlock it each morning upon your arrival. Vendors will be provided with the site leader's name and cell phone number to call to unlock and lock their stall each day. During closed hours, CDM is required by the City of Des Moines to provide on-site security.

What is the fee to participate (Participation Fee)?

Vending type	Fee
Food/non-food vendor in wooden stall (Friday, Saturday, Sunday)	\$350
Friday, Saturday, Sunday only (per day)	\$165
Food/non-food vendor in wooden stall – with heat (Friday, Saturday, Sunday)	\$450
Friday, Saturday, Sunday only (per day)	\$200
Food vendors vending from a food truck, trailer or their own pop-up tent	\$550
Vendor in pop-up providing approved, regularly scheduled demonstrations during the 3-day event	\$0

How is the fee invoiced and paid?

Upon acceptance, the vendor will be issued an electronic invoice which can be paid via check. No-show or cancellation date fees are not refunded or waived. (Review cancellation policy at the end of this Vendor Information Guide.) The application will not be confirmed until all fees are received. Vendors wishing to serve approved non-alcoholic beverages will be assessed a 10% fee on gross beverages sales to be invoiced after the event.

Is there access to electricity at CDM?

All vendors will be provided 120v, 20-amp service to run lights at no cost. An additional electricity request form will be sent to all vendors prior to the event. Should a vendor's electrical needs go beyond 120v, 20-amp service, additional fees will be incurred.

- No other form of generator or electrical service other than that provided by CDM is permitted.
- Extension cords are the responsibility of the vendor and should be a minimum of 12 gauge/3 wire and 25-foot length for your voltage requirements.
- If CDM electricians are required to modify plugs, etc. on site, you will be responsible for the cost of the materials. Payment will be expected for the modification materials before CDM opens.
- If additional electrical service is being utilized and causes electrical breakers to trip, you will be asked to remove the unauthorized item(s) from use.

What are the requirements for General Commercial Liability Insurance?

Each accepted vendor is required to furnish proof of insurance before CDM acceptance. Applicants do not need to show proof of a policy upon submitting their 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 **Des Moines European Heritage Association** as Additional Insured and Certificate Holder. Certificate must be on file with CDM 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?

Listed below 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?

CDM does NOT accept vendor 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 or Business is interested in being involved with CDM as a Corporate Sponsor or Donor, please contact the CDM Development 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/vendor area and are responsible for having the space operational during the VIP Preview and all hours of CDM (Thu, Dec 5: 6-9pm, Fri, Dec 6: 11am-9pm; Sat, Dec 7: 11am-9pm; Sun, Dec 8: 11am-5pm, 2019). If you plan on having someone else work your stall for you, you must notify CDM. Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$0: demonstrations) may not be returned if vendor closes early, is not set up 30 minutes prior to open or if vendor tears down and leaves the market.
2. If you MUST miss CDM 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 CDM staff.
3. Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$0: demonstrations) may not be returned if vendor completely runs out of product (does not apply to Demonstrators).
4. Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$0: demonstrations) may not be returned if food vendor makes unapproved menu changes.
5. Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$0: demonstrations) may not be returned if vendor drives on the venue.
6. For any unforeseen circumstances that happen during CDM hours, please see CDM staff. No refunds will be issued for non-usage of stalls or cancellation of contract.
7. Vendors may not loan, give or sublease the stall assigned to them.
8. Any business ownership changes, at any time, require a new application for vending.

9. All food vendors are responsible to know and comply with all applicable health regulations.
10. 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.
11. All vendors must meet all health, safety and fire regulations.

FAILURE TO COMPLY WITH CDM RULES AND REGULATIONS

- An infraction may result in, and not necessarily in this order: 1) A verbal warning, 2) Unreturned Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$0: demonstrations) 3) Not being allowed to vend in the future.
- Note: CDM reserves the right to change, interpret and enforce these policies and guidelines deemed necessary to maintain the consistency, individuality and authenticity of CDM for the benefit of all being served by the event.
- CDM reserves the right to limit the size of the event and reject applications with or without reason. Decisions of CDM are final.

CANCELLATION POLICY

No refunds of stall space fees for cancellations will be allowed after 5:00 pm on September 30, 2019. All cancellations shall be in writing. CDM reserves the right to cancel vendor's participation in CDM and the right to cancel CDM 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 CDM. Vendor shall not sublet, assign or otherwise transfer or convey any stall space or any matter in connection with CDM to be held Friday, December 6 – 8, 2019 at Principal Park, Main Lot, 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 November 15, 2019; however, vendor's stall location is subject to change as CDM 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. CDM has and reserves the right to cancel any Vendor stall and all matters pertaining to Vendor in connection with or related to CDM 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 CDM and all its participants, as determined by CDM.

CANCELLATION:

CDM HAS THE RIGHT IN ITS SOLE AND ABSOLUTE DISCRETION TO CANCEL OR POSTPONE THE EVENT FOR ANY REASON OR FOR NO REASON WHATSOEVER. Should CDM 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 CDM, 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.