



# 2017 WORLD FOOD & MUSIC FESTIVAL SEPTEMBER 15-17, 2017

## MARKETPLACE VENDOR APPLICATION

This application can be found online at [www.WorldFoodFestival.org](http://www.WorldFoodFestival.org). Read the following information carefully and mail the completed application with payments. Please make a copy of the completed application for your own records.

**PLEASE NOTE:** Submitting the application and fees is **not** an indication of your acceptance.

### Important Dates:

Application Deadline:	Friday, May 5, 2017
Notification of Acceptance:	Friday, May 19, 2017
Checks Deposited:	Monday, May 22, 2017
Contract & Insurance Certificate Deadline:	Friday, Jun. 9, 2017
World Food & Music Festival:	Friday, Sept. 15, 2017    11 a.m.-11 p.m.
	Saturday, Sept. 16, 2017    11 a.m.-11 p.m.
	Sunday, Sept. 17, 2017    11 a.m.- 5 p.m.

### How to Apply:

The 2017 World Food & Music Festival is pleased to offer opportunities to Marketplace vendors to drive sales to the expected 80,000+ guests that attend the Festival. After reading the rules and regulations, complete the 2017 World Food & Music Festival Marketplace Vendor Application and submit along with the appropriate fee and deposit (see page 3). Applications will be reviewed and space offered to vendors that will contribute to the flavor and theme of the event. All fees must accompany the application to be considered for acceptance. Contracts and information packets detailing all set-up, operational procedures and required permits will be **emailed** to accepted vendors. **Please note: All communications before, during & after the event are executed via email. All applicants are required to have a valid email address to participate.**

Payment in FULL must accompany your application. A \$35 service fee will be charged for returned checks of accepted Marketplace vendors. **Make checks payable to "Downtown Events Group"**. We only accept payment in the form of a check or money order, no credit cards will be accepted.

Mail completed application along with fees to:

**Downtown Events Group**  
**Attn: Maggie Pforts**  
**700 Locust Street, Suite 100**  
**Des Moines, IA 50309**

Payment will be returned to vendors who are not accepted. See page 3 for detailed information regarding Marketplace vendor fees. All checks of accepted vendors will be deposited when notified of acceptance. After this date there will be no refunds issued.



# 2017 WORLD FOOD & MUSIC FESTIVAL MARKETPLACE VENDOR RULES AND REGULATIONS

**ALL Marketplace Vendors are contracted to be open and fully operational during ALL Festival hours.**  
**The Festival will go on rain or shine.**

After reading the rules and regulations, complete the 2017 World Food & Music Festival Marketplace Vendor Application and submit with payment. Full payment for your booth and separate clean-up deposit must accompany the application to be considered.

Vendors are responsible for returning their vending area to its original condition. Failure to do so will result in, at the sole discretion of Downtown Events Group, the loss of the vendor's clean-up deposit (\$150.00). All equipment and/or merchandise must be removed from space and Festival grounds by 8 p.m. on Sunday, Sept. 17. Anything left in your space or on the grounds after that time is at your own risk and will result in the forfeit of your clean-up deposit. Improper disposal of waste materials will subject vendor to immediate removal from participation in the event and result in forfeit of clean-up deposit.

Spaces will be evaluated by Festival management and vendors will be notified by email after the Festival as to the status of their space after inspection.

**All vendors on the Festival site are required** to provide a Certificate of Insurance. The Liability Insurance requirement is \$1,000,000.00 (minimum). Please inform your liability insurance carrier to issue a certificate of insurance showing liability insurance coverage for the 2017 World Food & Music Festival and listing **DOWNTOWN EVENTS GROUP** as **"Additional Insured"** for the period of Sept. 15-17, 2017. The Downtown Events Group should be listed as the certificate holder as well. We cannot allow you to set up without the appropriate insurance.

Please be prepared with your own change and cash as we will not service this need.

Each vendor is required to present a booth that represents their product in a professional, clean and appealing manner. The World Food & Music Festival will supply the following:

- One 10' x 10' tented space
- One 10' professionally designed tent banner with vendor's name
- Two 8 ft. long tables and two chairs (inform us if not needed)
- Ceiling lighting inside tent - no additional lighting is provided
- Convenient vehicle drive-in for setup and tear down
- Basic power

*Each vendor is responsible for supplying all other elements necessary for their operation. All materials brought in during set-up, including tent weights, must be completely removed before leaving at the end of the event.*

\*Downtown Events Group will professionally design tent signage displaying the vendor's name. IF YOU ARE USING A BRANDED TENT WE WILL NOT SUPPLY TENT SIGNAGE. All other signs or banners must be pre-approved by the Downtown Events Group before being used. Handwritten signs are not allowed. Festival management, in its sole discretion, has the right to remove any signage during the event. All Festival banners displaying the vendor's name are the property of the Downtown Events Group. **Signage is not to be taken from the Festival site or written on! Failure to follow signage rules will result in partial or total loss of deposit.**





# 2017 WORLD FOOD & MUSIC FESTIVAL MARKETPLACE VENDOR



## Marketplace Vendor Information

Business Name: \_\_\_\_\_  
(As it should appear in promotional materials and on signage)

Tax Sales Permit/ Exempt Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Type of Product: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone (Day): \_\_\_\_\_ Cell Phone (required): \_\_\_\_\_

Email (required): \_\_\_\_\_

Website: \_\_\_\_\_

## Please list all items to be sold and their prices:

Only items listed may be sold at event and all changes must be pre-approved no later than June 9, 2017. Include additional items on a separate sheet of paper if needed.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Signature (required)

\_\_\_\_\_  
Your signature indicates intent to apply for participation in the World Food & Music Festival and acceptance of the terms and conditions of the Rules and Regulations of the World Food & Music Festival as stated in this application.

**Payment Information:** Your payment must be submitted with your completed application. Applications will not be considered without payment. Payment will be returned to vendors who are not accepted. Make checks payable to **"Downtown Events Group"**. A \$35 service fee will be charged for returned checks of accepted vendors.

**Booth Fee: \$500**

**Required Clean-up Deposit: \$150**

The booth fee and application fee **must be a separate check** from the clean-up deposit. Booth fees for accepted vendors will be deposited on Monday, May 22, 2017. The deposit check will be returned to the vendor after the 2017 World Food & Music Festival if regulations are met and space is left as it was prior to the event.

Mail completed applications to: Downtown Events Group, Attn: Maggie Pforts  
700 Locust Street Suite 100  
Des Moines, IA 50309

Questions? Contact Maggie Pforts at [mpforts@downtowndesmoines.com](mailto:mpforts@downtowndesmoines.com)

