



## HORSESHOE CRAFT & FLEA MARKET VENDOR HANDBOOK

### **2017 Application Procedure**

The Horseshoe Market (HM) will be held **Saturdays, May 13th (SPRING Market), July 8<sup>h</sup> (SUMMER Market) and October 7<sup>th</sup> (FALL Market), 2017 from 9 am-4 pm at 4345 W. 46<sup>th</sup> Avenue (Olinger Moore Howard Chapel parking lot). We will also be having a Horseshoe Holiday Market at Highlands Masonic Temple (3550 Federal Blvd). There will be a separate vendor handbook for the Holiday Market.** Vendors wishing to apply must submit the online application on our website, <http://www.horseshoemarket.com>. The Horseshoe Market goes on rain, snow or shine.

### **2017 Vendor Fees for Spring, Summer and Fall Market:**

**\*Holiday Market fees will posted in August 2017\***

**One 10x10 booth= \$150 (includes business link on website)**

**One Shared 10X10 (only two vendors allowed to share)=\$200(includes each business link on website)**

**Mobile Boutique: \$150 (includes business link on website)**

**Food Truck: \$150 (includes business link on website)**

**It's free to apply to the regular season Horseshoe Markets!**

### **Deadlines and Notifications**

Spring Market (May 13th): Applications are open January 13-February 1<sup>st</sup>, with notifications of status sent out February 6<sup>th</sup>.

Summer Market (July 8th): Applications are open April 1-21st with notifications of status sent out April 30<sup>th</sup>.

Fall Market (October 7th): Applications are open July 10<sup>th</sup>-July 30<sup>th</sup>with notifications of status sent out August 7<sup>th</sup>.

Holiday Market Applications open August 14<sup>h</sup>-September 4th. Notifications sent out September 18<sup>th</sup>.

**Payment via PayPal or check is due within five business days of notification of acceptance.**

Your Arrival Schedule & Booth Assignments will be emailed to you one week before each market. Look for an email from [vendors@horseshoemarket.com](mailto:vendors@horseshoemarket.com). Check your spam folder, as well!

## **Set-Up and Operations of Vendor Booths**

**Booth Requirements:** Each vendor will receive a 10'X10' space. Tents are required and vendors must provide their own booths/tables/tents and sun/rain covers. No commercial advertising is allowed on the canopy or tent other than exhibitors business name. Vendors should display a sign identifying the artists or business name. Signs should be securely attached to booth and not interfere with foot traffic. Vendors are encouraged to create an attractive environment within their booth. Your booth display should not interfere with neighboring spaces. **Tents must be secured with tent weights.** Sale of food or beverages is not allowed except for approved vendors. Electricity is not available to booths.

Vendors are responsible for keeping their space looking attractive during market hours and for cleaning up their space after the market closes, including removal of garbage and sweeping up any loose debris. Vendors leaving debris or garbage at rented space will be fined or not welcome to return. Thank you for your cooperation!

Spaces may be shared by ONLY two vendors producing separate product and each must apply on one application. Both parties need to provide emails, business names, contact info, and websites or pictures of their items. No more than two vendors may share a booth!

**Wifi: We cannot guarantee wifi access. We suggest utilizing your phone and/or activating a data plan for any tablets you use to accept credit card payments.**

### **Booth Assignment and Set-Up**

We will email vendors the week before each market with booth assignment and set up times. Booth set-up is not permitted before 6:00 AM on market day and vendors must be ready to open by 9 AM. Booths must be staffed during operating hours, 9 AM-4 PM. Breakdown of your booth before 4 PM is not permitted, unless permission is first obtained by the market director. Operations of the market, and safety and convenience of the shoppers should not be risked.

### **Payment Options**

If your application is accepted, **you are required to provide payment within five business days of notification of acceptance.** You can pay via PayPal (we will send you an acceptance email with a PayPal link) or check payable to:

Yetman Creative  
PO Box 12644  
Denver, CO 80212-0644

### **Advertising, Marketing & Promotion**

The HM is actively working with local media to help publicize this event, including strategically placed advertisements and press releases to all area news media including Denver area newspapers, radio and television. We will also marketing through extensive postcard/poster distribution and direct appeals to individuals, local businesses and directly to the Denver art and antique community. We are also employing an active social media marketing plan including actively promoting the Horseshoe on Facebook, Instagram & Twitter.

Help us promote the Horseshoe Market by adding us to your event page on your website, Facebook and blogs!

### **Vendor Parking**

Parking near 46<sup>th</sup> and Tennyson is fairly easy. You can park at the Northeast side of Berkeley Park in the parking lot or there is ample street parking. This year, we will again work with the school parking lot next door to allow vendor parking.

### **Bathrooms**

There will be portable toilets on the market site. Vendors are not permitted to use restrooms in chapel.

### **Tax ID Certificates**

All Exhibitors must be in compliance with State & Federal Tax Laws.

### **Food Vendors and Permits**

If you are a licensed Food/Beverage Vendor and interested in participating in the market, you can apply as a vendor to the market. For any further questions, please email [doug@horseshoemarket.com](mailto:doug@horseshoemarket.com).

### **Refund Policy**

No refunds given for cancellations.

No refunds for cancellations due to inclement weather.

Vendors cannot “transfer” their booth space to a future market if they’ve already paid for a particular market but then cannot or choose not to participate.

Vendors cannot “sell” their space to another vendor if they are unable to participate in the market(s) for which they have signed up for and paid.

### **Organizer Statement**

The organizer reserves the right to remove, without refund or recourse, any vendor who misrepresents himself or his product, or in their opinion, is objectionable, inappropriate or is detrimental to the quality of the event as a whole. In addition the organizers reserve the right to select or not select any vendors applying who may not be suitable for the event.

Yetman Creative and The Horseshoe Market reserves the right to amend or add to the applicable rules pertaining to and governing the Horseshoe Craft and Flea Market at any time during and before the operating season. All participating vendors at the Horseshoe Craft and Flea Market will be made aware of all additions or amendments. The interpretation of all the rules by the promoters shall be final.

### **Liability Statement**

Yetman Creative, DBA Horseshoe Market and Olinger Moore Howard Chapel (4345 W. 46<sup>th</sup> Ave) cannot be held liable for failure to perform or fulfill its contractual obligation provided such failure is caused, occasioned, or impeded by closures of site locations due to any cause including, but not limited to, acts of God, strikes, lawful or not, fire, smoke and water damage, or actions by legal authorities, lack of adequate number of exhibitors, etc. Nor shall the organizer be responsible for loss or damage of exhibitors' wares, exhibits, or personal property or for loss or injury caused by products sold or exhibited by exhibitors directly or through warranty, express or implied. Insurance for such loss, damages, or injury shall be the sole responsibility of each exhibitor at his own cost. Loss of exhibitor products by theft is a loss liability of said exhibitor with no recourse to show directors or site owners for this loss.

If you have questions, please email [info@horseshoemarket.com](mailto:info@horseshoemarket.com) or go to [www.horseshoemarket.com](http://www.horseshoemarket.com).