



HOLIDAY MARKET @BELMAR VENDOR HANDBOOK

Saturday, December 16th from 10-8 pm

Sunday, December 17th from 10-6 pm

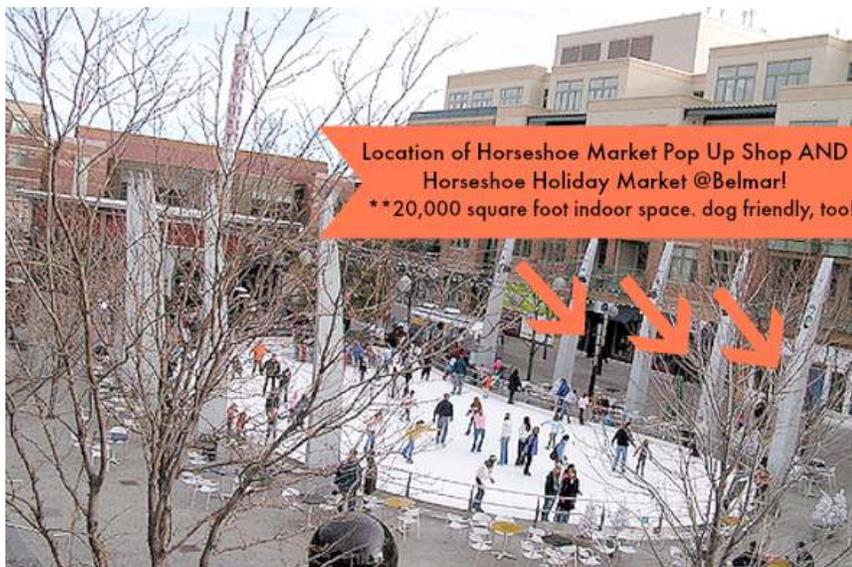
439 S. Teller Street Lakewood, Co 80226

About

The Horseshoe Craft and Flea Market, Denver's premier indie craft and flea market will be hosting a Holiday Market at the Belmar in Lakewood on December 16th & 17th, 2017. The Belmar Shopping and Dining District is a vibrant reinvention of downtown Lakewood that evokes the ambiance of an old town village center. The district is based around a central plaza, ringed with cafes, that hosts concerts in the summer and transforms into an ice skating rink the winter.

Location

We will be hosting the Horseshoe Holiday Market @Belmar inside a 25,000 square foot space that used to be the Qdoba corporate offices, and it's exactly adjacent to the ice rink. The ice rink attracts an estimated 100,000 visitors from November-January. In addition to the market on the third weekend of December, we will also be hosting a pop up retail shop the month of December inside the space. There will also be a warming station with coffee, food, creative workshops, kids activities and more. Additionally, dogs are allowed inside this space.



Booth Space Information & Types of Vendors Accepted

We accept vendors from Colorado and surrounding states who are makers, artists, designers, artisanal food vendors and vintage vendors. We prefer artisans who design and produce their own work, but will consider select entrepreneurs with ethically sourced or lightly manufactured goods that fit into the Horseshoe 'vibe'. This includes fair traders who outsource the production of their goods. Please be as descriptive about your product and process in your application as possible. In terms of vintage, we prefer vendors who carefully curate and do not sell reproductions. Please note, we do not accept multi level marketing companies and direct sales companies.

Booth space options & pricing:

-8x8 space: \$250

-8x8 space shared vendors (max of two vendors): \$325

*there will be approximately 75 spaces available.

Vendors can apply online at <http://www.horseshoemarket.com/vendor-application>.

Applications are open from October 20th-November 5th.

Shared spaces: We will allow up to two vendors ONLY to share a space. All sharing vendors must both be approved by the Horseshoe Market jury selection process. We do not allow additional vendors to be added to shared booths who did not participate in our jury selection process. This will be strongly enforced.

If selected as a vendor, payment is due via PayPal or check postmarked by Friday, November 17th. Payments are non refundable and cannot be transferred to any future Horseshoe Markets. Please make sure that vendors@horseshoemarket.com is on your safe senders list so that you receive all emails from the Horseshoe Market, including the status of your application.

Electricity

Vendors will have limited access to electricity. If you absolutely need electricity for your booth set up, please email vendors@horseshoemarket.com.

Booth Set up/Load-In and Tear Down

Market will be held at 493 S. Teller Street, Lakewood, Co 80226. Load in will be directly behind Qdoba building near the intersection of Teller Street and Virginia Avenue.

Load in will take place between Wednesday, December 13 and Friday, December 15th. If selected as vendor, we will send specific details to you. Tear down and Load out will be only Sunday, December 17th.

Parking Information

Belmar shopping district offers free and paid parking. Vendors will be able to park in a free, covered parking lot. Restrooms: There will be indoor restrooms for vendors and customers.

WIFI

There is no wifi at Belmar. Please make sure your device has a data plan or hotspot.

Taxes

Vendors are responsible for collecting city and state sales tax on what they sell and then remitting taxes to city and state of Colorado and having proper special events licenses. Sales tax in Lakewood is 7.5%. For any Lakewood sales tax and license questions please contact Kristi Ferree at 303-987-7513. For any state of Colorado sales tax and license questions, please call 303-238-7378

Advertising, Marketing & Promotion

The Horseshoe Market 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 market through extensive postcard/poster distribution and active social media marketing plan. Belmar Shopping District will also actively promote the market on their LED screens and posters/signage in the neighborhood. They will also promote actively on social media as well as with email blasts, visibility on their main website and in news releases and calendar listings.

About Belmar Shopping District

Belmar is the destination for shopping, dining + entertainment in Lakewood, Colorado. Belmar was built in 2004 to bring back the golden days of Lakewood. Located at the corner of Alameda + Wadsworth, Belmar offers over 80 shops and restaurants, entertainment and events along with several live + work arrangements with over 3000 residents.

Refund Policy

No refunds given for cancellations or due to inclement weather. 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. Vendors cannot transfer payment to a future market.

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.

The Horseshoe Craft and Flea Market/Yetman Creative 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

The Horseshoe Craft and Flea Market/Yetman Creative and Belmar Shopping District 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 or go to www.horseshoemarket.com. Thanks!