



HORSESHOE CRAFT & FLEA MARKET VENDOR HANDBOOK

2018 Application Procedure

The Horseshoe Market (HM) will be held **Saturdays, May 12th (SPRING Market), July 14th (SUMMER Market) and October 6th (FALL Market), 2017** from 9 am-4 pm at 4345 W. 46th Avenue (Olinger Moore Howard Chapel parking lot). We will also be having a Horseshoe Holiday Market at Highlands Masonic Temple (3550 Federal Blvd) on November 24th & 25th. There will be a separate vendor handbook and separate pricing 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.

2018 Vendor Fees for Spring, Summer and Fall Market:

Holiday Market fees will posted in August 2018

One 10x10 booth= \$185 (includes business link on website and business name included in pre market email)

One Shared 10X10 (only two vendors allowed to share)=\$240(includes each business link on website and business name in premarket email)

Mobile Boutique: \$185 (includes business link on website and business name listed in premarket email)

Food Truck: \$185 (includes business link on website and business name listed in pre market email)

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

Deadlines and Notifications

Spring Market (May 12th): Applications are open January 29-February 21st, with notifications of status sent out March 1st.

Summer Market (July 14th): Applications are open April 1-21st with notifications of status sent out April 27th.

Fall Market (October 6th): Applications are open July 1^h-July 21st with notifications of status sent out August 1st.

Holiday Market (Nov 24 and 25 at Highlands Masonic Temple): Applications open August 10^h-August 31. Notifications sent out between Sept 15-Sept 23.

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. 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 46th 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.

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 chose 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.

Late cancellations or no shows will affect your ability to participate in future Horseshoe Markets

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. 46th 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 or go to www.horseshoemarket.com.