



October 19– October 20, 2024  
**MERCADO VENDOR RULES AND REGULATIONS**

**Vendor Hours of Operation:**

Saturday, October 19, 2024: 10am – 5pm

Sunday, October 20, 2024: 10am – 5pm

**General Information**

- The Mesa Arts Center has implemented three Price Zones for the festival:

- Entry Level \$200
- Mid-Level, \$300
- Premium, \$400

Double booths will be double the price. Please note: a **very limited** number of “Premium” Mercado vendor spaces are available and there are a very limited number of double booth spaces. Please reference the Prize Zone map for booth locations.

- Mesa Arts Center will provide each Mercado vendor with one (1) 10' x 10' space or one (1) 10 x 20' space. Table dressings and tents will not be provided. Only one vendor or business will be assigned per space.
- **Electricity is extremely limited and will be provided for a \$50 charge only if the vendor requests it on the exhibitor form.** Please be specific on what you will be using electricity for, as some electrical items are not permitted at festivals and special events. Mesa Arts Center will be unable to accommodate requests made in the week before the event, load-in day, or during the festival.
- **Shade is important! If you don't have your own umbrella or shade structure, an umbrella can be provided for a \$50 charge only if the vendor requests it on the exhibitor form.** Mesa Arts Center will be unable to accommodate requests made in the week before the event, load-in day, or during the festival.
- Mercado merchandise must be relevant to Día de los Muertos and/or be original art by Latinx artists.
- All vendors will be vetted and must be approved by the Día de los Muertos Committee. Booth fees are due by July 5, 2024. Booth spaces will be assigned based on price zone selected and on a **first-pay, first-served** basis. Vendors will be notified of application status. Please do not call or e-mail to check on the status of your application.
- Vendors are required to exhibit during the entire festival (***no early take-down will be allowed***).
- Vendors are *required* to provide their own assistance for breaks during the entire festival. (***we do not have the volunteer numbers to provide this unfortunately.***)
- Vendors *are required* to report final gross sales to Mesa Arts Center following the event.
- Vendors may bring a tent only if they indicate they will bring a tent on the exhibitor form. All tents must be properly weighed down with sandbags and an inspection will occur during load-in and again on Saturday morning. **If not weighted down properly, Mesa Arts Center will have the tent taken down.** If the vendor refuses to properly weigh down the tent or remove the tent, they may be asked to leave the festival and a refund will not be granted for booth rental fees.
- Vendors selling items at Mesa Arts Center are not allowed to sell alcoholic beverages of any kind, tobacco products, cannabis products containing THC or CBD, illegal substances or products, or weapons. Any vendor selling any of the listed products may be ejected from the festival and a refund will not be granted for booth rental fees.
- Space assignments are the final decision of the Mesa Arts Center and the Día de los Muertos Committee. Space assignments are made based upon traffic flow, vendor requirements, and will be assigned on a **first pay, first-served** basis. Mesa Arts Center reserves the right to move booths within their price zones before the event if needed.

- Vendors must only use the allotted space, clearly outlined on the walkways, and not invade another vendor's space, other areas outside their booth space, or the walkway. Vendors who do so may be asked to leave the festival and a refund will not be granted for booth rental fees.
- A site map, load-in locations, and parking information will be provided to confirmed vendors prior to the festival.
- Vendors may not park in the Mesa Arts Center parking lot on festival days. MAC parking is reserved for festival attendees. There is ample parking within a 5-10 minute walk. A parking map is attached to this packet.

### **Set-up and Break-down**

- Load-in will take place on Friday, October 18, 2024, between 1pm and 5pm. Vendors are asked to be done loading in by 5pm on Friday. Vendors may arrive no earlier than 8am on Saturday to finish setting up booths and merchandise.
- Vendors must only use designated drop-off zones for loading and unloading.
- Vendor **vehicles will not be allowed** on the Shadow Walk (Main Walkway) or any other area of Mesa Arts Center's campus **at any time**.
- Storage will not be available before, during, or after the event.
- Each assigned space must be left in the same condition in which it was found. Waste must be disposed of properly. If not, vendors will be responsible for compensation to Mesa Arts Center in the amount required to return the area to its original condition.
- Volunteers and staff will be available to assist with parking information, directions to booth spaces on load-in days and during the festival. Volunteers will not be able to assist with loading/unloading booths/items or manual labor of any kind.
- Load-out may not begin before 5pm on Sunday, October 20. Vendors must be loaded out of campus by 10pm. Vendors are required to be open the entire duration of the festival. Vendors who pack up or leave early may not be allowed to return the next year.

### **Licenses and Permits**

- Vendors will be responsible for their own transactions and will retain 100 percent (%) of their sales. Participating vendors are required to collect and pay appropriate City of Mesa, Maricopa County, and Arizona state sales tax on items sold. Vendors must obtain and display a valid City of Mesa and State of Arizona Retail Sales Tax license throughout the duration of the event. For any questions about licensing and permits, please contact the appropriate entity below. The Festivals Office cannot offer advice on licensing or permits for vendors.
  - For more information and to obtain a City of Mesa Retail Sales tax application, please contact the City of Mesa Tax and Licensing Office at 480- 644-2316 or visit [www.mesaaz.gov/salestax](http://www.mesaaz.gov/salestax).
  - Arizona Department of Revenue licenses are available on-line at [www.aztaxes.gov](http://www.aztaxes.gov).
  - Maricopa County tax and license info can be found at <https://www.maricopa.gov/694/Licenses-Permits>.
  - Vendors are responsible for obtaining any other business licenses or permits which may be required.

### **Disclaimers**

- This is a rain or shine event. No refunds will be provided due to inclement weather.
- While there will be 24-hour security on site before and during the festival, vendors are responsible for securing their booths and merchandise and **must** properly secure booths overnight. Booths must be wrapped, and merchandise should not be left on open tables. Mesa Arts Center and the City of Mesa are not responsible for merchandise that is damaged, broken or stolen during the event, or for merchandise left behind.
- Mesa Arts Center and City of Mesa will not be responsible for sales results, any injury sustained by vendors or guests, or damage to product/materials belonging to vendors during the festival.
- Any confirmed vendor who fails to meet any of the above requirements may be ejected and a refund will not be granted for the booth rental fee.
- **Wi-Fi on MAC campus is limited and may cause POS devices to freeze.** We recommend that vendors who have hot spots bring them to the festival to use for internet access. City of Mesa IT recommends vendors use laptops for sales when possible, for faster transactions.

**Submit your completed Vendor Application by email to:**

[Festivals@mesaartscenter.com](mailto:Festivals@mesaartscenter.com)

*OR*

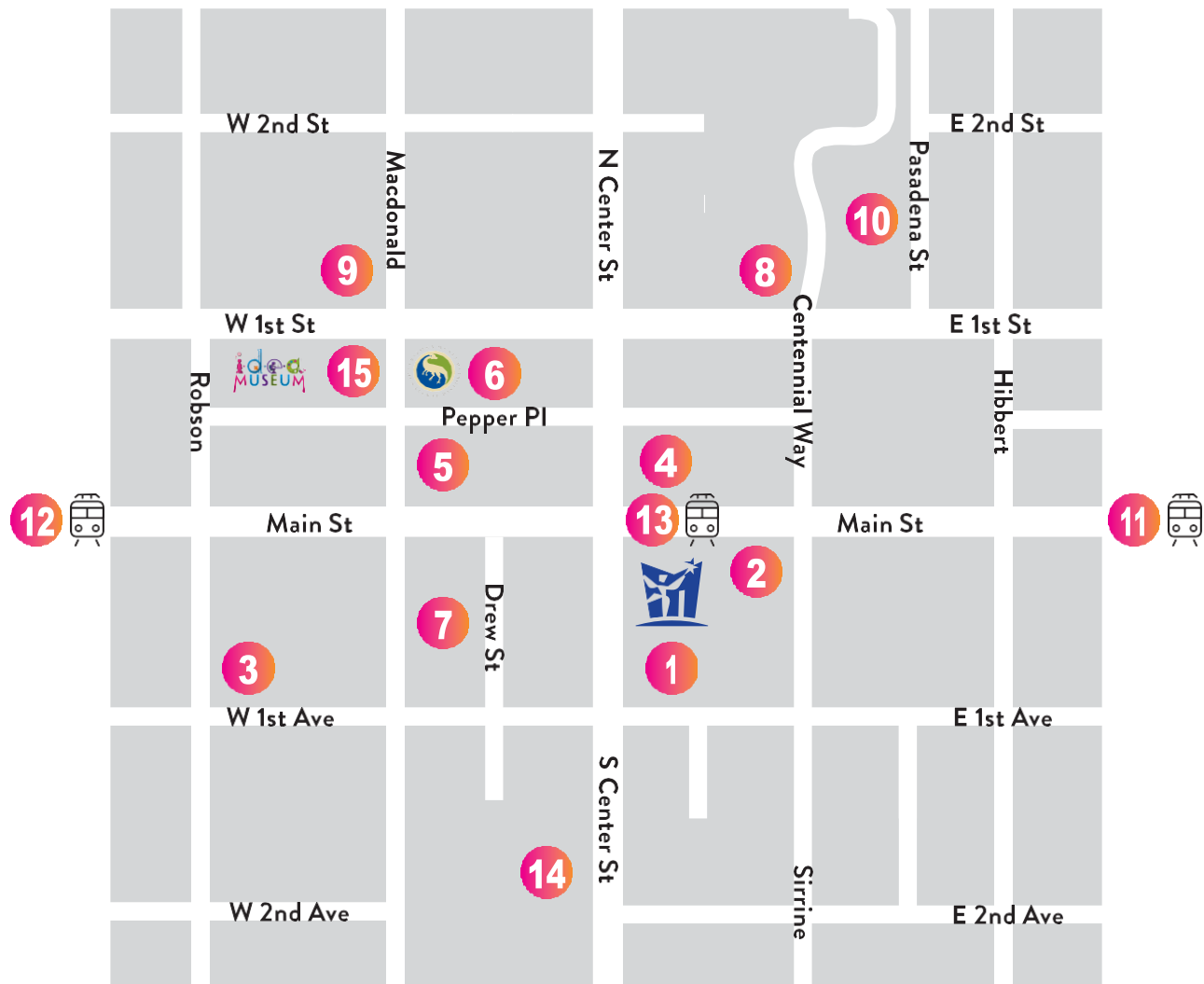
**Mail your completed Vendor Application to:**

Kevin Vaughan-Brubaker  
Festivals and Special Events Manager  
Mesa Arts Center  
1 East Main Street  
Mesa, AZ 85201

**For more information, please contact:**

Festivals and Special Events Department  
[Festivals@mesaartscenter.com](mailto:Festivals@mesaartscenter.com)  
480-644-6540

# PARKING MAP

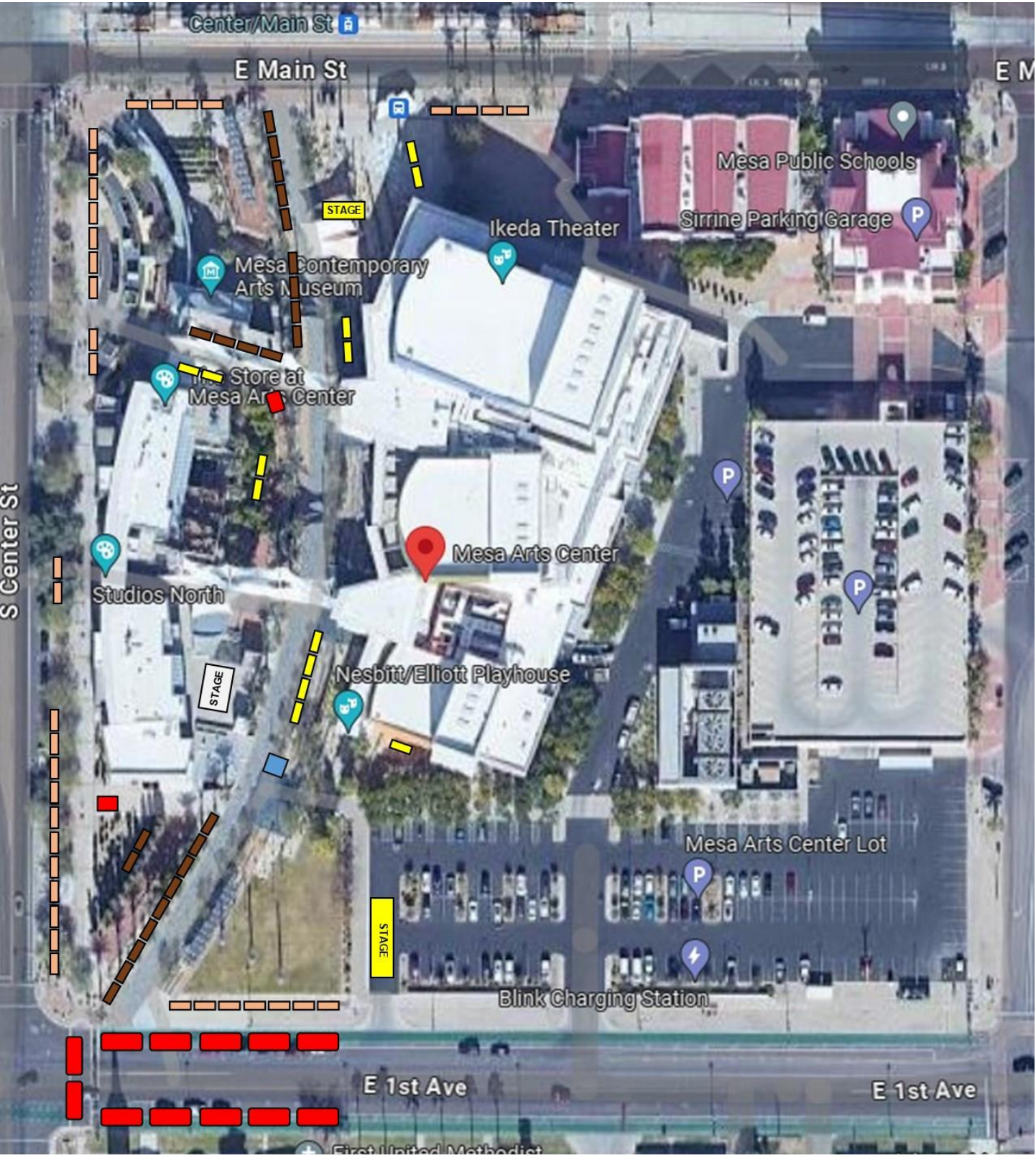


Free parking can be found within walking distance of the Mesa Arts Center.

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| <p><b>1</b> Mesa Arts Center Lot<br/>1st Ave between Center St &amp; Sirrine St</p> <p><b>2</b> Sirrine Street Garage<br/>30 S Sirrine St (<i>after 5 pm weekdays, anytime weekends</i>)</p> <p><b>3</b> Department of Economic Security<br/>W 1st Ave &amp; S Robson (<i>after 5 pm weekdays, anytime weekends</i>)</p> <p><b>4</b> Mesa City Plaza<br/>Lot 20 E Main (<i>After 5 pm weekdays, anytime Fri–Sun</i>)</p> | <p><b>5</b> Macdonald Lot<br/>SE Corner of Macdonald &amp; Pepper Pl<br/>(<i>after 5 pm weekdays, anytime weekends</i>)</p> <p><b>6</b> Arizona Museum of Natural History Lot<br/>59 N Macdonald</p> <p><b>7</b> Drew Lot<br/>38 S Drew St</p> <p><b>8</b> Main Library - Mesa Public Library<br/>E 1st St &amp; Centennial Way (<i>after 5 pm Mon–Sat</i>)</p> <p><b>9</b> Public Parking<br/>NW corner of 1st St &amp; Macdonald</p> <p><b>10</b> Centennial Parking Garage<br/>145 N Centennial Way</p> | <p><b>11</b> Light Rail Stop - Park &amp; Ride Parking Lot<br/>N Mesa Dr &amp; Main St (<i>at Pioneer Park</i>)</p> <p><b>12</b> Light Rail Stop - Park &amp; Ride Parking Lot<br/>Dobson &amp; Main</p> <p><b>13</b> Mesa Arts Center Light Rail Stop<br/>Main St &amp; Center St</p> <p><b>14</b> City of Mesa Parking Lot<br/>200 S Center St (<i>after 5 pm weekdays, anytime weekends</i>)</p> <p><b>15</b> i.d.e.a. Museum Parking Lot<br/>150 W Pepper Pl, Mesa</p> |
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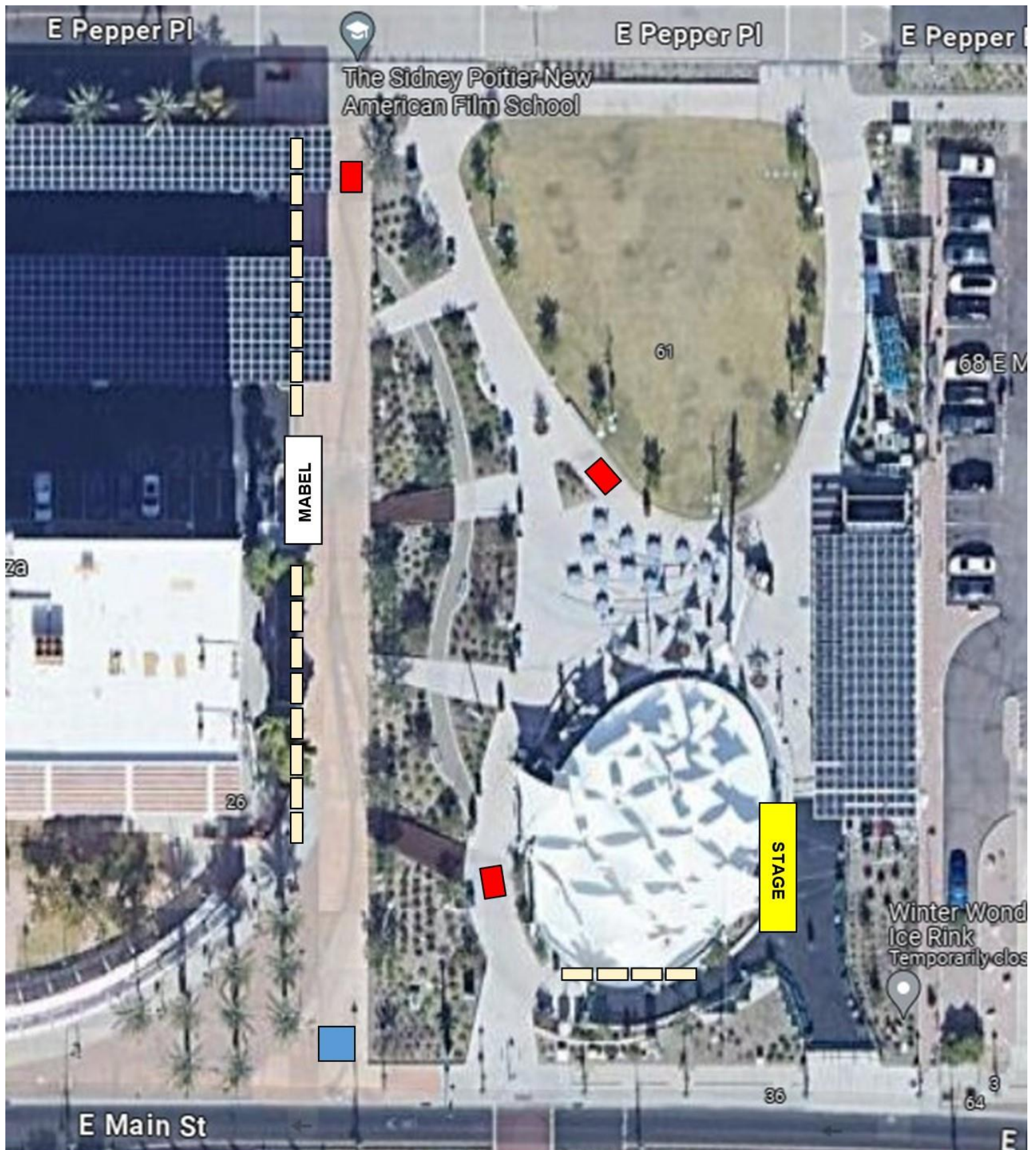


# Dia de los Muertos Mercado Vendor Price Zone Map



- FOOD VENDOR
- SPONSOR AREA
- VENDOR BASIC TIER
- VENDOR MIDDLE TIER
- VENDOR PREMIUM TIER
- INFO TENT





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October 19– October 20, 2024

*Vendor Hours of Operation:*

**Saturday 10am - 5pm & Sunday 10am - 5pm**

## Mercado Vendor Application Form

### CONTACT INFORMATION: (PLEASE PRINT CLEARLY)

Name: \_\_\_\_\_

Organization or Business Name: \_\_\_\_\_

Vendor/Business Website: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Alternative Phone: \_\_\_\_\_

AZ Tax ID #: \_\_\_\_\_ Mesa City Tax ID #: \_\_\_\_\_

Please select your price zone below:

### MERCADO VENDOR: See attached map for prize zone locations

#### Base Price:

Single Booth \_\_\_\_ \$200\* Double Booth \_\_\_\_ \$400\*\*

\_\_\_\_ I will bring my own 10 x 10 tent/canopy\*\*\*

#### Mid-Price:

Single Booth \_\_\_\_ \$300\* Double Booth \_\_\_\_ \$600\*\*

\_\_\_\_ I will bring my own 10 x 10 tent/canopy\*\*\*

#### Premium Price:

Single Booth \_\_\_\_ \$400\* Double Booth \_\_\_\_ \$800\*\*

\_\_\_\_ I will bring my own 10 x 10 tent/canopy\*\*\*

*\*Single booth includes one (1) table and 2 chairs.*

*\*\*Double Booth includes two (2) tables and 4 chairs.*

**\*\*\*Canopies and tents may not be taller than 10'**

***Please let us know if you will be bringing your own tables and chairs instead of using rental equipment.***

Link to your social media/website where photos can be viewed:

\_\_\_\_\_  
\*\*If you do not have merchandise photos on your social media/website, please submit a minimum of 5 photos with your application.

Type of merchandise you will be selling. Please include as much information as possible.

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**PAYMENT METHOD:**

**Check:** Please make checks payable to **Mesa Arts Center**.

**Charge:** Credit card number: \_\_\_\_\_

Credit card type: \_\_\_\_\_ Expiration date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Amount to be charged to card: \_\_\_\_\_ ZIP code \_\_\_\_\_

**Please initial:**

\_\_\_\_\_ I have read and agree to abide by the **Rules and Regulations** of the 2024 Mesa Arts Center Día de los Muertos Festival. I understand that failure to comply with these guidelines could result in my ejection. I further understand that the space reservations are on a first pay, first-serve basis.

**Release/Terms of Agreement – Initial and Sign**

\_\_\_\_\_ I hereby release and discharge Mesa Arts Center and the City of Mesa, its officers, employees, and volunteers, and all sponsoring organizations and directors from any responsibility, personal liability claims, loss or damage arising out of or in conjunction with my participation in the 2024 Día de los Muertos Festival. Mesa Arts Center and the City of Mesa will not be responsible for any injury sustained by vendor operators or guests while within the designated space for Mercado vending operation.

\_\_\_\_\_ I hereby apply to be a vendor and agree to abide by all rules and regulations outlined with this application.

Signature

Date

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