



October 22– October 23, 2022
MERCADO VENDOR RULES AND REGULATIONS

Vendor Hours of Operation:

Saturday, October 22, 2022: 10am – 5pm

Sunday, October 23, 2022: 10am – 5pm

General Information

- A limited number of Mercado vendor spaces are available.
- The Mesa Arts Center will be implementing a Price Zone for the festival. Entry Level \$200, Mid-Level, \$250, Premium, \$300. Double booths will be double the price. Please note: a *very limited* number of “Premium” Mercado vendor spaces are available. 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.
- 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 1, 2022. 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 report final gross sales to Mesa Arts Center following the event.
- Vendors may bring a tent only if they indicated they will bring a tent on the exhibitor form. All tents must be properly weighted down with sandbags and an inspection will occur during load-in and again on Saturday morning. **If not weighted down properly, Mesa Arts Center reserves the right to 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.
- Electricity is extremely limited and will only be provided if the vendor requested it on the exhibitor form. Please be specific 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.
- 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 and a parking map is attached to this packet.

Set-up and Break-down

- Load-in will take place on Friday, October 21, 2022, 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.
- 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 bathroom/food breaks during load-in and 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 23. 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 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.
 - Arizona Department of Revenue licenses are available on-line at www.aztaxes.gov.
 - Maricopa County tax and license info can be found at <https://www.maricopa.gov/694/Licenses-Permits>.

- Vendors are responsible to obtain any other business licenses or permits which may be required.
- Please do not contact the Festival Office with license/permit questions. All questions should be directed to the resources listed above.

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.

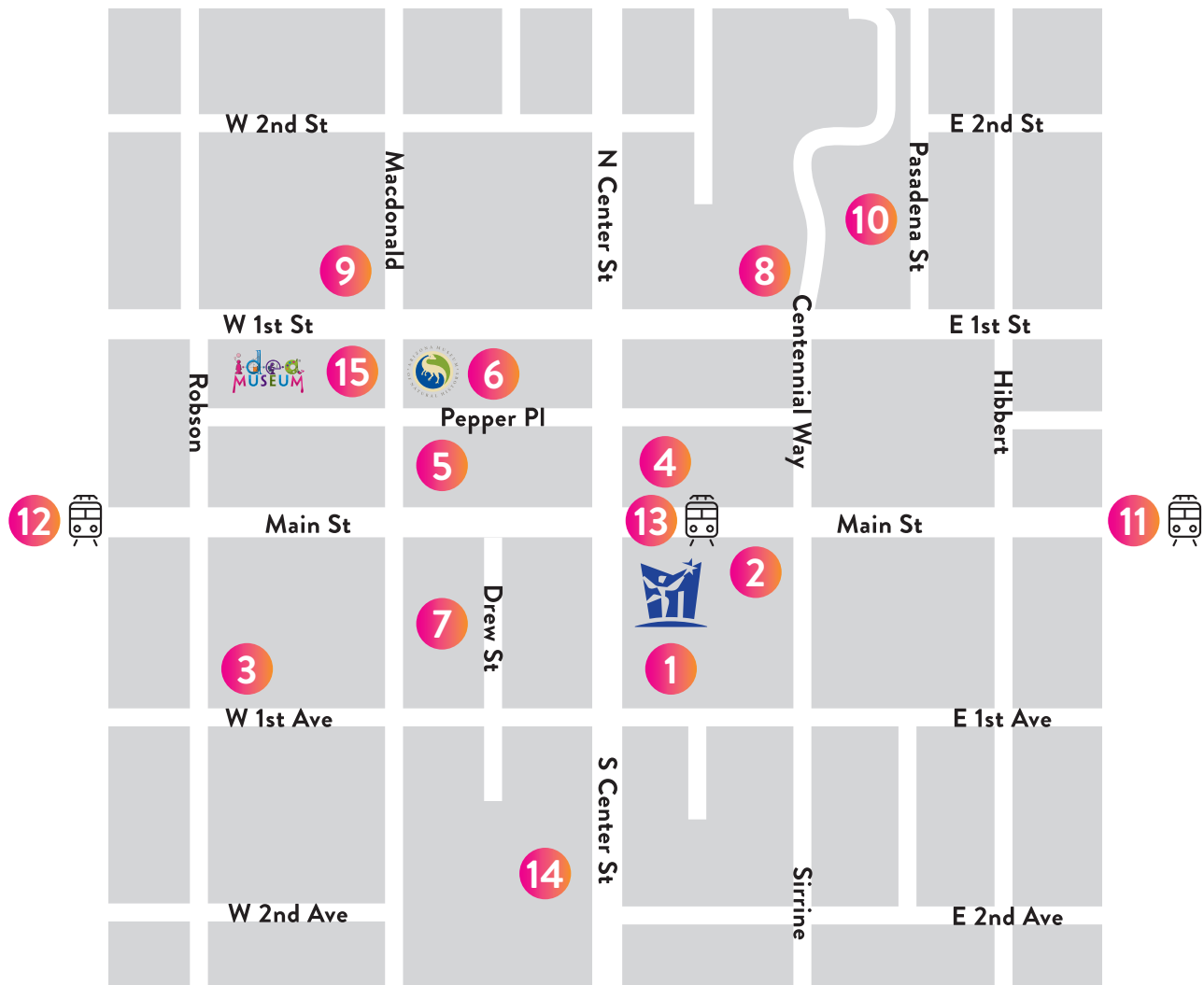
For more information, please contact:

Sarah Goedicke

Management Assistant | Mesa Arts Center

P: 480.644.6607 | E: sarah.goedicke@mesaartscenter.com

PARKING MAP



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

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





October 22- October 23, 2022

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 ____ \$250* Double Booth ____ \$500**

____ I will bring my own 10 x 10 tent/canopy***

Premium Price:

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

____ 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.

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 2022 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 2022 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

Sarah Goedicke
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