



2017 Vendor Guidelines

Event Dates – Friday & Saturday 11/24/2017 – 11/25/2017

Dickens on Main brings tidings of good cheer to Boerne this November for our **18th annual premier Christmas event**. Stroll with loved ones through a decorated historic downtown, along the Hill Country Mile, while the sights and sounds of the weekend fill you with the holiday spirit. This family-friendly festival is the highlight of the season. More information can be found at dickensonmain.com and facebook.com/dickensonmain.

Please read all vendor information carefully. This is a content juried event with themed decoration and period costumes. Approval is based on product suitability and compliance with the requirements outlined below.

Contact Info

If you have any questions or need additional information, contact

David Querbach
Dickens on Main Vendor Coordinator
Cell: 210-844-8193
Email: marketdaysmgmt@aol.com

Event Hours of Operation

Vendors are to be open only during the Hours of Operation for their designated areas. Set up hours are specified below. Any variation will need prior approval.

Location	Set-up Times	Hours of Operation
North Pole Village (Main Plaza)	7:00 AM-Noon	Noon-10:00 PM
Tiny Tim Village (Public Lot)	7:00 AM-Noon	Noon-9:00 PM
Dickens Village	7:00 AM-Noon	Noon-9:30 PM
Santa's Village (Flower Shop)	7:00 AM-Noon	Noon-9:30 PM
Food Trucks (Locations Assigned)	7:00 AM-Noon	Noon-10:00 PM
Interactive Attractions (Locations Assigned)	Based on assigned location (See above for location hours)	Based on assigned location (See above for location hours)
Roaming Carts, Kiosks		5:00 PM-10:00 PM

General Information

Your application WILL NOT be approved unless it is complete. Applications are reviewed in the order received. We strive to provide diversity in our vendor offerings to the public, so do not delay as spots fill up quickly. Applying for Dickens on Main does not guarantee admittance as a vendor. Once your application is juried and accepted by the vendor committee you will be notified. Location assignments will be made by the vendor coordinator. Event management reserves the right to relocate any vendors if necessary.



2017 Vendor Guidelines
Event Dates – Friday & Saturday
11/24/2017 – 11/25/2017

Cancellation Policy

No refunds for vendor cancellations after November 1, 2017 or for inclement weather. Payments cannot be moved to another Market Days Event, as this Event is owned by the City of Boerne.

Merchandise

Merchandise will be limited by type and location. Dickens Village will sell handmade arts, crafts and food only, unless otherwise approved. We are especially interested in artisan items, unusual pieces, local craftwork that would be indicative of a Dickens and/or Christmas theme. In lieu of photos you may submit your website address for product view. We reserve the right to limit or refuse certain types of commercially made imported items such as watches, jewelry, etc. You will need to display a copy of your State Sales Tax Permit at your booth.

Food Vendors

Food vendors will be limited by type and number of items sold. Vendors are to submit their menu along with their application for approval. The Kendall County Health Inspector will be on site to insure compliance with the Temporary Food Establishment Permit. We will be picking up all required food permits one week prior to the event date. All food applications and payments must be complete by this time. All other state and local inspections must be displayed as well as your State Sales Tax Permit. All food vendors will need a fire extinguisher with current inspection tag. The Boerne Fire Department will be inspecting all booths. **NO REFUNDS WILL BE GIVEN FOR VENDOR VIOLATIONS CITED BY THE HEALTH OR FIRE DEPARTMENTS.**

**Information applies to ALL VENDORS
including Booth, Roaming Cart Displays, Food Trucks
unless otherwise indicated.**

Decorations

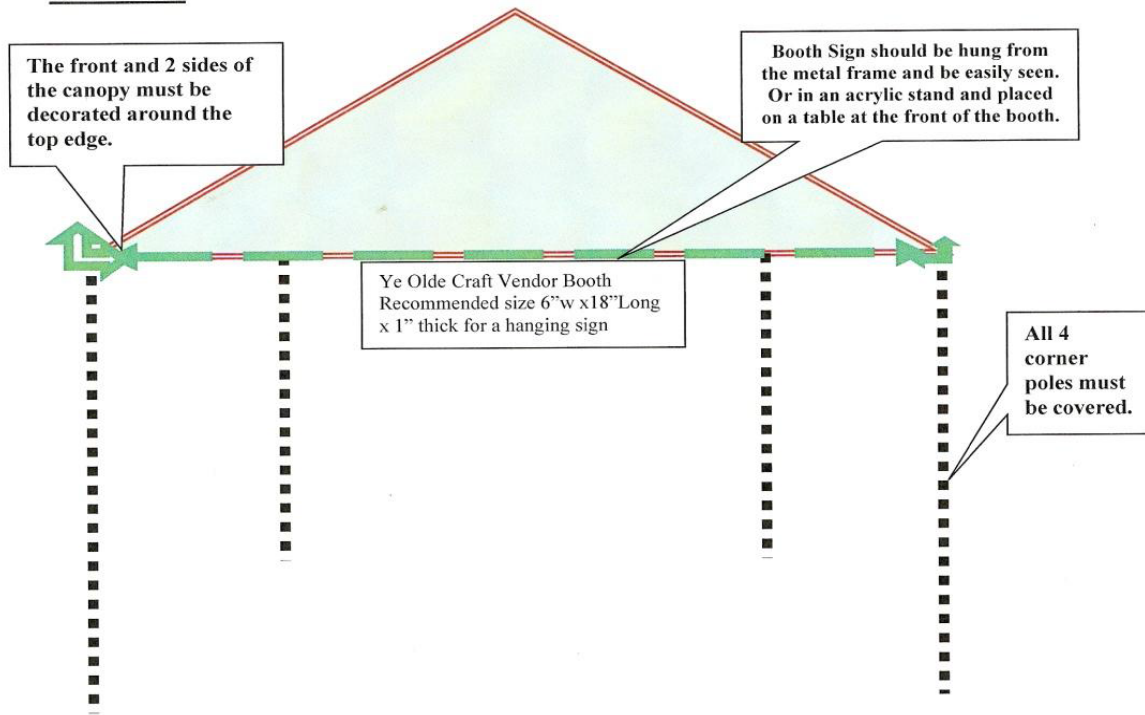
It is in keeping with the Dickens “era” that we request all vendors maintain the theme of the event. All vendors participating in the event must create a Victorian / Christmas theme with garland, ornaments, or bows, etc. incorporated with their lighting. All carts, roaming vendors, and food trucks must be decorated.

Pop-up booth (fixed location) vendors must decorate (cover) the front two poles and bottom edge of the front top panel with garland (no tinsel or metallic garland), seasonal flowers, bows and ornaments. Commercial product names may not be imprinted on booths. Interior booth decoration is also encouraged but not required if it impedes the display or sales of vendor merchandise. All fixed location booths should plan on using heavy weights as we will be on pavement and no staking will be allowed. Pet “screw-in” type anchors are permitted at North Pole Village and in the Dickens Village areas.

Free standing booths should be decorated as illustrated below. Booths that are next to other booths will only need the front panel and front poles decorated. The decoration of the booths should stay away from the commercialized metallic style garland and cold white/blue led bulbs and Christmas lights. Regular style string lights (warm white or colored) are approved; the use of white would be best as they will add more light to show products.

Any questions regarding booth design should be directed to the Dickens on Main vendor coordinator at marketdaysmanagement@aol.com.

If a vendor uses a Pop-Up canopy for their booth please use the following guidelines to decorate:



Vendors can use fabric or garland to cover the 4 corner poles. If garland is used on the corner poles, you will need to use Christmas decoration, bows, etc to make the booth looks more festive also use these items to decorate around the top edge of the canopy. All tables must be skirted. The booth sign needs to be large enough to be seen and should be mounted to the metal frame at the front of the booth or on a stand near the entrance to the booth where it can be easily seen.

A canopy with a business name CAN NOT be used. The vinyl/plastic has to be a solid color with no advertising on the vinyl/plastic.



2017 Vendor Guidelines

Event Dates – Friday & Saturday
11/24/2017 – 11/25/2017

Electricity / Lighting

Power will be supplied to the appropriate areas designated for vendors. No generators allowed except as approved by the vendor coordinator. Generators allowed will be of the **quiet type** with low decibel ratings. All vendors will be limited to 200 watts of lighting of the **NON-LED cold white/blue type**. Four incandescent bulbs, white standard Christmas lights or small directional low wattage spots and battery operated lanterns are approved. Coleman style lanterns powered by batteries or propane bottles may also be used for lighting. White standard and colored (**NO LED cold white**) strings of lights are encouraged along the two front poles and front of each booth (see example). Vendors requiring special plug connections or electrical feeds in excess of 20amps will need to submit a description of their needs with their application. This may affect the vendor location within the event footprint. Noncompliance may find you in the dark.

Signage

All vendors are expected to have an appropriate visible Victorian, British, or Dickens themed name for their booth (i.e. YE Bloomin' Onion, The Queen's Jeweler, etc.) which can be displayed as a painted board, or period themed computer-generated banner which can be hung horizontally across the top of the booth or vertically attached to one of the front poles. A photo or sketch must be submitted for approval. No commercial or plastic signs or banners are allowed without prior approval by the vendor coordinator.

For Food Trucks, signage must be in keeping with the Dickens theme to the highest degree possible considering the physical restraints of the vehicles. If there are questions regarding signage, especially menu signage, let us know.

Costumes

All vendors and those working in the booths **must be dressed in period Victorian costumes**. Anyone working in a booth or roaming vendor/food truck not in costume will be asked to leave. A photo or sketch of your proposed costume(s) must be submitted for approval by the vendor coordinator.

Vendor Parking

Vendors will be required to park in the approved designated areas once they have unloaded their equipment and merchandise. Vendors are to park at Kendall County Courthouse.

Security

Security will be present during and after the event hours; however, the event is not responsible for vendor merchandise. Tents, etc. can be left overnight, but all tents should be wrapped for the evening.



2017 Vendor Guidelines

Event Dates – Friday & Saturday
11/24/2017 – 11/25/2017

Referrals

For any vendor who refers a new vendor that has not participated in Dickens on Main before and is accepted to the Dickens event, the referring vendor will receive a \$25 referral discount. The new vendor must list the referring vendor on the application in order for the referring vendor to receive the discount.

Application / Payment Process

Complete the Vendor Application / Contract form and send along with booth payment and any additional required documents (listed below).

Make checks payable to: Dickens on Main

Drop off or mail payment to:

Dickens on Main
c/o Lila Reed at Hunting and Gathering for the Home
101A South Main Street
Boerne, TX 78006

Please include:

- Vendor Application / Contract
- Separate Cleanup Deposit Check (which we will hold with contract until event completion)
- Copy of TX State Sales Tax Permit (you will also need a copy of this in your booth)
- Signed Kendall County Temporary Food Compliance form (food vendors only)
- Copy of Non-Profit status documentation (such as 501C-3, etc.) , if applicable
- Photos of Items to be sold or website (only Craft/Merchandise Vendors)
- Menu (Food Vendors only)
- Photos/sketches of proposed booth decorations and/or description
- Special electrical needs. Describe specific needs:



2017 Vendor Application / Contract

Event Dates – Friday & Saturday

11/24/2017 – 11/25/2017

By signing the Vendor Application you acknowledge that you have read, understand and agree to comply with the Vendor Guidelines. Specific show requirements as outlined in the Vendor Guidelines must be adhered to at all times during the event or vendors may be shut down by event management without refund. All booths are assigned at the discretion of management until sold out.

Cancellation Policy: No refunds for vendor cancellations after November 1, 2017 or for inclement weather. Payments cannot be moved to another Market Days Event, as this Event is owned by the City of Boerne.

The City of Boerne, MarketDaysMGMT, event affiliates, sponsors, employees, volunteers and contractors assume no liability for event attendance, vendor merchandise or equipment that is lost, stolen or damaged, or for injury or bodily harm. Vendor agrees to indemnify and hold harmless the above named parties and assume all liability for any damages, injuries, claims, or suits by all persons or third parties arising from claims against vendor actions, personal property, or items sold or prepared for consumption.

Upon receipt of payment and complete application, your booth reservation will be confirmed.

Vendor Signature: _____ Date: _____

Application / Payment Process

Complete the Vendor Application / Contract form and send along with booth payment and any additional required documents (listed below).

Make checks payable to:

Dickens on Main

Drop off or mail payment:

c/o Lila Reed at Hunting and Gathering for the Home
101A South Main Street
Boerne, TX 78006



2017 Vendor Application / Contract

Event Dates – Friday & Saturday

11/24/2017 – 11/25/2017

Please include:

- Vendor Application / Contract
- Separate Cleanup Deposit Check (which we will hold with contract until event completion)
- Copy of TX State Sales Tax Permit (you will also need a copy of this in your booth)
- Signed Kendall County Temporary Food Compliance form (food vendors only)
- Copy of Non-Profit status documentation (such as 501C-3, etc.) , if applicable
- Photos of Items to be sold or website (only Craft/Merchandise Vendors)
- Menu (Food Vendors only)
- Photos/sketches of proposed booth decorations and/or description
- Special electrical needs. Describe specific needs:

Contact Info

If you have any questions or need additional information, contact

David Querbach

Dickens on Main Vendor Coordinator

Cell: 210-844-8193

Email: marketdaysmgmt@aol.com

Date Application Received: _____

Approvals: Event Director: _____ Vendor Coordinator: _____

Received: Booth/Vendor Payment \$ _____ Clean-up Deposit \$ _____

Food Permit / Compliance Form _____

Photos / Sketches _____ Confirmation Sent _____