



Fullerton Winter Market

Saturday, December 7

12:00 pm – 4:00 pm

Vendor Application

The Winter Market provides an opportunity for artisans, merchants, businesses and service organizations to offer their unique products and services in a fun and festive holiday shopping. The Winter Market includes a variety of features including: pictures with Santa Claus, prepared food, arts and crafts, jewelry, novelty and gift items, live entertainment and kids' activities.

The Winter Market is a rain or shine event. **Vendors should not assume the event is cancelled.** In the event of a natural disaster, extreme weather, or unexpected circumstance the Market staff will notify vendors of event postponement or cancellation.

Please read this GUIDE in its entirety prior to submitting an application!

APPLICATION PROCEDURE

Complete & submit an application – be sure to submit photos or samples!

Businesses must submit a copy of their business license and non-profit organizations must submit proof of non-profit status.

Enclose Payment:

Enclose a \$75 fee and make a check payable to “**City of Fullerton**”.

Food Vendors enclose an additional \$50 deposit check payable to “**City of Fullerton**”.

Where to Submit Your Application:

Mail To: Winter Market
c/o Special Events
301 N. Pomona Avenue
Fullerton, CA 92832

Application Deadline

Friday, November 8, 2019, 5:00 pm

***APPLICANTS WILL BE NOTIFIED IF THEY ARE ACCEPTED BY FRIDAY, NOVEMBER 15, 2019**

PARTICIPATION GUIDELINES

Space Activity

1. Activities of participating vendors must not disrupt or interfere with the operation of the event, or participating vendors. If a situation is deemed disruptive to the event operation, the Event Planner will remove vendor at any time during the event.

The use of the rental space shall be limited to "Permitted Use" (the sale of approved items). Tenant shall not operate the premises for any illegal use or prohibited use. Examples of illegal use include selling, storing or transporting illicit drugs, drug related paraphernalia or other contraband, violation of any law or ordinance, or commission of

a waste or nuisance on or about the premises. As used in this paragraph, "prohibited use" shall be defined to mean sale of pornography or items depicting sex in any medium including but not limited to film, DVD, print material or statues and figurines, the sale of swords, knives or weapons of any kind and the sale of alcohol. Tenant shall at all times operate business in compliance with all applicable regulations and requirements of all county, municipal, state, federal and other governmental law or regulations in effect during the term of this agreement.

2. Vendors agree to participate for the entire time of the event from 12:00 pm – 4:00 pm. If a vendor vacates their space prior to the evening closing time or leaves their space unattended for a long period of time, that vendor will be prohibited from future participation in the event.

3. Food Vendor Deposit

Each FOOD vendor must include an additional \$50.00 security deposit with their application. To receive your security deposit refund in full, vendors must follow all policies and procedures, completely clean their booth area and dispose of all debris in the appropriate receptacles in the back of the Plaza, prior to **CHECKING OUT WITH THE EVENT STAFF.**

Vendor Entrance & Arrival

NOTE: The vendors will be located in Downtown Fullerton on Wilshire Avenue, one block east of Harbor Boulevard.

1. DIRECTIONS & PARKING:

Take the 91 freeway to the HARBOR & LEMON exit. Exit north to Fullerton. If traveling North on HARBOR turn right onto WILSHIRE AVE. If traveling North on LEMON turn left onto COMMONWEALTH AVE and make a right on HARBOR. Travel two blocks north on HARBOR to WILSHIRE and make a right.

All vendors must check in at Wilshire and Harbor. NO EXCEPTIONS. This is the Vendor check-in area.

Free parking is available in the Wilshire Parking Structure. To get to the parking structure, turn east on to Wilshire from Harbor Blvd. then turn right into the alley just before the barricades.

- Vendors must enter from Harbor and Wilshire Avenue.
- Vendors may arrive for set-up between **10:00 a.m. - 11:15 a.m.** Check-in times are staggered and based on check-in location. **YOU WILL RECEIVE A CHECK-IN TIME IN THE CONFIRMATION EMAIL.** Please notify the Special Events office if you are unable to make your assigned check-in time.
- Vendors arriving after 11:30 a.m. must enter at the parking structure and walk items to their vendor space.
- **All vehicles must be removed from the Plaza area by 11:30 a.m.**
- All vendors must be **ready to sell their product no later than 12:00 pm**; vendors who are **not set-up by this time will pay a \$15.00 LATE FEE**

Set-Up

Staff will direct you to your space upon arrival to the event. ALL VENDORS WILL FIND OUT THEIR SPOT ASSIGNMENTS ON THE **DAY OF THE EVENT** AT CHECK-IN.

When arriving to your space, off-load your vehicle directly in front of your space and then go park in the Wilshire Parking Structure (free parking). **Please set-up your space AFTER parking your vehicle.**

Display Specifications

Spaces are 10' x 10' and located throughout the Plaza and Wilshire Ave.

Your set-up may not obstruct fire lanes (beyond 2' in front of or 2' behind booth).

Sound amplification at your space is not permitted.

Flyers, Banners, Signs & More

Do not post any materials, i.e. signs or banners, on trees, pillars, walls etc. Materials can only be posted in vendor area on tables or canopies. Do not pass out stickers of any kind. Do not pass out or use chalk.

Equipment

Vendor is responsible for providing all equipment necessary for their space operation including: tables, chairs, lights, canopy, extension cords, etc. **EQUIPMENT is NOT provided by the Winter Market.**

Electricity & Lighting Policy

Electricity is available for lighting only.

- Each vendor must supply their own lighting.
- The use of low watt fluorescent lighting is encouraged.
- Every 10' x 10' space has approximately 100 watts maximum capacity with two plugs.
- **You may NOT plug in multiple outlet adapters (i.e. electrical strips).**
- If you wish to use electricity for your space, it **must be approved** with the Event Manager **prior** to the event.

Closing Procedures

The Winter Market is officially closed at 4:00 pm. **Tear down and vacating of your space may not begin prior to this time. Cars will not be allowed to enter the event until 4:30pm and/or when the event area has been cleared.**

No vendor will be permitted to tear down until the official close of the event. You must dismantle your space completely prior to bringing your vehicle back into the site.

Vendors ONLY have until 5:30 pm to clean their space and vacate the area. If a vendor is not vacated by 5:30 pm, a \$50.00 late fee may be assessed to cover the cost of staff.

If you have any further questions regarding the application process for the Winter Market, please call the Special Events office at 714-738-3338.

Thank you!

Fullerton Special Events