

EAST TOWN HOLIDAY MARKET
RULES AND REGULATIONS

WHEN: The market will be open December 3, 2009 from 11:00am to 6:30pm. Set-up begins no earlier than 9am and must be completed by 11am. Your space will be assigned at 9am when you arrive to begin setting up.

WHERE: The East Town Holiday Market is located in the lobby of Chase Tower (SW corner of Water & Wisconsin).

WHO MAY PARTICIPATE: Spaces will be given to any Wisconsin artisans and craft people and any East Town Association member looking to promote their business or sell items pertaining to their business including gift certificates.

SPACE INFORMATION: Participants will be given a 10ft space, one 8ft table with linen and two chairs. Participants will be placed accordingly to create an appropriate flow and to avoid putting two similar products next to each other.

FEES / PAYMENT INFORMATION: There is no fee to participate in this event if you are a member of the Association. Other vendors pay a minimal \$10 fee. We also ask that each participant contribute to the promotion of the event by sending postcards/emails to customers on their database.

SAMPLES: Samples offered by participants must meet all specifications of the City Health Department. Contact the **City of Milwaukee Health Department** at 414.286.3674 for questions regarding sampling and any required license.

PERMITS, TAX: The participant is responsible for obtaining all licenses and permits required for the sale of his/her product to the public. Contact the **Wisconsin Department of Revenue** at 414.227.4444 or at www.dor.state.wi.us for Sellers Permit information. It is the responsibility of each participant to know if they are required to collect and remit Wisconsin State Sales Tax.

INSURANCE: Sellers are responsible for their own personal and product liability insurance. Please provide us with a certificate of insurance naming the East Town Association and Chase Tower at Water and Wisconsin as additional insured.

CLEAN UP:

Participants must clean their area completely at the end of this event and everything brought to the site must be taken away, including but not limited to all trash generated, personal items, samples, promotional items, products, etc.

RIGHT TO TERMINATE: If The East Town Association feels that any products or materials being sold or distributed are not appropriate for this event, we reserve the full right and authority to remove or expel any participant at any time from The East Town Holiday Market, in each case at the sole and absolute discretion of The East Town Association or its designated representative.

**East Town Association
Holiday Market
Commitment Form**

We will participate in the East Town Holiday Market! Please return this form by November 1st.

Name of Business _____
Contact Name _____
Address _____
Phone _____
E-Mail _____

Products you will sell/sample: Please describe the items to be sold and/or given away as samples. Please list gift certificates as well if those will be sold. It is your responsibility to make certain that all sampling meets health department requirements. If you only plan to distribute promotional materials, please make that note.

Fee: (Please check one)

_____ I owe no fee, I am an East Town Association member.
_____ \$10 is enclosed (payment must be received to reserve a space).

Disclosure:

I, _____, hereby acknowledge that I have received and read the East Town Holiday Market Rules and Regulations. I fully understand the rules and agree to abide by them. The East Town Association is not responsible and will assume no responsibility for any loss, theft, damage or personal injury suffered by the undersigned from any cause whatsoever. I acknowledge that any work or property is displayed at my own risk. I further acknowledge and agree that The East Town Association may, in its sole discretion, remove any product or participant that does not meet the standards of The East Town Holiday Market. Furthermore, I release all rights to photography taken during The East Town Holiday Market to the East Town Association, Inc. for future usage in print, production, advertising, publication, and I acknowledge that I will not be paid for the use of images taken at The East Town Holiday Market. The undersigned hereby represents that he/she has read and understands this release and that by signing below the undersigned agrees to be legally bound by this release and to indemnify and hold harmless The East Town Association, Inc.

Applicant Signature: _____ **Date:** _____

Please direct questions to:

Kate Borders
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