

# BASTILLE DAYS 2020 MARKETPLACE VENDOR APPLICATION

Thank you for your interest in the 2020 Bastille Days Marketplace. Below are the rules of the event. Please read them carefully before applying to make sure your business fits the requirements of our marketplace. Bastille Days is operated by East Town Association; to learn more about East Town and Bastille Days, visit [www.easttown.com](http://www.easttown.com)

## Questions about the Bastille Days Marketplace should be directed to:

Lauren Nachtigall, Events & Marketing Manager  
East Town Association / Bastille Days  
825 N Jefferson Street, Suite 150, Milwaukee, WI 53202  
[LNachtigall@easttown.com](mailto:LNachtigall@easttown.com) | 414-271-1416

## Dates, Hours of Operation, Location

Bastille Days returns to downtown Milwaukee's Cathedral Square Park, Thursday, July 9 – Sunday, July 12, 2020. The free four-day bash attracts over 200,000 visitors annually. All vendors MUST be open and ready for operation during ALL event hours:

Thursday	July 9, 2020	11:00am – 11:30pm	(Storm the Bastille Run at 9pm)
Friday	July 10, 2020	11:00am – 11:30pm	(Mardi Gras Parade)
Saturday	July 11, 2020	11:00am – 11:30pm	(Kids Days Activities 10am-3pm)
Sunday	July 12, 2020	11:00am – 8:00pm	

## Move-In and Move-Out Timeline & Instructions

			(Pick-Up Location TBD)
Wednesday	July 8, 2020	2:00pm – 8:00pm	(Move-in & Pick-Up of Materials)
Thursday	July 9, 2020	7:00am – 10:00am	(Move-In & Pick-Up of Materials)
Sunday	July 12, 2020	9:00pm – 1:00am	(Move-Out & Clean-Up, Exit info provided at event)

## Supply Hours

Vendors will be permitted to pull a single (1) vehicle to their vending area for 30 minutes during supply hours, prior to Event hours. The vehicle must have a "Drop-Off Vehicle" pass and must not block traffic flow. All vehicles must be removed by 10:00am daily.

Thursday	July 9, 2020	7:00am – 10:00am
Friday	July 10, 2020	7:00am – 10:00am
Saturday	July 11, 2020	7:00am – 10:00am
Sunday	July 12, 2020	7:00am – 10:00am

## Unloading/Loading and Parking

Due to limited space on the event site, the Event is unable to provide parking for Marketplace Vendors or their staff. Please use public transportation when possible. There is no overnight parking allowed on site. A "Supply Vehicle" pass will be provided upon check-in and allows loading at your booth for up to 30 minutes for one vehicle. All vehicles must be removed from the event site by 10:00 am daily. Please make sure that you do not block the driving lane.

## Stall Assignment

Each vendor will be assigned a stall space. Stalls are 10' deep x 10' wide x 7' high *within a 10'x30'x7' tent*. Each 30' wide tent includes three stalls, TWO corners, and ONE center space. Sidewalls for booths are provided, vendors are responsible for hanging walls each night and removing and folding each morning upon Event start. Sidewalls should not be attached or bunched to the tent during Event hours. Every attempt will be made to place vendors in their desired locations as communicated with the attached map and contract; however, Event Management reserves the right to assign spaces at their discretion. *No booth locations are guaranteed until Event start.*

# BASTILLE DAYS 2020 MARKETPLACE VENDOR APPLICATION

## Signage Guidelines

Each vendor is supplied a 10"x15" Name sign. Additional signs may be placed inside the booth. Additional signage is NOT permitted outside the vendor's booth.

## Tents and Display Layout

All spaces are furnished with a shared tent and sidewall to cover all sides, only event-furnished tents are allowed. Each vendor is responsible for the daily installation and removal of the sidewall. Tents may not be moved. Vendor's location must be OPEN and STAFFED during all Event hours. Vendors may not Move-Out early. Displays and items MAY NOT extend outside the vendor's tent in any direction. Offenders will be asked to leave the premises without a refund.

## Electrical/Sound

Each vendor will receive general lighting (1-2 bulbs per 10'x10' booth), and one 20 amp circuit to share per 30' shared tent. Vendors are forbidden to plug any electrical fixture into any box that has not been specifically assigned to their booth. Each vendor is responsible for any electrical problems occurring in their booth due to overloading a circuit. Generators are not permitted. Amplified sound is NOT allowed.

## Security/Clean-Up

All participants are responsible for proper insurance and protection of the merchandise. The festival provides general security 24-hours a day but cannot be responsible for the vendor's merchandise. Animals are prohibited. The festival grounds are cleaned every night. Areas around vendor booths will be cleaned; however, cleaning crews will not go inside of booths. Any exceptional garbage including cardboard boxes and other packaging should be deposited in the dumpsters by the vendor. Sidewalls for booths are provided, vendors are responsible for hanging walls each night and removing and folding each morning upon Event start. Sidewalls should not be attached or bunched to tents during Event hours. Upon closing on Sunday night, the vendor is responsible to remove all garbage in and around their booth. Vendors will be charged a fee for any debris left in their designated vendor space.

## Payment/Deposit

Locations are not allocated until full payment is received. A minimum non-refundable deposit of \$250.00 is required with applications to reserve a booth space. Vendors will be notified of acceptance by April 20, 2020. Full payment is due no later than June 11, 2020, one month before the festival.

**Vendor Fee Includes:** 10' deep x 10' wide booth space x 7' height within a 10'x30'x7' tent

Each 30' wide tent includes TWO corners and ONE center space

Minimum of One - 100 watt light bulbs

Sufficient tent sidewall to cover all sides of the 10' x 30' x 7' tent; see above notes on sidewall

10" x 15" Vendor identification sign

30 Minute "loading" pass for a service vehicle to be used daily 7-10am

Event does not furnish labor, handcarts, dollies or any equipment to supply and service your booth.

The vendor is responsible for any arrangements for cell or WiFi service.

## ITEMS NOT PERMITTED TO BE SOLD:

Vendors may not sell any items with Bastille Days Festival name or likeness nor are any items or merchandise of political or patriotic nature permitted. Vendors may not sell any items not listed on their application or approved by the festival. Vendors may not sell or sample any food or beverages. Vendors may not light or burn incense, candles, etc.

# BASTILLE DAYS 2020 MARKETPLACE VENDOR APPLICATION

## 1. VENDOR INFORMATION

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

Company Name (to be displayed on event signage): \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

Wisconsin Tax Account Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Social Security Number: X X X - X X - \_\_\_\_\_

Federal Identification Number: X X - X X X \_\_\_\_\_

Event Contact (if different than above): \_\_\_\_\_

Event Contact Phone (if different than above): \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

## 2. ITEMS FOR SALE

Items for sale: \_\_\_\_\_

\*Please include 3-5 photos of items with your application or provide a direct web link to items. Items not listed are not permitted to be sold.

## 3. SPACE RESERVATION & CONTRACT

Please reserve space for us at Bastille Days. By submitting this contract we agree to comply with the Bastille Days 2019 Marketplace Rules. We agree that exhibit locations and space assignments are subject to approval by East Town Association, Inc. Every attempt will be made to place vendors in desired locations; however, Event Management reserves the right to assign space at their discretion. (See #5 and attached map, pale purple booths marked with 'M' are marketplace vendor booths. Numbers 2 or 3 signify the number of booths per tent.)

**BOOTH FEE:**  10' x 10' - **1 CENTER Booth** - \$850.00

(select one)  10' x 10' - **1 CORNER Booth** - \$1,050.00

10' x 20' - **1 CENTER & 1 CORNER Booth** - \$1,900.00

10' x 30' - **2 CENTER & 1 CORNER Booth** - \$2,950.00

It is understood and agreed by the vendor that this entire document and the attached "Event Rules & Regulations" constitutes a contract between the vendor and East Town Association, Inc., when and only when, this contract is countersigned by a Commercial Agent of East Town Association, Inc. Acceptance of monies by the East Town Association, Inc. under this contract is not binding if said money is returned before execution and acceptance of the contract by East Town Association, Inc. A minimum deposit of \$250.00 is due upon submission of this application in order to reserve a space in the Bastille Days 2020 Marketplace. Payment will be deposited upon arrival. Checks must be made to "Bastille Days Festival"

Accepted by: \_\_\_\_\_ Date \_\_\_\_\_

Vendor Signature

# BASTILLE DAYS 2020 MARKETPLACE VENDOR APPLICATION

## 4. ADDITIONAL PAPERWORK REQUIRED

- State of Wisconsin S-240 Form
- \$1,000,000 Liability Policy – COI Listing East Town Assoc. and Open Road Events as Additional Insureds
- Preferred booth space labeled #1-3 (specific booths not guaranteed), circled and numbered clearly. We will do our best to honor requests and keep placement an open conversation (see #3 above.)

## 6. TERMS & WAIVER

- Only cash or money orders will be accepted for payments the 30 days prior to the event.
- All monies paid will be retained by the Event in the event the vendor fails to fulfill their contract.
- All participants are responsible for proper public liability insurance.
- Vendor is responsible for the care and protection of their merchandise.
- Refunds are not allowed under any circumstances.
- Event Management reserves the right to remove a vendor for any violation of the regulations.
- Vendors are responsible for all charges incurred due to fines, garbage, clean-up, etc.
- Vendors may not sell "event-specific" merchandise.
- Vendors may not sell a political or patriotic merchandise
- Vendors must obtain all necessary City, County, and State licenses and sales tax ID number.
- Vendors may only sell products that are approved by the Event Management.
- Sale of Illegal, sexual, or drug-related goods or paraphernalia is prohibited.
- Sale or sampling of food or beverage is prohibited unless specifically approved by Event Management.
- Event Management assumes no responsibility for loss or damage to vendor's products.
- All returned checks are subject to a \$35.00 service fee.
- Vendors may not sub-lease their space without the prior written consent of Event Management.
- Event Management must approve any sub-let vendors prior to the execution of their contract.
- Vendors shall abide by the signage guidelines set forth by Event Management.
- Space allocation is at the discretion of Event Management.
- Vendor may not plug any electrical appliance or lighting into the general lighting circuit.
- **Vendors may neither relocate nor allow displays to protrude outside their assigned space.**
- *Non-compliant vendors will be asked to leave the premises without a refund.*

*Vendor agrees to indemnify The East Town Association, Inc., Open Road Events, Ltd., any and all sponsors of Bastille Days, and their officers, directors, trustees, employees, agents, representatives, volunteers and servants, and anyone else connected with the management or presentation of Bastille Days and will hold and save each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement.*

**8. MAIL TO:** Bastille Marketplace

825 N. Jefferson Street, Milwaukee, WI 53202

**Application Deadline:**

**3/27/2020**

\*Vendors will be notified of acceptance by April 20, 2020. Full payments are due no later than June 11, 2020.

**Please direct all questions about the Bastille Days Marketplace to:** Lauren Nachtigall, Events & Marketing Manager  
825 N Jefferson Street, Suite 150, Milwaukee, WI 53202 | [LNachtigall@easttown.com](mailto:LNachtigall@easttown.com) | 414-271-1416

Application Accepted by: \_\_\_\_\_

East Town Association Signature

Date \_\_\_\_\_