



IOWA EUROPEAN CULTURAL CONNECTION (IECC) (501c3)

We connect Iowans with European traditions, language learning and cultural experiences.

CHRISTKINDLMARKET DES MOINES VENDOR GUIDE

Thank you for your interest in participating in IECC's Christkindlmarket Des Moines taking place at Principal Park in downtown Des Moines from December 5 - 8, 2024. IECC owns and operates the annual Christkindlmarket Des Moines, a premiere German-inspired Christmas market in Des Moines, Iowa during the holiday season (hereinafter "Christkindlmarket Des Moines" or "CDM" or "Festival"). This Christkindlmarket Des Moines Vendor Guide ("Vendor Guide") provides Vendors with an overview of the application process and requirements.

1. **VENDOR APPLICATION AND SELECTION.** All vendors interested in participating in CDM are required to submit the online Vendor Application and required application materials to IECC by March 15, 2024 (see "CDM Application Process" below). IECC will review completed Vendor Applications and select vendors to participate in this year's Festival. Vendor selection is based on what IECC needs to produce a community event keeping in line with its mission; not on a first-come, first-served basis. Each product will be reviewed based on several criteria, including point of origin, handcrafted original design, the number of similar products currently at CDM, products consistent with those sold at a European Christmas market and other pertinent criteria. IECC reserves the right to approve, refuse and limit products sold at CDM. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products proposed to sell at CDM. IECC does NOT accept Vendor Applications from businesses such as banks, realtors, chiropractors, etc. If a business would like to be a sponsor or donor, please contact, Suzanne Hull at 515-250-6366 or email christkindlmarketdsm@gmail.com.
2. **WHAT TYPES OF PRODUCTS IS IECC SEEKING?** IECC is interested in products typically offered at Christkindlmarkets throughout the world, which may include, but are not limited to: decorative fresh wreaths and centerpieces; one-of-a-kind handmade items; holiday ornaments of all colors, materials and sizes; nutcrackers; cuckoo clocks; beer steins; wooden toys; jewelry; wood carvings; pre-packaged European sweets and treats; sausages; sauerkraut; potato pancakes; waffles; crepes; stollen; gingerbread; roasted nuts; cakes and pastries; German smokers; candles; wooden nativity scenes; items made from hand-blown glass; clay and ceramic pottery; tea light holders; Eastern European/Slavic handcrafted gifts, such as nesting dolls and papier-mâché lacquer boxes; lace; leather products; beer and wine glasses; handwoven garments and more.
3. **CDM APPLICATION PROCESS.** Vendors interested in participating in this year's Festival must submit an online Vendor Application along with required application materials within the following timeline:
 - a. February 15, 2024: IECC will publish the Christkindlmarket Des Moines Vendor Application and Vendor Guide on the Christkindlmarket Des Moines website at <http://www.christkindlmarketdsm.com>.
 - b. March 15, 2024: Deadline for Vendors to submit their Vendor Application, electricity request, photos and layout sketch including measurements to IECC.
 - c. March 31, 2024: IECC notifies Vendors on status of Vendor Application (i.e., accepted, waitlisted, or denied) and sends Vendors who have been accepted to participate in the Festival the Christkindlmarket Des Moines Vendor Agreement ("Vendor Agreement").
 - d. April 15, 2024: Deadline for Vendors accepted to participate in the 2024 Christkindlmarket Des Moines to sign and return the Vendor Agreement, to provide Certificate of Insurance (COI) and to remit payment for required fee and deposits as provided in the Vendor Application and Vendor Agreement to IECC. After this

date, IECC may terminate the Vendor Agreement for Vendors who fail to remit payment for their required fee and deposits or provide the required information.

4. **FEES; DEPOSITS.**

a. **Vendor Occupancy Fee.**

i. \$450 Vendor Occupancy Fee for Wooden Hut.

1. Includes the use of the interior hut space and the space immediately below the front counter. Vendors occupying wooden huts may add the following for an additional fee:

- a. Add \$100 for the use of the exterior space up to 10' extending from the front of the hut
- b. Add \$25 for the use of the exterior space up to 3' extending from one side of the hut
- c. Add \$100 for heat supplied by the Festival

2. Additional space requests will be considered after all Vendors are selected

ii. \$700 Vendor Occupancy Fee for Food Truck.

iii. \$0 Vendors Occupancy Fee for a Demonstration Vendor.

b. **Vendor Participation Deposit; Clean-up Deposit.**

i. Vendor agrees to submit the following Vendor Participation Deposit and Clean-up Deposit to IECC:

1. \$300 Vendor Participation Deposit for Wooden Hut.
2. \$500 Vendor Participation Deposit for Food Truck.
3. \$150 Vendor Participation Deposit for Demonstration Tent.
4. \$150 Vendor Clean-up Deposit (all Vendors)

ii. Deposit checks will be cashed upon receipt. They may be returned to the address provided on the application after the Festival.

5. **CANCELATION.** IECC reserves the right to cancel the Festival, or any portion thereof, at any time for any reason (or for no reason) whatsoever, in its sole and absolute discretion and without penalty to IECC.

6. **CDM VENDOR COMMITTEE.** Vendors will be provided with the names and phone numbers of CDM Vendor Committee members available for Vendor questions during the Festival.

7. **VENDOR SPACE.** Vendors select the type of Vendor Space they wish to use during the Festival on the Vendor Application. Vendor Spaces include the IECC-provided Wooden Hut, the Vendor-provided Demonstration Tent, or the Vendor-provided Food Truck or Trailer.

a. **Wooden Hut.** Vendors may request the use of an IECC's 7'x8' wooden hut ("**Wooden Hut**") during the Festival in which to sell their products.

i. **Decoration.** IECC will decorate the front exterior of the Wooden Hut with garland and string lights with white bulbs.

ii. **Dimensions.** The interior of the Wooden Hut measures 6'9" wide and 7'1" long. Wooden Huts have a window opening with shutters that lock (approximately 6'9" wide, 3' off ground, 2'8" from floor of hut) and a front counter (6'9" wide x 19½" deep). IECC will provide interior lighting (1-candle puck or string lights).

iii. **Doors and Locks.** Wooden Huts have an entry door with a lock. A representative of IECC will provide each Vendor with keys to their Wooden Hut. Each Vendor is responsible for locking and unlocking their Wooden Hut (door and window).

iv. **Electricity.** IECC will provide three (3) duplex outlets on the back wall of each Wooden Hut. Each duplex outlet allows for 50 Amps and 120 Volt service. No other form of generator or electrical service other than that provided by IECC is permitted. Extension cords are the responsibility of the vendor and must be a minimum of 12-gauge/3 wires and 25-feet long. Electricity will be available by noon on Wednesday and by 8am every morning thereafter.

v. **Heating Equipment.**

1. Vendor may request a heated Wooden Hut in their Vendor Application. If a Vendor selects

a heated hut, the IECC-provided heater is secured along the back wall of the hut. The bottom of the heater is approximately 7' 4.2" from the floor; the top of the heater is 8' 7.8" from the floor.

2. Vendor may use Vendor-provided heating equipment only when the heating equipment has been approved by the Des Moines Fire Marshal. IECC must receive such approval from the Des Moines Fire Marshal in the form of an email to christkindlmarketdsm@gmail.com AND christkindlmarketdsm.vendor@gmail.com at least 10 days prior to the first day of the Festival. Vendor is responsible for contacting the Des Moines Fire Marshall about Vendor's heating equipment, for obtaining Fire Marshall approval, and for ensuring the approval has been sent to IECC by the required deadline. City of Des Moines Fire Department contact: Fire Marshal Jonathan Lund: ijklund@dmgov.org, 515-283-4242.
- vi. **Use; Damage.** Vendor may not in any way alter the shape or construction of the Wooden Hut. No nails, screws, tape, adhesive, etc. may be used if it could possibly alter or damage the structure.
- vii. **Wooden Hut Signage.** IECC will provide signage identifying the Vendor and IECC sponsor, if applicable, for Vendors in Wooden Huts. This signage is the property of IECC and should not be removed from the Festival by Vendor at any time.
- viii. **Exterior Space.** The Wooden Hut Vendor Occupancy Fee includes the use of the inside of the Wooden Hut AND the use of the space immediately below the window opening only. Should the Vendor wish to utilize additional space around their Wooden Hut, they will need to pay an additional fee.
- ix. **Layout and Size.** Vendor must provide IECC with layout and size requirements of their Exterior Space in their Vendor Application and application materials.
- b. **Demonstration Tent.** Vendors may choose to use a Vendor-provided pop-up tent ("**Demonstration Tent**") in which Vendor shall perform approved, regularly scheduled demonstrations throughout the Festival.
 - i. **Layout and Size.** Vendor must provide IECC with layout and size requirements of their Demonstration Tent in their Vendor Application and application materials.
 - ii. **Electricity.** IECC shall provide electricity—120-volt service—to Demonstration Tent, but Vendor is responsible for supplying their own extension cords. All extension cords must be a minimum of 12-gauge/3 wires and 25-feet long. Vendor must submit any additional electricity requirements to IECC in its Vendor Application. **No other form of generator or electrical service other than that provided by IECC is permitted.** Electricity will be available by noon on Wednesday and by 8am every morning thereafter. Should a Vendor's electrical needs go beyond 120v, 20-amp service, additional fees will be incurred.
 - iii. **Heating Equipment.** Vendor may use Vendor-provided heating equipment only when the heating equipment has been approved by the Des Moines Fire Marshal. IECC must receive such approval from the Des Moines Fire Marshal in the form of an email to christkindlmarketdsm@gmail.com AND christkindlmarketdsm.vendor@gmail.com at least 10 days prior to the first day of the Festival. Vendor is responsible for contacting the Des Moines Fire Marshall about Vendor's heating equipment, for obtaining Fire Marshall approval, and for ensuring the approval has been sent to IECC by the required deadline. City of Des Moines Fire Department contact: Captain Mark Dooley: mhdooley@dmgov.org, 515-283-4240.
 - iv. **Mats.** It is recommended that a protective mat be laid under performance area(s) in the Demonstration Tent. Damage to the surface, at the sole discretion of IECC, will result in the loss of the Clean-up deposit.
- c. **Food Truck or Trailer.** Vendors may use Vendor-provided Food Trucks or Trailers to sell their food products at the Festival.
 - i. **Electricity.** IECC shall provide electricity—120-volt service—to the Food Truck or Trailer, but Vendor is responsible for supplying their own extension cords. All extension cords must be a minimum of 12-gauge/3 wires and 25-feet long. Vendor must submit any additional electricity requirements to IECC in its Vendor Application. **No other form of generator or electrical service other than that provided by IECC is permitted.** Electricity will be available by noon on Wednesday

and will remain on through Sunday at 5pm. Should a Vendor's electrical needs go beyond 120v, 20-amp service, additional fees will be incurred.

- ii. **Mats.** It is recommended that a protective mat be laid under the Food Truck or Trailer and serving area. Damage to the surface, at the sole discretion of IECC, will result in the loss of the Clean-up deposit.
 - d. **Signage.** All signs and banners utilized by the Vendor must be professionally designed and produced. No handwritten signs will be allowed. IECC maintains the right to remove any signage during the event. The posting of signage is limited to the immediate area around your Vendor Space.
 - e. **No wi-fi.** IECC does not provide wi-fi to Vendors.
8. **SALES TAX.** Vendors are required to comply with Iowa Sales Tax law. It is the responsibility of every Vendor to know if they are required to collect and remit Iowa Sales Tax based on the products they sell. Questions regarding should be directed to the Iowa Department of Revenue: 800-367-3388.
9. **FOOD SAFETY.** Vendors are required to understand and comply with State Public Health regulations governing the preparation, handling and presentation of food. It is the responsibility of every food vendor to know if they are required to obtain specific food licensing. Contact Food and Consumer Safety, Scott Stroud, scott.stroud@dia.iowa.gov, (515) 281-7102, Iowa Department of Inspections and Appeals with questions.
10. **FIRE EXTINGUISHERS.** Vendors selling food products that require the use of gas or other fuel sources for cooking are required to have **on site** a portable 2A-10BC fire extinguisher, with a DMFD Extinguisher Service Tag affixed. If you are cooking outside with grease (fryer), you must provide a Class K AND 2A-10BC fire extinguisher with a DMFD Extinguisher Service Tag affixed. These service tags may be obtained from most fire extinguisher companies in the Des Moines Metro area. Contact DMFD Prevention Bureau: 515-283-4240.
11. **ACCESS TO WATER.** Non-potable water is available at Principal Park. Vendors are responsible for providing their own means of transporting water and for providing their own hand-washing station for their Vendor Representatives. Shared gray water containers are provided for manual dumping only. Drainage hoses may not be placed into gray water containers at any time. It is illegal to dispose of water in the street, storm drains or landscaping.
12. **WASTE DISPOSAL.** IECC shall provide a dumpster for Vendors to dispose of solid waste and boxes. Vendors are not allowed to use public trash containers. Vendors are expected to keep their areas free of trash, food scraps, litter, water, etc. Empty cartons and boxes must be broken down and taken to the dumpster immediately.
13. **ON SITE STORAGE.** Vendors in Wooden Huts or Demonstration Tents will not be allowed to store supplies, equipment or inventory outside or behind their Wooden Huts or Demonstration Tents.
14. **CHRISTKINDLMARKET DES MOINES PROFESSIONAL APPEARANCE STANDARDS:** Vendors must maintain a quality visual appearance of its Vendor Space and its Vendor Representatives must be dressed in appropriate and clean attire. All Vendors are expected to cooperate in this effort. IECC will inspect each Vendor Space throughout the Festival. If, in the sole discretion of IECC, the appearance does not match the standards of CDM management, this will be decreed a violation of the Vendor Agreement. IECC asks that Vendors position their products representing off-color or objectionable images or wording above a child's eye-level.
15. **VIOLATIONS:** Violation of any of the terms of the Vendor Agreement or Vendor Guide may result in the termination of the Agreement and removal of the Vendor from Festival site. Whether or not a violation of the Agreement occurred shall be in the sole discretion of IECC.
16. **SMOKING:** Vendors may not smoke tobacco products within 50 ft of any Vendor Space, dining area or entertainment area.

17. **ADVERTISING:** Vendor shall not exhibit, display, or utilize signs or advertising of any kind without the prior written consent of IECC.
18. **NOISE & PROMOTIONAL LITERATURE:** Vendor shall not utilize any music or engage in loud or raucous shouting or other conduct, which in the sole discretion of IECC, is boisterous or constitutes a nuisance. All promotional materials must be pre-approved by IECC. CDM management retains the right to prohibit, at any time, any actions deemed unfavorable to IECC.
19. **SECURITY:** Off-duty Des Moines Police Officers or CSC Security will provide 24-hour security of the CDM site. Vendor shall be responsible for their own security with respect to equipment, products or supplies. IECC is not responsible for lost, stolen and/or damaged property of Vendor.