



Kerstmart 2024

Food Vendor Application

Hosted by Visit Pella
December 5th – 7th

The 4th annual Dutch Christmas Market will be held at the Molengracht in Pella, Iowa.

Visit Pella is a 501©6 whose mission with our Kerstmart event, is to immerse our visitors in a world of Dutch culture, food, and craftsmanship, and experiencing a traditional, seasonal European Christmas market.

We accept applications from food vendors selling exciting, high-quality products, appropriate for outdoor festivals. Preferential consideration will be given to Dutch, Dutch-Indonesian or European foods, such as kroketten, patat friets, frikandel sausage, bitterballen, stroopwafels, drops (licorice, etc), popular Dutch soups, satay, nasi goreng, Belgium waffles, crepes and more. Variations of these classic Dutch foods will also be given special consideration. Our committee would be happy to advise you on additional ideas or variations of the items listed.

Please read the information below carefully, fill out all requested information, and submit it before the due date of **August 1st, 2024**. Space is limited.

2024 Kerstmart dates and times

Thursday December 5th - 10:00am-8:00pm

Friday December 6th - 10:00 am -8:00 pm

Saturday December 7th - 10:00 am- 4:00 pm

How will vendors be selected? All interested in being a food vendor shall complete this application. We will need a photo of your trailer, food truck, and/or booth included with the application. Additional photos or information might be requested by the jury committee of your product. (Photos will be returned to you, if hard copies are mailed in, after jury process). Food vendors will be juried by a sub-committee of Kerstmart on the uniqueness of what they will offer. **Upon acceptance, food vendors will be required to provide the vendor fee by October 1st along with their Certificate of Insurance. The application will be confirmed once the fee and insurance certificate is received.**

Once your application is accepted, you will receive a packet with further Kerstmart information, rules, and regulations for the market. This packet will be sent to you November 15th. A delay in your payment and/or insurance will delay and may affect your acceptance into our market and a delay on receiving this packet.

Food Vendor Information

- Information needed will be on the application page and will include:
 - Name of the business
 - Electricity needs
 - Truck/booth size along with the size of space needed
- **The Molengracht area will be reserved for Dutch themed booths** (no food trucks) that serve Dutch foods and will be **based on a first in availability**.
- Non-Dutch food booths and food trucks will be on E. 1st Street. Food truck location is subject to change.
- Electricity is supplied to the truck/booth. But there will be no water supplied to the booths.
- We are not responsible for securing a Dutch themed booth or any other booth for food vendors.

What is my fee to participate as a Kerstmarkt Vendor?

Type of Vendor	Fee
Food Booth/Truck/Tent – Not for Profit	\$250
Food Booth/Truck/Tent – For Profit	\$350

Assignments

Food Vendor space is not confirmed until full payment has been received. Booth assignments are to be provided to vendors by November 15, 2024. At that time, we will also give you what length of cord is needed to reach the power source. You will need to provide cord cover for your own cords. Food truck location is subject to change. Vendor placement will be assigned to best benefit guests attending the market along with the vendor’s success for sales and the overall success of Kerstmarkt.

Cancellation of the Event

Pella Kerstmarkt has the sole right and discretion to cancel or postpone the event. If the event’s cancellation is inevitable, the vendor releases and forever discharges Pella Kerstmarkt and those involved, officials, volunteers, organizations, city, from any liability, loss, harm, and claims for damages, plus all claims whatsoever, which arise from such postponement or cancellation.



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Name of Food Vendor: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

I am willing and able to furnish proof of insurance and compliance information from the State of Iowa Health Inspections and Appeals before Kerstmart acceptance. Applicants do not need to show proof of policy upon applying but will be required to provide a certificate of insurance and State of Iowa Food permit before final acceptance. The vendor agrees to purchase and provide a Certificate of General Commercial Liability Insurance with \$1,000,000 limits and name Kerstmart Pella Dutch Market as Additional Insured and Certificate holder. The certificate MUST be on file before you can vend at the show. ____
(initial)

Menu items/Description of food to be sold including photos (A group photo of the products is acceptable):

Social Media page; Facebook and Instagram _____

Business website _____

Electricity: volts _____ # of cords _____ amps _____

Truck/Booth Type: Truck _____ ; Trailer _____ ; Tent/Canopy _____

Size of space needed: _____

By applying and submitting your application (payment will be requested when/if the application is accepted) you agree to all terms and conditions. Please read them all very carefully.

- I have read the whole application and understand there will be Kerstmarkt rules and regulations given to me if I am accepted as a vendor ____ (initial)
- In consideration for being allowed to sell at the Kerstmarkt Pella Dutch Market, I expressly agree to the Waiver, Hold Harmless, Indemnification, and Release provisions posted on the Market Website ____ (initial)
- I grant Kerstmarkt Pella Dutch Market and Visit Pella to use any photos, videotape, etc., taken of me or my products in all publicity and advertising promoting the market. ____ (initial)

Neither Kerstmarkt Pella Dutch Market nor Visit Pella shall be held liable for any damages, loss, theft, or injury resulting from the participation of the applicant and their agent. The applicant is solely responsible for their property and person and their agent before, during, and after the event.

We expect all vendors to adhere to all guidelines, be professional and treat all vendors and visitors in a kind and courteous manner. We reserve the right to remove any vendor or person (s) from the premises for any reason, at any time.

By signing this application, I acknowledge that the agreement has been read and understood, and I will abide by the terms presented in the final vendor rules and regulations distributed upon acceptance into Kerstmarkt.

Signature of Vendor: _____ Date _____

Applications can be mailed, along with supporting documents to:

**Visit Pella
915 Broadway St.
Pella, IA 50219**

Or emailed to:

Ann Frost, Executive Director Visit Pella ann@visitpella.com

For any questions, please email pellachristmasmarket@gmail.com or call Trisha Klok, Kerstmarkt Vendor Chair, at 641-651-0117.