



## 2022 Kerstmart-Pella, Iowa

### Food Vendor Application

Visit Pella is pleased to host the 2022 Kerstmart Dutch Christmas Market. The Christmas Market will be held on December 1, 2, and 3, 2022, at the Molengracht Canal.

The quality of a traditional Christmas Market depends on maintaining a high standard of food vendor products it offers. Kerstmart Pella is dedicated to immersing visitors in a world of Dutch culture, food, and craftsmanship, and experiencing a traditional, seasonal, European 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 kroket, patat friets, frikandel sausage, appeltaart, Bossche bollen, bitterballen, hotch-potch, stroopwafels, licorice (drops), banket, tompouce, popular Dutch soups, chicken sate, pork sate, 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 31, 2022**. Space is very limited for food vendors.

**Applications received after the due date may have a late submission fee of \$50.**

#### **2022 Kerstmart dates and times**

December 1-3, 2022

11:00am-8:00pm Thursday

11:00 am -8:00 pm Friday

10:00 am- 8:00 pm Saturday

**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). If you have attended other vendor fairs, please include an additional photo of your food product, space, and how your booth is set up. 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 a 50% non-refundable deposit. The application will be confirmed once the deposit is received.**

If you are accepted as a food vendor, you will be issued an electronic invoice for your 50% deposit. Your guarantee of vendor space is not confirmed until receipt of your deposit. The outstanding balance of booth cost will be invoiced and due October 1<sup>st</sup>. **Once your application is accepted, you will receive a packet with further Kerstmarkt information, rules, and regulations for the market.**

### **Vendor Hut Information**

- Are you a Food truck Y or N
  - Please email a visual layout with measurements of the footprint you need (including space you may require around your structure)
- Are you a Food trailer Y or N
  - Please email a visual layout with measurements of the footprint you need (including space you may require around your structure)
- What is your source of power; generator, propane, electricity
- Electricity is supplied to the hut. Extension cords within the hut will not be supplied, you are welcome to bring them on your own.
- Signage: One sign provided showcasing your business.

### **What is my fee to participate as a Kerstmarkt Vendor?**

<b>Type of Vendor</b>	<b>Fee</b>
<b>Food Truck/Trailer</b>	<b>\$200</b>

### **Assignments**

Food vendor space is not confirmed until full payment has been received. Booth assignments are to be provided to vendors by November 15, 2022. 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.

**Non-profit organizations are limited to 10% of our market.**



Name of Food Vendor: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

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 item description of food to be sold (Include photos too, a group photo of the products is acceptable):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Social Media page; Facebook and Instagram \_\_\_\_\_

Business website \_\_\_\_\_

**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](mailto:ann@visitpella.com)

Or

Lowell Olivier-Shaw, Kerstmarkt Committee Chair, [oliviershawl@central.edu](mailto:oliviershawl@central.edu)