You can participate in the Holiday Shopping Event of The Year

October 3 & 4, 2020  10 – 6 on Saturday & 10 -5 on Sunday

On the historic Pearl Street Mall in the center of Downtown Boulder

Come down to Downtown Boulder’s Pearl Street Mall to kick off the holiday season with some holiday cheer and festivities. You will find the perfect gifts for everyone on your list among the fabulous specialty shops on the historic Pearl Street Mall in conjunction with an open air Holiday Festival. There will be a variety of one-of-a-kind seasonal items, unique holiday gifts, and handmade treasures crafted by local artisans. This free holiday shopping spectacular will include great live music and fun for the whole family. Deck the Mall is also raising funds for the Imagine! Foundation, which has been assisting families with developmental delays and disabilities in Boulder and Broomfield Counties since 1963.

Where: This premier event will be very well attended and you will have an outstanding opportunity to sell your work and grow your business. The participating artists will be in front of an extremely high flow of customer traffic. This annual event will be taking place on all 4 blocks of the historic Pearl Street Mall in the heart of Downtown Boulder. This main artery of shopping and entertainment, is the most popular tourist destination in Boulder and was named one of the country’s best open-air pedestrian malls by the Wall Street Journal.

How to be an exhibitor: We invite you to apply if you make original art and craft items. No mass produced merchandise will be permitted to be sold at this event. This event is open to all mediums of art & craft items. These are the categories of exhibitors that we will be accepting:

- Artisan Crafter
- Ceramics, decorative
- Ceramics, functional
- Computer generated/digital art
- Drawing/Pastels
- Fiber / Wearable
- Fiber, Woven/Non-Woven
- Glass
- Graphics/printmaking
- Jewelry
- Metalwork
- Mixed media
- Other art or craft mediums that are not listed
- Painting, oil or acrylic
- Painting, watercolor
- Photography
- Sculpture & Wood

www.DeckTheMallBoulder.com

720-272-SHOP  ColoradoEvents@gmail.com
In order to participate, you will need to fill out an application. There are 3 ways to apply:

1. **Apply Online** - If you prefer to pay by credit card or PayPal then you will need to fill out the online application found at the top of the vendor page of [www.coloradoevents.net](http://www.coloradoevents.net) This option will also allow you to email us digital photos of your work.

   All online applications will be juried about twice a month on an ongoing basis. You should know the outcome of your application within 2 to 3 weeks of applying if not sooner. Online Applicants will be notified of their acceptance into the show via email. Upon acceptance you will also receive an invoice to pay the exhibitor fee with PayPal or any credit card of your choice.

2. **Apply through the mail** – Choose this option if you prefer to pay by check. The paper application is attached to this document. Please return the paper application to us via the mail. Please also include 2 checks made payable to Colorado Events and be send it to:

   Colorado Events
   2525 Arapahoe Ave, Suite E4-720, Boulder, CO 80302

   If you choose to sign up with a paper application you have the option to mail us photos of your work. All paper applications should include two checks: a $15 non-refundable application fee and a separate check for the appropriate vendor fee. If you are accepted into the show then we will email you and also cash your 2nd check for the vendor fee. If you are not accepted we will shred the 2nd check. You can optionally include a postage paid, pre addressed envelope if you prefer to have the 2nd check returned to you or if you want us to return the jury photos that you sent us.

3. **Apply through Zapplication** - We are also accepting applications for this event through Zapp. In order to apply this way you will go to the event page on Zapplication. In order to apply through Zapplication you will need to have or create a free account on their website.

Regardless of how you apply, email notices will be given out shortly thereafter of your acceptance decision. We will notify all applicants of their acceptance decision via email. All vendor applications must include at least 3 color photos that represent your work. We **are requiring photos from all applicants, even if you are a past or current vendor with Colorado Events, you still need to submit photographs in order to be accepted into the show**. We will accept a maximum of 5 photos and one of the images should show your booth display if you have one. If a booth display photos is not available, a grouping of work is acceptable. All images are juried anonymously so please be sure **your name or business name does not appear in the image or image title**. We will accept either digital images that can be emailed to us at coloradoevents@gmail.com or can be uploaded via the Zapp application website or you can mail us printed photos if you choose to do a paper application.

**Non Profit Beneficiary**  A portion of each vendor fee is being donated to the **Imagine! Foundation**. This amazing organization has been providing services to families and individuals with developmental delays and disabilities in Boulder and Broomfield Counties since 1963.

**Jurying**

You can choose from either a one-time $20 jury fee for this one event or you can choose a multiple event jury fee of $25. If you choose the multiple jury fee option, then you can apply to as many juried events that Colorado Events produces in 2020 for one low jury fee. **A jury entry will be judged for eligibility based upon quality, originality and presentation. We are looking for distinctive high quality craftsmanship and unique art and crafts.** Our curation process will ensure an appropriate balance for the entire show, when determining the number of artists invited for each medium. **A jury entry will be judged for eligibility based upon quality, originality and presentation. We are looking for distinctive high quality craftsmanship and unique art and crafts.** Our curation process will ensure an appropriate balance for the entire show, when determining the number of artists invited for each medium.
Exhibitor Booth Locations and Sizes

You are responsible to bring your own materials to set up your selling space, including chairs, displays, and tables. All booths will be 10’ x 10’ and a limited number of corner and double booths (10’ x 20’) will be available. There will be 2 different pricing options to choose from depending on which blocks of the Mall you will be on for your exhibitor booth at this exciting holiday shopping event. The options are to either be on the 1200 or 1300 block of the Pearl Street Mall or to be on the 1100 or 1400 block of the Pearl Street Mall. Check the event maps at the end of the document to see more details regarding booth locations. There is also the option to pay an additional fee to pick your exact booth location off of the event map.

Additional exhibitor Information:

- Exhibitors are permitted to arrive at 7:00 am on Saturday to begin setting up their selling spaces. You can drive on the Mall to unload, but no vehicles will be permitted on the Mall past 9:30 am.
- All tables must have either a table cloth or skirting. No display tables are permitted to not be covered.
- Overnight security will be provided on Saturday night. We recommend using 4 sidewalls overnight so your merchandise is not left open.
- The event will feature great live entertainment on the 1300 block of the Mall, near the entrance to the Boulder County Courthouse.
- All booths sizes are 10’ x 10’ and do not include a canopy tent although we will be renting a limited number of 10’ x 10’ campy tents for vendors that want to rent one.
- Please be prepared for Colorado’s variable weather conditions by using weights for your tents and having tarps or sidewalls to protect your merchandise if necessary. All tents need to have a professional look and need to be properly weighted down.
- Categories of products and services will be limited. This will permit the products being sold to be diverse and non-competitive. Certain categories may be sold out even if there are other spaces available.
- All sellers are subject to approval. Colorado Events reserves the right to restrict the sale of certain items and we reserve the right to refuse anyone from selling at these events. We also reserve the right to deny booth sharing in certain situations. If you do share a booth, neither vendor is permitted to sell jewelry.
- Booths spaces are assigned by Colorado Events. If you want to guarantee a specific booth location request, then you should select the pick your booth location option on the application. If you choose this option you will be given the opportunity to pick your booth location out of all of the available spaces.
- You can either bring your own supplies including chairs, canopy tents, tables, table clothes and displays. Colorado Events will be renting a limited number of tents, done on a first come, first serve basis.
- If you are renting electricity you will also need to bring your own extension cord.
- If you your booth is located on the South side of the 1300 block, then you cannot use a sidewall in the back of your booth, as this blocks out the view of the businesses behind the vendor booths.
- The event is outside so please be prepared for Colorado’s variable weather conditions. The event will be happening regardless of weather. The past few years this weekend has had great sunny weather with the temperature the mid-60s.

Taxes:

All sales will be transacted directly between the artist and the buyer and all exhibitors must collect sales tax on all purchases. All sellers are required to collect and remit their own City and State sales tax and comply with licensing and filing requirements. We will provide you more information on tax collection in the vendor instructions we will send you after you are accepted into the show. For more information on their special event requirements, you can contact the State at www.revenue.state.co.us and the City at https://bouldercolorado.gov/finance/business-licensing-form
Exhibitor Pricing for Deck the Mall – October 3 & 4, 2020 on the Pearl Street Mall

2 day Exhibitor Space on the 1200 or 1300 Block of the Pearl Street Mall.  
(The live music and entertainment will be on the 1300 Block in front of the Boulder County Courthouse entrance)  $380

2 day Exhibitor Space on the 1100 or 1400 Block of the Pearl Street Mall.  $330

Double Booths (10’ x 20’) are the cost of buying 2 booths at the above prices minus $25  (Not available for 1 day vendors)

1 day Exhibitor Space on the Pearl Street Mall.  $230

Event Sponsor – Are the only exhibitors that are not subject the handmade product requirements or jury process. This option includes your company logo on our website and advertisements, a 2 day booth at the event in a prime location, several acknowledgements on the music stage and various other entitlements.  $1000

**Daily Fees for Optional Upgrades:**

- Pick you booth location  add $20
- Corner Booth location with at least 2 open sides  add $20
- 10’ x 10’ Canopy Tent Rental  add $25
- Electricity  add $15

* The above prices already include the portion of your vendor fee that is being donated to the Imagine! Foundation.

Event Location and Pictures from our past events on Pearl Street
In order to sell at Deck the Mall, you will be required to either fill out the online application on our website or Zapplication or this paper application. Paper applications should include a check and be sent via the mail. All applications need to include 2 – 5 photos of your work. These photos can either be emailed to us in a digital format or mailed to us at the address below. If you want to pay with a credit card or PayPal then you need to fill out our online application. This application does not guarantee acceptance, you will be notified shortly after your application is juried.

Name(s) ____________________________________________________________

Name of Business (If applicable) _________________________________________

Address _____________________________________________________________

City ___________________________ State ________________ Zip ____________

Phone # Work________________ Home ___________________ Cell _____________

Email Address ___________________________ Web Address __________________

Description of what you want to sell ______________________________________

________________________________________________________________________

Signature(s) __________________________________________________________________________________________

Yes I agree to the terms and conditions of Colorado Events. Acknowledgment that you agree to adhere to the rules and regulations of Colorado Events. It is agreed that Colorado Events is not liable for any injuries, schedule changes, adverse weather or responsible for any lost, stolen or damaged item at any of its events. I acknowledge that a refund will not be granted for inclement weather or other reasons. We don’t guarantee product sales, attendance, weather, or exclusivity of any product or service. I understand and agree to these terms and expressly waive any rights to credit card charge backs as a means to mediate disputes. Please note that we do not give refunds, if an exhibitor cancels a show 60 days prior to the event, then we will issue a company credit. I agree to relinquish all claims I may have against Colorado Events, its officers and employees and any other business or governmental agency affiliated with its events... Colorado Events reserves the right to cancel booth reservation and refund all fees if exhibitor is duplicating products or services already provided, or if the exhibitor does not fit our vision and mission statement.

Please Circle Fee

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Event Application Fee - Option 1 – Jury Fee for Deck the Mall</td>
<td>$20</td>
</tr>
<tr>
<td>Multiple Event Application Fee - Option 2 – Jury Fee for Deck the Mall &amp; other events</td>
<td>$25</td>
</tr>
<tr>
<td>2 day Exhibitor Space on the 1200 or 1300 Block of the Pearl Street Mall.</td>
<td>$380</td>
</tr>
<tr>
<td>2 day Exhibitor Space on the 1100 or 1400 Block of the Pearl Street Mall.</td>
<td>$330</td>
</tr>
<tr>
<td>Double Booths (10’ x 20’) are the cost of buying 2 booths at the above prices minus $25 (Not available for 1 day vendors)</td>
<td>$230</td>
</tr>
<tr>
<td>1 day Exhibitor Space on the Pearl Street Mall (Limited availability)</td>
<td>$200</td>
</tr>
<tr>
<td>Event Sponsor – Are the only exhibitors that are not subject the handmade product requirements or jury process. This option includes your company logo on our website and advertisements, a 2 day booth at the event in a prime location, several acknowledgements on the music stage and various other entitlements.</td>
<td>$1600</td>
</tr>
</tbody>
</table>

Daily Fee for Optional Upgrades:

<table>
<thead>
<tr>
<th>Upgrade</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick you booth location</td>
<td>add $20 per day</td>
</tr>
<tr>
<td>Corner Booth location with at least 2 open sides</td>
<td>add $20 per day</td>
</tr>
<tr>
<td>10’ x 10’ Canopy Tent Rental</td>
<td>add $25 per day</td>
</tr>
<tr>
<td>Electricity</td>
<td>add $15 per day</td>
</tr>
</tbody>
</table>

* The above prices already include the portion of your vendor fee that is being donated to the Imagine! Foundation.

Total amount due and enclosed __________

Please note, photos of your work are required for all vendors except sponsors. Photos can be mailed with your application or email them to us. Paper applications should include a check made payable to Colorado Events and be sent to: Colorado Events 2525 Arapahoe Ave, Suite E4-720, Boulder, CO 80302

If you want to pay with a credit card or PayPal then you need to fill out our online application.

Thank you for your interest and we hope to see you there.
Key:
1. Available Power
   - Light Pole (6' diam)
   - Stone Light Pole (27' diam)
   - Hanging Trash (15' diam)
   - Hanging Recycling (15' diam)
   - Compost (25' diam)
   - Recycling (20' diam)
   - Trash (20' diam)
   - Benches (newly mapped)
2. Fire Hydrant
3. 10 x 10
4. 10 x 10 Tent
5. 10 x 10 Tent with Sidewalk
6. NO SIDEWALK
7. 10 x 20
8. 10 x 20 Tent
9. 10 x 20 Tent with Sidewalks
10. Non-Profit or Performance Area ONLY
11. NO Side Walks
12. Permanent Mural
13. Newspaper Box
14. Zero Waste Station

Please Note:
Booths indicated reflect largest allowable footprint.
The City of Boulder reserves the right to limit the footprint of any event, for any reason, as well as to allow exceptions at their sole discretion.

1200 Block Pearl Street Mall
13th St ↓
Please Note:
Booths indicated reflect largest allowable footprint.
The City of Boulder reserves the right to limit the footprint of any event, for any reason, as well as to allow exceptions at their sole discretion.