



VENDOR MARKET INFORMATION & POLICIES

2024 Fall Market (Oct. 26) and 2025 Winter Market (Jan.25)

The vendor market is hosted by the Beaver Dam Recreation Department.

DATES & TIMES

- Fall Market: Last Saturday of October during Fall Downtown Fest
9:00am - 2:00pm
- Winter Market: Last Saturday of January during Cabin Fever Fest
9:00am - 2:00pm

LOCATION

- The Watermark, 209 S. Center St. Beaver Dam, WI

SET UP

- Vendors may set up between 4:00-7:00pm the Friday night before.
- The market area will open for vendor setup at 7:30am
- Spaces will be held for pre-registered vendors up until 8:15am
- Vendors must be set up and ready to sell by 8:45am & please, no tear down before 2:00pm.
- Check in at the welcome desk located just inside the riverside entrance prior to setting up.

PARKING

- Vendor vehicle parking is available in the Tower parking lot, north of The Watermark lot.

BOOTHS

- An 8'x8' space rent is \$40. All 8'x8' booth spaces are in the community room.
- A 4'x6' space rent is \$25. These spaces are big enough for one 6' table and a chair and are located in the hallway.
- Electricity is available for an additional \$10 per booth space per event on a limited basis.
- A limited number of tables are available to rent for \$5 each per event.
- Booth fees include one chair, additional chairs available upon request at no charge.
- Vendors are asked to bring their own table coverings and any signage needed.
- A \$10 discount applies when participating in both events and submitting the application with full payment prior to the Fall Market.
- Registration is open now until spaces have been filled.

POLICIES AND GUIDELINES

- Pre-registration is required. Registration will be taken until all spaces have been filled. To register, complete and return the attached application with full payment as directed.
- **To maintain an acceptable customer-vendor balance**, only one franchised vendor will be allowed to sell a particular distributor's products. For example, one Avon, one Mary Kay, one Tupperware, etc. This will be done on a first-come first-served basis.
- Walk-in vendors who arrive on market day **must complete the "Vendor Application" and be approved by the Recreation Department Recreation Supervisor**. Approval will be based on space availability and suitability of their products. Participation is not guaranteed.
Pre-registration is preferred.
- Vendors must supply their own display table, electrical cords and materials for their space. A limited number of tables are available to rent.
- Vendors must supply their own assistance in setting up operations and tearing down their space.
- Vendors must have saleable products on hand.
- Nothing can be attached to the walls or floors. Any damage to the facility will be the responsibility of the vendor.
- All booth rental fees collected and approved are non-refundable.
- Food will be available for purchase during the event.
- Please direct all questions to Joan Hohenstein, Recreation Supervisor at 920-210-3738 or jhohenstein@ci.beaverdam.wi.gov

Registration deadline: now until all spaces have been filled.



VENDOR MARKET APPLICATION

(Fill out completely and type or print all information clearly)

VENDOR INFORMATION

First and Last Name: _____

Vendor/Business Name (if any): _____

Address: _____

City: _____ ST _____ Zip _____

Cell Phone: _____

Email: _____

BOOTH CHOICES

Location preference:

Refer to included map and note booth numbers. "E" indicates electricity is available.

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Booth space includes 1 chair	Fee each	Quantity	Sub total
Fall Market 2024 8' x 8' space	\$40		\$
Fall Market 2024 4' x 6' space	\$25		\$
Winter Market 2025 8' x 8' space	\$40		\$
Winter Market 2025 4' x 6' space	\$25		\$
Table (a limited supply of tables is available)	\$5 per event		\$
Additional chair(s)	\$0		\$ 0
Electricity Yes No	\$10 per event		\$
A discount will be given if you register for both markets (full payment must be made with application prior to Oct. 5)	-\$10	1	\$
Total amount owed (payment must accompany registration) Make check payable to: City of Beaver Dam			\$

PRODUCT INFORMATION

Describe the products that you will be selling.

Are the products produced by you? yes no
If not, by whom? _____

LICENSES, PERMITS AND REGULATIONS

The vendors are responsible for being aware of and conforming to all governmentally required licensing, permits, regulations and certifications regarding the sale of their products.

Additionally, all vendors shall use what is considered in their line of business to be good business practices to ensure that their products are both safe and otherwise fit for sale.

LIABILITY INSURANCE

Seller is responsible for their own personal and product liability insurance. The vendor agrees to hold harmless the Beaver Dam Recreation Department and City of Beaver Dam from all liabilities related to the sale of their products.

COMPLIANCE

By signing below, I acknowledge that for good and valuable consideration, I, the applicant, agree to indemnify, defend and hold harmless Beaver Dam Recreation Department, the City of Beaver Dam and their officers, officials, employees and agents from and against any and all liability, loss, damage, expenses and costs, including attorney fees, arising out of selling at the market(s), caused in whole or in part by any negligent act or omission of the applicant or anyone directly or indirectly employed or acting in their stead.

I have read the guidelines, rules and policies as described for the Vendor Market(s) and hereby agree to abide by them. Further, I agree to sell at the market only such items as those listed. I acknowledge full responsibility for all my activities in the market and for those assisting me throughout the market(s) I am registered in. I acknowledge the authority of the Recreation Department staff and agents to immediately settle any disputes regarding product legitimacy, procedural and vendor conduct violations. I understand that neither BD Recreation Department, nor the City of Beaver Dam carry any insurance policies to cover individual vendors and that I am required to carry such insurance.

I have received, read, & agree to the above information, policies, application & compliance.

Signature

Date

Submit completed application with payment to:
Beaver Dam Recreation Department
Attn: Joan Hohenstein, Recreation Supervisor
209 S. Center St., Beaver Dam, WI 53916

After hours drop box is located at 209 S. Center St.

OFFICE USE ONLY	
Amt Pd: _____	Market: Fall Winter Both
Pymt Type: _____	Electricity: yes no
Date: _____	Booth Size: 8'x8' _____
Time: _____	4'x6' _____
Initials: _____	
Booth(s) Assigned _____	

VENDOR MARKET BOOTH LAYOUT @THE WATERMARK

