

2024 Vendor Guide

Westfield Rocks the 4th

Thursday, July 4 | 4pm-10pm

Grand Park Sports Campus



- Anticipated Attendance: ~10,000 people
- Vendor Requirements: Accepting retail and service vendors. Service vendors must have an interactive element and/or giveaway item.
- Main Attractions: Fireworks, Live Music, Kids Zone, Vendors
- Fees:
 - Retail/Service Vendors:
 - 10x10 booth: \$125
 - 10x20 booth: \$250
 - Electricity can be purchased for additional \$100 fee
 - Food Vendors:
 - 10x10 booth: \$300
 - 10x15 booth: \$400
 - 10x20+ booth: \$500
 - Day-of electricity included in vendor fee
 - Overnight electricity: additional \$100 fee

Cuisine Connect Culture

Saturday, September 21 | 12pm-3pm

Grand Junction Plaza



- Anticipated Attendance: 1,500 people
- Vendor Requirements: Accepting retail and services vendors. Products or services must be related to diversity, equity, inclusion, accessibility, etc.
- Main Attractions: Live Music/Performances, Activities, Vendors
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$50 non-refundable

Barktoberfest

Saturday, October 5 | 11am-2pm

Asa Bales Park



- Anticipated Attendance: 750 people
- Vendor Requirements: Accepting retail and service vendors. Products or services must be pet-related.
- Main Attractions: Costume Contests (for dogs), Activities, Vendors.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$50 non-refundable

Trick or Treating in the Plaza

Friday, October 25 | 5:30pm-8pm

Grand Junction Plaza



- Anticipated Attendance: 3,000 people
- Vendor Requirements: Accepting service vendors. Service vendors must provide candy and/or prizes at their booth. Promotional materials are allowed but the main function of this event is to provide trick-or-treating for the community. Retail vendors are not accepted for this event.
- Main Attractions: Trick-or-Treating, Carnival Games, Activities, Entertainers.
- Fees:
 - Retail Vendors: \$50 non-refundable
 - Food Vendors: \$50 non-refundable

Westfield in Lights

Saturday, December 7 | 3pm-6pm

Grand Junction Plaza



- Anticipated Attendance: 5,000 people
- Vendor Requirements: Accepting retail vendors. Products must sell items related to the holiday shopping season. Service vendors are not accepted for this event.
- Main Attractions: Tree Lighting Celebration, Ice Skating, Live Music/Performances, Activities, Carnival Games.
- Fees:
 - Retail Vendors: \$50 non-refundable
 - Food Vendors: \$50 non-refundable

Frequently Asked Questions

What is a RETAIL vendor?

- *Retail vendors are merchants who are selling items from their booth. This includes merchandise as well as pre-packaged food and snack items such as coffee/teas, chocolates, cookies, cakes, sauces/marinades/spices, etc.*

What is a SERVICE vendor?

- *Service vendors are representatives of businesses who provides services instead of selling products at the event. Service vendors may provide informational hand-outs and giveaway items.*

What is a FOOD vendor?

- *Food vendors are merchants who are selling food meant for on-site consumption at the event. Food vendors can sell out of a tent or food truck. Food vendors must have a permit from the Hamilton County Health Department.*

Is electricity provided?

- *Electricity is not available for most of our events (Westfield Rocks the 4th is the only exception-see application for more information). If you need electricity at your booth, you will need to provide your own power source.*

Do I need to bring my own supplies?

- *Yes. Vendors are responsible for bringing all of their own equipment including but not limited to tent, tent weights (minimum 4 per tent REQUIRED), tables, chairs, signage, etc.*

Thank you for your interest in being a vendor at our 2024 events! To find more information on each event (including attractions, entertainment, ticket sales, etc.), please visit our website:

www.westfieldwelcome.com/events. If you have any questions, please reach out to us at **welcome@westfield.in.gov**.