



2022 Vendor Guide

Egg-Paw-Looza

Sunday, April 10 | 12-3pm



- Anticipated Attendance: 500 people
- Vendor Requirements: Products or services must be pet-related.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit

Lantern Days

Saturday, May 7 | 11am-3pm



LANTERN
— DAYS

- Anticipated Attendance: 2,000 people
- Vendor Requirements: Products must be handmade, vintage/historical or Westfield-related.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit

Westfield Rocks the 4th

Sunday, July 3 & Monday, July 4 | 5pm-10pm each day



- Anticipated Attendance: 10,000-15,000 people
- Vendor Requirements: Service vendors must have an interactive element and/or giveaway item.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors:
 - Small Food Vendor (10x15 ft or less)
 - 1 Day: \$200
 - 2 Days: \$350
 - Large Food Vendor (10x16 ft or more)
 - 1 Day: \$300
 - 2 Days: \$500
 - Electricity is included in the food vendor fee. Retail/service vendors may purchase electricity for an additional \$100 fee.



Cuisine Connect Culture

Saturday, September 10 | 11am-3pm



- Anticipated Attendance: 2,000 people
- Vendor Requirements: Products or services must be related to diversity, equity, inclusion, accessibility, etc.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit

Barktoberfest

Saturday, October 8 | 11am-3pm



- Anticipated Attendance: 1,000 people
- Vendor Requirements: Products or services must be pet-related.
- Fees:
 - Retail/Service Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit

Pumpkin Funktion

Saturday, October 29 | 11am-3pm



- Anticipated Attendance: 2,000 people
- Vendor Requirements:
 - Vendor must sell items related to the fall season.
 - Service vendors are not accepted for this event; please refer to sponsorship opportunities.
- Fees:
 - Retail Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit

Westfield in Lights

Saturday, December 3 | 3pm-7pm



- Anticipated Attendance: 5,000 people
- Vendor Requirements:
 - Vendor must sell items related to the holiday shopping season.
 - Service vendors are not accepted for this event; please refer to sponsorship opportunities.
- Fees:
 - Retail Vendors: \$50 non-refundable
 - Food Vendors: \$100 deposit



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, 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 above 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 tent, tables, chairs, signage, etc.*

Thank you for your interest in being a vendor at our 2022 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**.