



JUNE 17TH, 2023 | 12:00 PM - 5:00 PM
HERITAGE MUSEUM PARK | 1129 S MAIN ST | ROCKFORD, IL

Vendor Information

Thank you for your interest in the South Main Mercado's inaugural year! The Ethnic Heritage Museum is happy to host this event to celebrate our community together. We hope that we grow together and increase awareness and visibility of our region for years to come. There are a limited amount of booths available based on booth type (informational/community and retail). Vendors will be selected on a first-come, first-served basis.

- June 17, 2023, 12:00 pm-5:00 pm
- Heritage Park, 1129 South Main Street, Rockford, IL 61101
- Load-In begins at 10:00 am. Load-out runs from 5:00 pm-6:00 pm
- Vendor Fee: \$30 per booth

Booths

- Booths will be situated on a grassy space unless otherwise communicated with the vendor.
- All booths are 10' x 10' spaces.
- Each vendor is responsible for providing their own tables, chairs, tent, tent weights, necessary equipment and supplies to conduct business at their booth.
- Power and WIFI is not provided by the Ethnic Heritage Museum.
- Vendors may rent multiple spaces.
- Vendors will be charged for multiple spaces if vendor space needs exceed 10' x 10'
- The Ethnic Heritage Museum reserves the right to disallow the sale of any merchandise the Ethnic Heritage Museum deems offensive.
- Subletting any stall space is prohibited
- Vendors may bring any promotional material that you wish to distribute.
- Each vendor will need to supply their own tent, table, and chairs. If bringing a booth tent, it must be secured with weights. Booth spaces on pavement cannot be staked into the ground.
- Vendors are responsible for the safety of their booth and booth area. This includes, but is not limited to removing any trip hazards, taping down all extension cords, and weighing down your tent. Vendors are responsible for picking up all refuse created by their booth/business at the conclusion of the event.
- Vendor booths are reserved on a first-come, first-serve basis once a completed application and booth payment are received by the Ethnic Heritage Museum. Booth assignments are made at the discretion of the Event Coordinator.

Load-In/Load-Out

- Load-in is permitted two hours before the beginning of the event. Setup must be complete by 12:00PM
- Load-out will take place during the hour following the end of the event. Tear down must be completed by 6:00PM
- Vehicles may not be driven on the Heritage Park. Vendors may use the adjacent city parking lot for temporary parking during event load-in/load-out. All non-authorized vendor vehicles must be removed from the parking lot during event hours.



JUNE 17TH, 2023 | 12:00 PM - 5:00 PM
HERITAGE MUSEUM PARK | 1129 S MAIN ST | ROCKFORD, IL

Insurance & Permits: The Ethnic Heritage Museum is not responsible for any loss, damage, and/or injury that takes place within a vendor's booth. It is highly recommended that each vendor obtain their own liability insurance through a private insurance provider. In some cases, this can be added to a vendor's current policy for the weekend.

Any vendor selling food must have proper permits from the Winnebago County Health Department. The Winnebago County Health Department will inspect any food vendors present at the event.

The consumption and sale of alcohol is prohibited.

Use of Name: The Ethnic Heritage Museum has the permission to use the name of the exhibitor and slides/photos/videos depicting the work of the exhibitor for the purposes of promotion and advertising.

Sales Tax: Participants are solely responsible for collecting and remitting all applicable sales taxes to the appropriate authority including The State of Illinois and The City of Rockford.

The State of Illinois imposes an 8.75% rate on general merchandise. This is to be remitted to the Illinois Department of Revenue (IDOR). For questions regarding sales tax for The State of Illinois, they can be reached at 847-294-4200.

The City of Rockford separately charges a 1% rate on all qualifying food and beverage sales made within the City. The tax is to be collected from the customer at time of sale. This tax is reported and remitted directly to the City of Rockford on a City tax return form not to the IDOR. For questions regarding how to report and pay the 1% City tax or the items to be taxed, contact the City of Rockford at 779-348-7165 or e-mail LocalSalesTax@rockfordil.gov.

Rain Plan

The South Main Mercado reserves the right to cancel the event in case of severe weather. Until communicated, the event will continue "rain or shine". **Booth fees are Non-Refundable.**

Hold Harmless Agreement: The conduct of the exhibit in my assigned area, as well as the security of those items brought to my assigned space, or any other space, is entirely my responsibility. I understand that the role of The Ethnic Heritage Museum is to provide exhibit space and to attract customers to the Event.

Insurance, which is highly recommended, must be obtained by me at my own expense. The Ethnic Heritage Museum assumes no risk, and by the acceptance of this agreement, I expressly release the Ethnic Heritage Museum from any and all liability for any damage, injury, or loss to any person or goods which may arrive from the rental and occupation of said exhibit space, and agree to hold and save the Ethnic Heritage Museum harmless of any loss or damage by reason thereof.

I have read the "Vendor Information" section included within this application. I agree to the following regulations and understand that violation of any of these regulations may mean the immediate forfeiture of my privilege of exhibiting and/or selling my work without refund of my fee or recourse against the Ethnic Heritage Museum. Further, I recognize the right of the Ethnic Heritage Museum or its designee to enforce these regulations, and be the final arbitrator of any disputes or questions.