

Pella Business Women's Club
PO Box 461
Pella, IA 50219



**2012 Tulip Time Dutch Market
May 3, 4, and 5, 2012**

Dear Vendor,

The Dutch Market will take place at Pella's West Market Park, located just 2 blocks west of the town square. Vendors at the Dutch Market may or may not sell hand-crafted products. The market is open from 9am to 7pm Thursday, Friday, and Saturday with free admission for all shoppers. Vendor space is limited and available on a first come first serve basis. Therefore, it's best to register early, and feel free to invite fellow vendor friends to register and join you at the show.

Please visit the Pella Business Women's Club website at www.pellabusinesswomen.com for:

- downloading a vendor application
- viewing regulations and rules
- seeing pictures from prior years
- emailing any questions to PellaDutchMarket@gmail.com

Because many visitors use the internet to view the Tulip Time schedule of events from the official Pella Tulip Time website, we are expecting many hits to our Dutch Market page on the Pella Business Women's web site. Therefore, we ask you to consider allowing us to display your business information on our website. Please check the box on the application to permit us to list your business, booth number in the market, and contact information. A link will be available from our site beginning in January thru September of 2012. Don't miss out and be sure to include the website address to your business.

The Pella Business Women Dutch Market committee looks forward to hosting you and fellow vendors at the Dutch Market during the 77th annual Tulip Time Festival in 2012. Submit your registration soon!

Yours sincerely,

Dutch Market Committee
Pella Business Women's Club



Tulip Time Dutch Market
Thursday, Friday, & Saturday
9:00 AM - 7:00 PM
West Market Park



Pella Business Women's Club is presenting a new opportunity to vendors of handcrafted items. Crowds for Tulip Time have numbered well over 150,000. Please read and obey the following guidelines.

Vendors:

- Provide a canopy, tent, display tables, chairs, etc.
- Be prepared for inclement weather. There are no provisions if it should rain.
- Check-in with the Pella Business Women's Club committee in the South shelter PRIOR TO setting up.
- Set-up is Wednesday between the hours of 8:00 AM and 8:00 PM and on Thursday between 6:00 AM and 8:30 AM. If you have not set-up by 9:00 AM Thursday, your space will be forfeited and your entry fee will not be refunded.
- As soon as you are unloaded, all vehicles/trailers must be moved. A 2-hour parking limit will be enforced on Wednesday.
- Parking Information
 - No parking on 3rd Street for anyone at any time.
 - After Wednesday, 2nd Street parking is available *only* to those with a Residential Pass.
 - Parking spaces to rent are typically available on a first-come basis assuming there is no funeral.
 - First Christian Reformed Church at the corner of Liberty and West 2nd
 - First Reformed Church at 603 Broadway
- Vehicles parked longer than 48 hours on the streets and in "No Parking Areas" may be subject to tickets from the City Police.
- Must have Iowa sales tax permit, collect and pay 7% sales tax. Temporary permits are available.
- All merchandise must fit on your tarp. More specifically, all merchandise must be kept behind the 2-foot line on your tarp. Pella City Council requires that the sidewalks and 2 feet on either side of the sidewalk be kept clear.
- Remain open ALL THREE DAYS from 9:00 AM to 7:00 PM. NO EXCEPTIONS. If this rule is not followed, you will not be accepted into next year's Dutch Market.
- Remove everything from the park area by 9:00 PM Saturday. NO EXCEPTIONS.

Show Regulations:

- Ground cover and a temporary tax permit (if needed) will be provided. You MAY NOT move ground cover.
- Use of ground cover from a previous year will NOT lower your cost.
- Security will be provided Wednesday, Thursday, and Friday nights from 8:00 PM to 7:00 AM.
- You are responsible for any theft or damage.
- Inappropriate language, behavior, or display of undesirable items is not allowed.
- Throw trash in the dumpsters on the North and South sides of West Market Park – NOT in the trash barrel.

Restrictions regarding the Dutch Market:

- NO electricity will be available.
- NO trailers, stages, or other vehicles are allowed on park grounds for product display.
- Use of the shelter house is not allowed.
- Fireworks, noisemakers and projectile shooters (i.e. marshmallow shooters) may NOT be used or sold.

Pella Business Women's Club is hostess for the Dutch Market only. It is not responsible or involved in any decisions made by the city regarding other activities that may occur in the park related to the Tulip Time Festivities, such as kids' rides, food, etc.

The committee reserves the right to refuse anyone that cannot abide by the rules. An exhibitor may be asked to leave. This is at the discretion of the committee and the decision is final.

Questions: During Dutch Market hours, Pella Business Women will have someone available at the shelter to help.

FOR ADMINISTRATIVE PURPOSES ONLY

Date Application Received: _____

Payment Type: _____

Booth Number Assigned: _____

Payment Amount: _____

Pella Business Women's Club * * * Tulip Time Dutch Market * * * May 3, 4, and 5, 2012 * * * West Market Park

Name _____	Business _____
Street _____	Phone _____
City, State, Zip _____	Email _____
Website _____	IA Tax # _____

Mark the type of booth you need and include the corresponding fee with your application. Please note that whatever booth size you choose, you must stay within your ground cover as well as provide your own canopy, tent, and/or tables. No electricity or shelter house may be used. Booth spaces will be assigned in the order that applications are received. Payment in FULL must be made by check or money order, payable to Pella Business Women's Club. Refunds will be made prior to April 15. If you are unable to attend you may not sell your spot to another vendor. Previous vendors have until September 1st to register for priority placement in the next year's show.

___ \$150.00 Single Booth (12 X 12)

___ If possible, request same space as 2011

___ \$210.00 Single Booth with Space Behind (12 X 24)

___ \$300.00 Double Width Booth (24 X 12)

___ \$360.00 Double Width with One Space Behind (12 X 12 and 24 X 12)

___ \$420.00 Double Width with Double Behind (24 X 24)

___ I agree to allow Pella Business Women's Club to list my business, booth number and contact information on their website.²

___ \$25.00 Generator Request³ Explanation of Use: _____

General Description of Items That Will Be Sold (MUST fill out):

Liability Clause: I have read the Guidelines for the Tulip Time Dutch Market and agree to abide by them. I will be set up by 9:00 AM Thursday, May 3, 2012 and will have my booth open for all show hours. I will be solely responsible for liability of my own products. I hereby agree to indemnify and hold harmless the Pella Business Women's Club, the Pella Historical Society, the Tulip Time Steering Committee, the City of Pella, and any and all other personnel connected with the show against any and all demands, liabilities for injury, and loss or damage of merchandise or expenses from any such damages arising from the Dutch Market.

SIGNED: _____

DATE: _____

²Your business contact information will be available from January thru September 2012 at pellabusinesswomen.com.

³By indicating that you would like to use a generator, you agree that you have read, understand, and agree to the following terms and conditions. 1) Requesting a generator does not mean that you may use a generator. The Pella Business Women's Club will review each request and determine whether it is necessary to run your business. Generators may not be used to run cash machines. 2) If you are NOT approved to use a generator, you will be refunded \$25.00. 3) Only one generator is allowed. 4) Generators may be a maximum of 60 decibels. 5) The Pella Business Women's Club will periodically check the decibel level of any of the generators used during Tulip Time. Violation of any of these rules may result in mandatory discontinuance of generator usage and/or prohibiting your return to Tulip Time.

Rules and application blanks available at www.pellabusinesswomen.com.

For questions, please email PellaDutchMarket@gmail.com.