You can participate in the Holiday Shopping Event of The Year

October 28 & 29, 2023  10 – 6 on Saturday & 10 -5 on Sunday

On the historic Pearl Street Mall in the center of Downtown Boulder

Come down to Downtown Boulder’s Pearl Street Mall to kick off the holiday season with some holiday cheer and festivities. You will find the perfect gifts for everyone on your list among the fabulous specialty shops on the historic Pearl Street Mall in conjunction with an open air Holiday Festival. There will be a variety of one-of-a-kind seasonal items, unique holiday gifts, and handmade treasures crafted by local artisans. Mark your calendars and join us for a weekend of merriment and one-of-a-kind finds that will add a touch of magic to your holiday season. This free holiday shopping spectacular will include great live music and fun for the whole family.

Where: This premier event will be very well attended and you will have an outstanding opportunity to sell your work and grow your business. The participating artists will be in front of an extremely high flow of customer traffic. This event will be taking place on all 4 blocks of the historic Pearl Street Mall in the heart of Downtown Boulder. This main artery of shopping and entertainment, is the most popular tourist destination in Boulder and was named one of the country’s best open-air pedestrian malls by the Wall Street Journal.

www.DeckTheMallBoulder.com
720-272-SHOP  ColoradoEvents@gmail.com
How to be an exhibitor: We invite you to apply if you make original art and craft items. No mass produced merchandise will be permitted to be sold at this event. This event is open to all mediums of art & craft items. These are the categories of exhibitors that we will be accepting:

- Artisan Crafter
- Ceramics, decorative
- Ceramics, functional
- Computer generated/digital art
- Drawing/Pastels
- Fiber / Wearable
- Fiber, Woven/Non-Woven
- Glass
- Graphics/printmaking
- Jewelry
- Metalwork
- Mixed media
- Other art or craft mediums that are not listed
- Painting, oil or acrylic
- Painting, watercolor
- Photography
- Sculpture & Wood

In order to participate, you will need to fill out an application. There are 3 ways to apply:

1. **Apply Online** - This is the most popular and preferred method of registering for the event. If you register through our [Online Application](#) then you will have the option to put either put down a deposit and pay the balance of the vendor fee closer to the event date or to pay the full amount at the time of application. If you are interested in participating in this event and do not fit the artisan or maker criteria for entry, then the only way to participate will be to become an event sponsor. If you register for the event and do not meet the criteria for entry you will be given the option to have a full refund or to become an event sponsor.

2. **Apply through the mail** – Choose this option if you prefer to pay by check. The paper application is attached to this document. Please return the paper application to us via the mail. Please also include 2 checks made payable to Colorado Events and be send it to:
   Colorado Events  
   2525 Arapahoe Ave, Suite E4-720, Boulder, CO 80302

3. **Apply through Zapplication** - We are also accepting applications for this event through Zapp. In order to apply this way you will go to the event page on Zapplication. In order to apply through Zapplication you will need to have or create a free account on their website.

Regardless of how you apply, email notices will be given out shortly thereafter of your acceptance decision. We will notify all applicants of their acceptance decision via email.

**Jurying**

**There is no jury application fee to participate in this event.** However, we are still seeking exhibitors that demonstrate quality, originality and presentation. We are looking for distinctive high quality craftsmanship and unique art and crafts. Our curation process will ensure an appropriate balance for the entire show, when determining the number of artists invited for each medium. Our curation process will ensure an appropriate balance for the entire show, when determining the number of artists invited for each medium. If you are interested in participating in this event and do not fit the criteria for entry, then the only way to participate will be to become an event sponsor. If you register for the event and do not meet the criteria for entry you will be given the option to have a full refund or to become an event sponsor.

**Exhibitor Booth Locations and Sizes**

You are responsible to bring your own materials to set up your selling space, including chairs, displays, and tables. All booths will be 10’ x 10’ and a limited number of corner and double booths (10’ x 20’) will be available. There will be 2 different pricing options to choose from depending on which blocks of the Mall you will be on for your exhibitor booth at this exciting holiday shopping event. The options are to either be on the 1200 or 1300 block of the Pearl Street Mall or to be on the 1100 or 1400 block of the Pearl Street Mall. Check the event maps at the end of the document to see more details regarding booth locations. There is also the option to pay an additional fee to pick your exact booth location off of the event map.

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Additional exhibitor Information:

- Exhibitors are permitted to arrive at 7:00 am on Saturday to begin setting up their selling spaces. You can drive on the Mall to unload, but **no vehicles will be permitted on the Mall past 9:30 am.**
- **All tables must have either a table cloth or skirting. No display tables are permitted to not be covered.**
- Overnight security will be provided on Saturday night. We recommend using 4 sidewalls overnight so your merchandise is not left open.
- The event will feature great live entertainment on the 1300 block of the Mall, near the entrance to the Boulder County Courthouse
- All booth sizes are 10’ x 10’ and do not include a canopy tent although we will be renting a limited number of 10’ x 10’ campy tents for vendors that want to rent one.
- Please be prepared for Colorado’s variable weather conditions by using weights for your tents and having tarps or sidewalls to protect your merchandise if necessary. **All tents need to have a professional look and need to be properly weighted down.**
- Categories of products and services will be limited. This will permit the products being sold to be diverse and non-competitive. Certain categories may be sold out even if there are other spaces available.
- All sellers are subject to approval. Colorado Events reserves the right to restrict the sale of certain items and we reserve the right to refuse anyone from selling at these events. We also reserve the right to deny booth sharing in certain situations. If you do share a booth, neither vendor is permitted to sell jewelry
- Booths spaces are assigned by Colorado Events. If you want to guarantee a specific booth location request, then you should select the pick your booth location option on the application. If you choose this option, you will be given the opportunity to pick your booth location out of all of the available spaces.
- You can either bring your own supplies including chairs, canopy tents, tables, table clothes and displays. Colorado Events will be renting a limited number of tents, done on a first come, first serve basis.
- If you are renting electricity, you will also need to bring your own extension cord. If you your booth is located on the South side of the 1300 block, then you cannot use a sidewalk in the back of your booth, as this blocks out the view of the businesses behind the vendor booths.
- The event is outside so please be prepared for Colorado’s variable weather conditions. The event will be happening regardless of weather. The past few years this weekend has had great sunny weather with warm temperatures.

**Taxes:**

All sales will be transacted directly between the artist and the buyer and all exhibitors must collect sales tax on all purchases. All sellers are required to collect and remit their own City and State sales tax and comply with licensing and filing requirements. We will provide you more information on tax collection in the vendor instructions we will send you after you are accepted into the show.
Exhibitor Pricing for Deck the Mall – October 28 & 29, 2023 on the Pearl Street Mall

2 day Exhibitor Space on the Pearl Street Mall $425
2 day Double Exhibitor Space on the Pearl Street Mall $800
1 day Exhibitor Space on the Pearl Street Mall. $250

Event Sponsor – Are the only exhibitors that are not subject the handmade product requirements or jury process. This option includes your company logo on our website and advertisements, a 2 day booth at the event in a prime location, several acknowledgements on the music stage and various other entitlements.

**Daily Fees for Optional Upgrades:**

- Pick you booth location add $30 per day
- Corner Booth location with at least 2 open sides add $20 per day
- 10’ x 10’ Canopy Tent Rental add $30 per day
- Electricity add $20 per day

**Event Location and Pictures from our past events on Pearl Street**
October 28 & 29, 2023  Exhibitor Application  On the Pearl Street Mall

In order to sell at Deck the Mall, you will be required to either fill out the online application on our website or Zapplication or this paper application. Paper applications should include a check and be sent via the mail. If you want to pay with a credit card or PayPal then you need to fill out our online application. This application does not guarantee acceptance, you will be notified shortly after your application is juried.

Name(s) __________________________________________________________

Name of Business (If applicable) ______________________________________

Address __________________________________________________________

City________________________ State________________________ Zip________

Phone # Work________________ Home________________________ Cell________

Email Address ______________________________ Web Address ______________

Description of what you want to sell __________________________________

____________________________________________________________________

Signature(s) __________________________________________________________________________________________

Yes I agree to the terms and conditions of Colorado Events. Acknowledgment that you agree to adhere to the rules and regulations of Colorado Events. It is agreed that Colorado Events is not liable for any injuries, schedule changes, adverse weather or responsible for any lost, stolen or damaged item at any of its events. I acknowledge that a refund will not be granted for inclement weather or other reasons. We don’t guarantee product sales, attendance, weather, or exclusivity of any product or service. I understand and agree to these terms and expressly waive any rights to credit card charge backs as a means to mediate disputes. Please note that we do not give refunds, if an exhibitor cancels a show 60 days prior to the event, then we will issue a company credit. I agree to relinquish all claims I may have against Colorado Events, its officers and employees and any other business or governmental agency affiliated with its events. Colorado Events reserves the right to cancel booth reservation and refund all fees if exhibitor is duplicating products or services already provided, or if the exhibitor does not fit our vision and mission statement.

Please Circle Fee

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Daily Fee for Optional Upgrades:

Pick your booth location  ___________________________  add $30 per day

Corner Booth location with at least 2 open sides  ___________________________  add $20 per day

10’ x 10’ Canopy Tent Rental  ___________________________  add $30 per day

Electricity  ___________________________  add $30 per day

____________________________________________________________________

Total amount due and enclosed  ___________________________

Please note, photos of your work are required for all vendors except sponsors. Photos can be mailed with your application or email them to us. Paper applications should include a check made payable to Colorado Events and be sent to: Colorado Events 2525 Arapahoe Ave, Suite E-720, Boulder, CO 80302

If you want to pay with a credit card or PayPal then you need to fill out our online application.

Thank you for your interest and we hope to see you there.

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The event map is found on the pages below – Booth locations and the map are subject to change.