

You are invited to be part of the:



Located on the **16th Street Mall** in the center of Downtown Denver

Taking place on 7 Amazing Days - November 12, 13, 19, 20, 26, 27, December 10

The event hours are 11am – 7pm with Flexible vendor hours if you wish to stay later into the evening.

The **16th Street Mall Holiday Festival** is the Holiday shopping event of the year taking place on the historic 16th Street Mall in Downtown Denver. This highly attended annual curated marketplace will feature an awesome selection of one-of-a-kind seasonal items, high quality handcrafted goods, fabulous holiday gift ideas, delicious specialty foods, home décor, and unique holiday gifts. The 16th Street Mall is Denver's most significant public space - it is one of our city's most powerful economic engines thanks to its 200 street-level retailers and restaurants, 22,000 residents, and 130,000 employees; and claims international significance as one of the largest pedestrian and transit corridor of its kind in the world. This holiday shopping event is taking place on the center of the 16th Street Mall in the 3 block busiest section, in front of Downtown Denver's Holiday attractions including floats from the Parade of Lights, a dazzlingly array of holiday lights and the a **100' LED Christmas Tree**, which is the largest installation of its kind in North America. The tree was created by ILMEX Illumination, a globally renowned decorative lighting production company from Spain that creates amazing effects using pixel-mapping technology. At the event there will be Christmas Carolers, Live entertainers, and appearances by Santa.



Details:

The **16th Street Mall Holiday Festival** is our holiday version of the 16th Street Fair which is a very successful annual event that has been happening for over 10 years and has been featured in numerous publications and has been ranked as one of the “Top Craft Shows in Denver” by CBS news and featured on 9News.

Where:

The **16th Street Mall Holiday Festival** is located along the sidewalk and also along the median of the Historic **16th Street Mall**. The event will span the several blocks of the 16th Street Mall from California to Tremont, which is near or in front of the Denver Pavilions. Exhibitor spaces are outdoors. This highly visible location will put you in front of several 1000s of visitors. Over 45,000 pedestrians a day cruise this tree lined pedestrian promenade that spans the center of Downtown Denver.

The 16th Street Mall is currently **rated the Number 1 Attraction in the Entire Denver Metro Area**, and is the place to be for locals and tourists! The Festival will take place during the height of the busy holiday shopping season. The 16th Street Mall and has the **highest average pedestrian traffic of any street in the entire State** of Colorado. Showcase your work in front of thousands of interested buyers in the center of the biggest city in the Rocky Mountain region.

How to be an exhibitor:

You are cordially invited to submit your application for this premier art and craft show. Artists may submit an application for original items and work that are handmade or items that can be deemed good holiday gifts. Categories of exhibitors include Art Glass, Fine Art, Folk Art, Furniture, Gift Baskets, Gourmet prepackaged specialty foods, Handmade Clothing, Handmade Toys, Jewelry, Metal Work, Upcycle, Photography, Pottery, Sculpture, Textiles/Fiber, Wood Products, and Much More! Prepacked craft food items are acceptable, but there will be no food or drinks that are prepared on site permitted at this event. Also no vendors will be permitted that are sell products related to cannabis, which includes CBD products. All vendors are required to either use table clothes or skirting around their display tables.

The application process:

There is no jury application fee for this event. In order to participate, you will need to either fill out the online application found at the top of the vendor page of www.coloradoevents.org If you are having a problem with the online application or prefer to pay by PayPal or mailing in a check then please email us at coloradoevents@gmail.com When you apply, you will have the option to pay the full amount or put down a deposit and pay the balance of the vendor fee closer to the event date(s).

Affordable Exhibitor Fees - **All exhibitor booths are 10' x 10'** and outside. You are expected to bring your own tables, table clothes, chairs, displays, canopy tent and tent weights. The event will happen regardless of the weather. Electricity is not available at this event.

7 Event Dates: November 12, 13, 19, 20, 26, 27, December 10

All 7 Event Dates	\$165 per day
3 - 6 Event Dates	\$170 per day
2 Event Dates	\$180 per day
1 Event Date	\$185
Event Sponsor	\$400 per day
Choose your booth location	\$20 per day
10' x 10' Canopy Tent Rental	\$30 per day

Taxes:

All sellers are required to collect their own City and State sales tax and agree to be in compliance with all tax rules and regulations. Anyone that does not have a City of Denver sales tax license will be required to file an unlicensed City of Denver Special Event Tax form by the 20th of the month following the month of the event takes place. More details regarding sales tax and set up will be sent to the participants in the vendor instructions.

720-272-SHOP(7467)

coloradoevents@gmail.com

WWW.GIFTFESTIVALS.COM



Other Information

All **vendor booths will be spaced out so you will have 3 open sides to your selling space.** Booths spaces are assigned by Colorado Events with the highest priority locations going to the vendors that commit to the most event dates. The order that your application is received may also affect the exact location of your booth, so don't delay registering. 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 are expected to select your event dates you are registering for at the point of application.

Categories of products and services will be limited. This will permit the products being sold to be diverse and non-competitive. We also reserve the right to deny booth sharing in certain situations. There is no additional fee to share a space, but both parties are subject to approval.

Booths spaces are assigned by Colorado Events with the highest priority locations being assigned in the order that your application is received and **this event will sell out**, so don't delay in registering. Booth assignments will be email to you prior to the event dates. Please be prepared for Colorado's variable weather conditions. Overnight security will not be provided at this event. You will be able to drive on the Mall and temporarily park at your space for set up and take down. Your exhibitor fee does not cover the cost of parking in Downtown Denver. The 16th Street Mall is very well lit so you can stay open after dark without any problems and you are welcome to bring lights if you wish. There is limited electricity along the blocks that you can use at no extra fee (based on availability). The event is happening regardless of weather. If you are looking for an excellent product to stay warm, then look into buying a portable heater called My Heater Buddy. The hours are a little bit flexible, so it is possible to stay later if you choose to for no extra fee. The Mile High Tree and Holiday Floats are currently the only City sponsored holiday attraction and does attract a large number of people.

Additional Opportunities

Enhance your impact by being one of our event sponsors. **Sponsorship** includes a booth at the event with a prime location as well as your company logo on our website and print advertisements, mention on social media and various other entitlements. Please contact us to learn more about this affordable and outstanding opportunity. Event sponsorship starts at \$400 per day and includes an exhibitor booth at the event. We are also looking for a few exhibitors that are interested in being featured for doing **live art demos** at their exhibitor booth.

Photos from our past events on the 16th Street Mall in Downtown Denver



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