

2019 MMoCA ART & GIFT FAIR: GOURMET GALLERIES INFORMATION

The MMoCA Art & Gift Fair is an indoor shopping showcase of fine art and craft, local products and gourmet foods that will kick off the gift-giving season November 16-17, 2019. The fair, featuring nearly 100 vendors, takes place in the Madison Museum of Contemporary Art and the Overture Center for the Arts.

The MMoCA Art & Gift Fair features live entertainment, a four-color guide, designer vignettes, creative demonstrations, and more. The fair's Gourmet Galleries will give local and specialty food vendors like you a chance to connect with thousands of enthusiastic shoppers!

TIMELINE



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| September 13 | Application deadline |
| September 20 | Notification of acceptance/wait list |
| October 4 | Booth fee and equipment fees due |
| October 11 | Last day for cancellation (partial refund) |
| Late Oct | Information packet will be sent by mail with details about the fair – including your load-in and booth assignment. |
| November 15 | Exhibitor load-in (by appointment) |
| November 16 | Fair open 10:00 am – 6:00 pm |
| November 17 | Fair open 10:00 am – 4:00 pm |

APPLICATION PROCEDURES

- Use our new online form at www.mmoca.org/gourmet or complete the print application form on page three.
- Pay your \$30 application fee online at:** <https://squareup.com/store/MAGF> or submit a check for the application fee in the amount of \$30 made payable to MMoCA to 227 State Street, Madison, WI 53703.
Note: All application fees will be deposited upon receipt and are non-refundable.
- Submit a statement describing your business and product(s). **Maximum 50 words.**
- Submit either a booth photo, price list, brochure, catalog or other marketing materials representing the scope and nature of your business.
- If submitting a paper application or if you are paying by check, mail to:
 - MMoCA
 - ATTN: Annik Dupaty
 - 227 State Street, Madison, WI 53703

VENDOR RULES, REGULATIONS AND TERMS:

By submitting the online or paper application for the 2019 MMoCA Art & Gift Fair you agree to all of the following rules, regulations and terms:

1. Application fees (also known as 'jury fees') are not refundable or transferable, and do not apply toward booth fees.
2. Gourmet Gallery vendors may only sell gourmet or locally-made foods prepackaged as gifts, or other specialty items pre-approved by MMoCA. Vendors may offer samples and smaller packaged foods meant for immediate consumption.*
***Vendors must review the Department of Public Health's Food Sampling Guidelines here:**
<https://www.publichealthmdc.com/documents/FoodSamplingGuidelines.pdf>
3. Gourmet Gallery vendors may NOT sell any items that MMoCA identifies as artwork, nor jewelry.
4. All sales will be conducted between the vendor and purchaser. Vendors are responsible for obtaining a State of Wisconsin seller's permit and for collecting and paying Wisconsin sales tax on all sales made during the MMoCA Art & Gift Fair.
5. Booth spaces vary by size and cost. Vendors may request their most preferred booth size; **however, in some cases only smaller/larger booth sizes may be available.** Vendors may be assigned to spaces other than their most preferred size, with booth fees adjusted accordingly. **All MMoCA Art & Gift Fair booths are located indoors.**
6. Upon request, vendors may rent 4'x30", 6'x18" or 6'x30" tables for \$15 each and 10'x10' sections of pipe and drape for \$50 each. Two chairs can be provided at no cost. Electricity will be available for every booth at no charge.
7. All vendors must set up booths on Friday, November 15, 2019.
8. Booths must be in operation and staffed Nov 16 (10am-6pm) and Nov 17 (10am-4pm).
9. The MMoCA Art & Gift Fair is open to all exhibitors 18 years of age and older.
10. Vendors must provide written notice of cancellation by 11:59 pm on October 11, 2019 to receive a booth fee refund minus a \$50 cancellation processing fee. Vendors canceling after October 11, 2019 will not receive any refund. No exceptions will be made.
11. Assigned booth spaces and related fees are not negotiable or transferable.
12. If you plan to sell any food items that are packaged or otherwise processed onsite or require any temperature control (such as refrigeration), you must contact the Dane County Department of Public Health at (608) 243-0330 to see if you need a temporary food vending permit. All questions regarding food safety or vending rules should be directed to the Department of Public Health.
13. MMoCA reserves the right to place vendors in any indoor space throughout the fair. Vendors may be placed next to other Gourmet Gallery vendors, artists, craftspeople, sponsors, entertainers, doors, or in hallways.

QUESTIONS? Contact Annik Dupaty, Director of Events & Volunteers
annik@mmoca.org ■ (608) 257-0158 x229

2019 GOURMET GALLERIES: APPLICATION

Primary Contact First Name _____ Primary Contact Last Name _____

Business Name _____

Street _____

City/State/Zip _____

Business Phone _____ Cell Phone _____

Email address _____

Website _____

Product Description for Program (7 words or less) _____

BOOTH SIZE. Place a check by all of the booth sizes that *could* work for you, then **circle** the one booth size that you most prefer. MMoCA will determine booth sizes/assignments based on space and availability.

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| <input type="checkbox"/> 4' x 6' (\$250) | <input type="checkbox"/> 7' x 10' (\$300) |
| <input type="checkbox"/> 4' x 8' (\$250) | <input type="checkbox"/> 8' x 8' (\$300) |
| <input type="checkbox"/> 4' x 10' (\$260) | <input type="checkbox"/> 10' x 10' (\$325) |
| <input type="checkbox"/> 4' x 15' (\$260) | <input type="checkbox"/> Any available (<i>Thank you for your flexibility!</i>) |
| <input type="checkbox"/> 6' x 8' (\$260) | |
| <input type="checkbox"/> 6' x 10' (\$275) | |

APPLICATION CHECKLIST

| Option A: Electronic Submission by Sept 13 | Option B: Paper/Mail Submission by Sept 13 |
|---|---|
| <input type="checkbox"/> Complete the online application at: www.mmoca.org/gourmet | <input type="checkbox"/> Complete this application page, mail it along with the following application materials to: MMoCA ATTN: Annik Dupaty 227 State Street Madison, WI 53703 |
| <input type="checkbox"/> Pay the \$30 jury fee at https://squareup.com/store/MAGF | <input type="checkbox"/> Submit the \$30 jury fee check made payable to MMoCA |
| <input type="checkbox"/> Note: a description of your products will be requested on the application form | <input type="checkbox"/> Submit a description of your business (50 words maximum). What makes your business special and products unique? |
| <input type="checkbox"/> Email a booth photo, price list, brochure, catalog or other marketing materials to: annik@mmoca.org | <input type="checkbox"/> Submit a booth photo, price list, brochure, catalog or other marketing materials. |