

ART MARKET EVENT INFORMATION

ART MARKET HOURS

Saturday, October 3, 2026 (10 AM – 4 PM)

Sunday, October 4, 2026 (12–5 PM)

IMPORTANT DATES

Applications Available: Jul 17, 2026

Application Deadline: Aug 31, 2026

Application Review: September 1- 4

Application Acceptance Sent: Sep 4, 2026

Payment Deadline: Sep 18, 2026

Cancellation Date: Sep 23, 2026

Load-in and Setup: Oct 2, 2026

Art Market: October 3 & 4

Load-out: Oct 4, 2026

AMENITIES

Booth sitting services, WiFi.

EXHIBITED WORK

- MMoCA will select vendors that best meet the overall goals of the Art Market. Vendor selection is designed to provide a variety of food producers, artisans, and crafts persons at Art Market. MMoCA will make its decisions based upon the application, photographic presentation, and/or a personal showing of the product.
- Art Market prioritizes the inclusion of objects designed and executed by the artist such as fine artworks, functional crafts, and artisanal foods.
- Art Market requests that the seller is the maker of the products, grower, producer, or owner of the business. Immediate family members (parent, child, siblings, spouse) or partners who participate in the making of your item may sell in your booth.
- Handcrafted/Fair Trade imports will be considered at the discretion of MMoCA. Machine made (factory) imports may be considered. Information of non-handmade or non-seller-made items must be disclosed on applications under product description.
- Wholesalers, distributors, and processors of packaged food products will not be

considered for participation.

- All work on display must be for sale.

VENDOR REQUIREMENTS

- Vendors must pay the \$25 Application Fee and \$200 Exhibitor Fee by September 18, 2026.
- Vendors must oversee their exhibit at all times and display their work for the duration of the show. Assistants, including family members, are welcome, but not in place of the primary vendor.
- Vendors are prohibited from giving away FREE stickers at Art Market.
- Art Market is not an exhibition of artwork nor is it associated with any ongoing exhibition at MMoCA. Vendors may not list MMoCA as a place where they have exhibited work in reference to this event.
- Vendors are strongly encouraged to obtain their own liability insurance.
- All selling vendors must have a State of Wisconsin Seller's Permit.
- Vendors are required to provide event organizers with relevant tax information for reporting to the State of Wisconsin via the Wisconsin Temporary Event Report (Form S-240). Required information includes:
 - Wisconsin Seller's Permit Number
 - SSN or FEIN
 - Tax Exempt Code
 - Legal Business Name
 - "Doing Business As" Name
 - Vendor Contact Name
 - Mailing Address
 - Email Address
 - For more information about this required information and what qualifies under tax-exempt status, please see the WI Department of Revenue's website at revenue.wi.gov.

BOOTH INFORMATION

- Vending space is approximately 8x8 feet. All items must be confined within this space.
- WiFi is available throughout the building.
- All booths are located indoors and the Art Market is held rain or shine.

- Vendors are not allowed to tape, hang, adhere, or lean any objects on the wall of the Museum space. All items that need to be hung must be on freestanding displays. There are no exceptions.
- Booth assignments are made by MMoCA and are subject to change at the discretion of MMoCA.
- Power is available but limited in the museum space. Artists are responsible for bringing in their own cords and covers. To request power, email events@mmoca.org.
- Vendors must dispose of all trash from their booth site. A dumpster is located on site in the loading dock of MMoCA.
- Vendors may only split or share a booth with prior approval of MMoCA Staff. Contact events@mmoca.org.

BOOTH LAYOUT

Art Market takes place in the Museum Lobby and Main Galleries of MMoCA at 227 State Street. Booths are assigned at the discretion of MMoCA.

BOOTH SETUP

- Load-in is 12–8 PM on Friday, October 2, 2026.
- Vendors will be assigned a load-in time to access the Museum's loading dock and freight elevator.
- Artists will have 15 minutes to unload their vehicle and place their items into the loading dock. We recommend bringing someone to help you unload to help with the process.
- Vendors are responsible for their own parking. Please visit the City of Madison Parking Division's site to see real time availability for parking near the Museum.
- Vendors are responsible for providing the following:
 - All paperwork and payment as detailed in the application.
 - All furnishings, backdrops, or any other equipment needed for inside their booths.
 - Proper disposal of in-booth trash.
 - Battery operated Generator to power booth if needed. No gas generators allowed.

FEES

- \$25, non-refundable application fee.
 - Applications without a booth fee will not be reviewed.
- \$200 paid in full by September 18, 2026.

REFUND POLICY

Vendors must provide written notice of cancellation by 11:59 PM CST on or before September 23, 2026, to receive a booth fee refund minus a \$100 cancellation processing fee. Vendors cancelling after September 23 will not receive a refund. No exceptions will be made.

Under this Agreement, if MMoCA finds it necessary or is legally obligated to cancel the 2026 Art Market at any point due to any of the following causes, to the extent beyond its reasonable control: acts of God, accident, riots, war, terrorist act, epidemic, pandemic, public health crises, quarantine, civil commotion or unrest, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, forced evacuation, or sudden lack of availability of event site, MMoCA will refund booth fees paid by artists less a \$50 per refund processing fee.