



2021 VENDOR HANDBOOK

**Celebrating our
34th Year !**

Saturday, November 6, 2021 - 10am to 6pm

Sunday, November 7, 2021 - 11am to 5pm

held at the

**Dena'ina Civic & Convention Center
Idlughet [Eklutna] Exhibit Hall**

Proudly Owned and Operated By:

Alaska Markets & Events, Inc.

Anchorage, Alaska 99501

Text: 907.272.5634

info@anchoragemarkets.com

www.anchoragemarkets.com

Facebook: @AnchorageMarkets

Registering online: <https://shows.map-dynamics.com/hfgf2021/?register>

Table of Contents

- Table of Contents* - 2 -
- Vendor Handbook* - 3 -
- Mission Statement* - 3 -
- Code of Ethics* - 3 -
- HFGF Manager* - 3 -
- Policies and Vendor Criteria* - 3 -
- Rental Charges* - 4 -
- Check Payment* - 4 -
- Vendor Cancellation and Refund Policy* - 5 -
- Sharing and Subleasing Booths* - 5 -
- Procedures for Booth Assignment* - 5 -
- Waitlist* - 6 -
- Exclusives* - 6 -
- Rates* - 6 -
- Booths and Furnishings* - 6 -
- Show Decorator* - 7 -
- Product Delivery* - 7 -
- Damages to Leased Space* - 7 -
- Aisles* - 7 -
- Liability* - 8 -
- Force Majeure* - 8 -
- Food and Beverages* - 8 -
- Fire Safety* - 9 -
- Move In – Dena’ina Civic & Convention Center* - 9 -
- Move Out – Dena’ina Civic & Convention Center* - 9 -
- Security* - 10 -
- Lost and Found* - 10 -
- Licenses and Permits* - 10 -
- ADA Compliance Clause* - 10 -
- Smoking* - 11 -
- Advertising and Promotion* - 11 -
- Release and Agreement Not to Sue* - 11 -
- Gaming* - 11 -
- 2021 Important Dates* - 12 -
- Map* - 13 -

2021 is the 34th Year for the Holiday Food & Gift Festival

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Vendor Handbook

Holiday Food & Gift Festival Manager “ HFGF Manager “ encourages each Vendor to read and understand all items in this Handbook, as well as the Vendor’s Online Registration to eliminate, as much as possible, any misunderstandings or conflicts. It is recommended that these documents be brought to the show and referred to should a question or disagreement arise. HFGF Manager may be reached by text message at 907.272.5634 during the show.

Mission Statement

Holiday Food & Gift Festival “ HFGF “ strives to provide the Anchorage community and its visitors with a winter holiday show featuring a large variety of Alaska-made arts and crafts, sold by their creators, and imported items from around the world thereby enhancing the quality of life of Anchorage residents, visitors and Vendors; to provide Vendors with a low cost, premier location that affords them an opportunity to showcase and display their products to a broad base of consumers and potential customers; and add to the vitality of downtown Anchorage.

The 2021 HFGF will be held in the Dena’ina Civic & Convention Center’s Idlughnet Exhibit Hall on Saturday, November 6, 2021 from 10:00AM to 6:00PM and on Sunday, November 7, 2021 from 11:00AM to 5:00PM.

Code of Ethics

HFGF and its organizers are committed to providing a show that is free of discrimination and unlawful harassment. Actions, words, jokes or comments of Vendors, their agents, servants, employees, invitees, guests, or customers based on an individual’s sex, race, ethnicity, age, religion, disability, or any other legally protected characteristic will not be tolerated. It is the policy of the HFGF to comply with the letter and the spirit and intent of Federal Equal Employment Opportunities laws and rules and other similar state and municipal laws and rules. Vendors observing or having knowledge of illegal incidents or practices or violations of this policy are encouraged to immediately report such incidents to the HFGF Manager.

HFGF Manager

Alaska Markets & Events, Inc. “AMEI “ owns and operates the Holiday Food & Gift Festival. Throughout this Handbook, reference is made to the HFGF Manager and this reference shall mean AMEI. and its authorized or designated representatives.



Policies and Vendor Criteria

HFGF Manager has complete authority to interpret and implement policy, the Online Registration Agreement and this Handbook at the HFGF site, and to act on any breach or violation of any of these items. Vendor agrees to abide by the decisions of HFGF Manager concerning all matters pertaining to the administration and success of the show, including interpretation of the terms and conditions of this Agreement. Vendor agrees to abide by decisions of HFGF Manager that are not specifically addressed in Vendor’s Registration Agreement or this Handbook. Vendors and others are encouraged to provide written suggestions for improvement and for consideration by the HFGF Manager.

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Vendor's Registration Agreement for booth space is between the single Vendor named on the Agreement and the HFGF Manager. Requests for changes in the named Vendor must be submitted, in writing, for approval by the HFGF Manager. All uses of HFGF premises shall be consistent with the HFGF mission and the intended atmosphere and use. The HFGF Manager intends to prevent the display or sale of illegal drugs, alcohol, illegal drug paraphernalia, firearms, BB guns, air guns, paintball guns, paintball supplies, fireworks, poppers, stink bombs and lethal martial arts items, as well as materials depicting or presenting the following to the casual passer-by: violence, inebriation, boisterous behavior, nudity, obscenity, pornography, or any violations of law. It is the policy of the HFGF that no Vendor will offer for sale any item that would be deemed inappropriate for sale to an eight-year-old child, except age restricted items sold to persons of legal age. Sale of knives, swords, or non-lethal martial arts weapons to persons under the age of 18 is prohibited. Vendors selling age restricted items must prominently display, in their booths, a sign indicating that sales to persons under the legal age (list age) is prohibited. The HFGF intends to encourage use by all members of the family; actions, products, displays, language, and dress must all be compatible with this intent. The HFGF Manager will be sole judge of the appropriateness of these items and Vendors agree to cooperate in immediately removing from display or for sale any item deemed inappropriate. All items for sale must be new merchandise.

By completion of the 2021 HFGF Registration Agreement, Vendor certifies that they will be in compliance with the above condition of the Agreement. Distributors may sell other crafters or artist's products as long as the items and maker meet all HFGF rules and standards. No petitions or other political actions are allowed.



Rental Charges

The HFGF Manager each year shall establish and make known to Vendors the rental charges applicable to that year. Rental fees will vary due to various booth sizes and location, e.g. premium spaces, etc. Sixty percent (60%) or more of the total rental amount is due with submittal of the Registration Agreement. The balance owed is due 60 days prior to the event (September 6, 2021). If Vendor has not made prior written arrangements to extend payment terms, a **\$100 late payment penalty** will be assessed for late payment to cover cost of collection, interest, postage, etc. This late payment penalty will be reassessed every 30 days beyond the initial due date. If payment is not made within 60 days of the original invoice due date, the amount owed will be sent to collections. Vendor agrees to pay any and all associated collection and administrative fees associated with the collection of any outstanding debt.

Check Payment

Beginning at the conclusion of the 2019 HFGF, AMEI will no longer accept check payments. Vendor's may pay by credit card, ACH transfer or by cash.

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Vendor Cancellation and Refund Policy

Any cancellations or changes must be in writing and received by HFGF Manager no later than June 10, 2021. Upon written request, refunds will be made less a \$100 handling fee. Cancellations received after June 10, 2021 will **not** be eligible for a refund as per the Registration Agreement. All cancelled space reverts to show management for rental to other Vendors.

The cancelling Vendor has no right to the booth and may not sublease it or obligate it to another party. In the event Vendor fails to occupy leased space in the Dena'ina Center prior to 6:00PM on Friday, November 5, 2021, or make known, in writing, their intention to move in on Saturday morning, November 6, 2021, they shall forfeit their right to the space; all prepaid rents will be retained by show management and the HFGF Manager will re-assign the space to another Vendor. All Vendors who cancel a booth space are assessed a \$100 cancellation fee.

If the event must be canceled for any reason, the Vendors paid funds will be credited to the Vendors account with AMEI and may be used towards any event the same or following calendar year. No refunds of paid rent will be made for any reason.

Sharing and Subleasing Booths

Vendors may share their booth with someone else; however, the person sharing Vendor's booth will have no rights in terms of future shows, and the leasing Vendor is responsible for sharing Vendor's compliance with HFGF's policies and procedures, outlined in this Handbook and our Registration Agreement. Persons sharing a booth must make known a minimum of seven days in advance of first show date (October 29, 2021), in writing, to HFGF Manager, sharing Vendor's name, contact information and product description. All booths must be occupied during show hours by the Vendor leasing the booth. Vendors who close their booth early or decide to leave for any reason without first speaking directly with and receiving written authorization from HFGF Manager will be assessed a \$100 penalty fee. Subleasing is not allowed.

Procedures for Booth Assignment

Booths are assigned in the order they come in or are selected during completion of the Registration Agreement. 2020 Vendors, defined as a Vendor named in a 2020 Registration Agreement who fully performed the terms of the Registration Agreement for the 2020 season, may sign up for the 2021 HFGF commencing immediately upon release of the 2021 HFGF Handbook, and activation of Vendor Registration map on Sunday, May 23, 2021. Registration must be completed by the established deadline by going to <https://shows.map-dynamics.com/hfgf2021/?register>.

- Fully executed 2021 Registration Agreement.
- Online Registration indicating choice of booths and/or booth requirements.
- 60% of booth rental and Fees. (Balance will be due no later than Friday, September 6, 2021.)

For 2020 Vendors to be given preference (grandfather rights) in the assignment of 2021 spaces, Registration must be submitted to Alaska Markets & Events, Inc. (using the above procedure), or completed Online by 4:00PM AST on Friday, June 10, 2021. Vendors who fail to complete

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Registration and submit payment, in, on or before the deadline will be placed in any remaining booths or on the Vendor waitlist, should one become necessary, in a first-come-first-served order. Vendors are responsible for ensuring the HFGF Manager has a record of their current address, **email address** and telephone number.

Waitlist

HFGF Manager will maintain a waitlist for Vendors desiring space in the show who have not previously been assigned a space in the show. This list will be updated each year and used as space becomes available, including the day of the show's opening. Vendors desiring to be on this waitlist should fill out the form on our website or register through the Online Registration map. Once assigned a space, you may request a move to a more advantageous position if you desire. Waitlist will be refreshed annually; you will need to re-register each year.

Exclusives

Food Vendors (defined as a Vendor selling food/beverage items intended for consumption on site at the HFGF) will be granted exclusives for selected products that are approved, in writing, 30 days prior to the event, by the HFGF Manager. Food Vendors are the only Vendors who may sell food or beverages for consumption on site.

Exclusives are sold or granted. Multi-tiered distributed products, e.g. Mary Kay, Scentsy, Tupperware, etc. are responsible for dividing their territories themselves (usually district manager's responsibility). Our Online Registration map allows potential Vendors to view available spaces as well as see which Vendors have already registered.

Rates

We have established rates for booths in the Dena'ina Center based on 10' x 10' booths (Booth 1051 is 9' 6" wide and is considered premium). Rates are as follows:

First booth by one Vendor	\$475.00
Second (++) adjoining booth by <u>same</u> Vendor	\$400.00
Premium booth fee per premium booth	\$100.00
Double booth with post (2 available)	\$715.00
Local Nonprofit Organizations	\$250.00
Additional Dena'ina Center food booth charge	\$125.00

Nonprofit organizations serving Anchorage area clientele may be given a free table or booth on a space available basis one week prior to show date upon presentation of a copy of their IRS 501(c)(3) letter verifying their nonprofit status or they may reserve a booth in advance and receive the non-profit rate shown above.

Booths and Furnishings

Each Vendor must confine their selling activities, merchandise, equipment, and supplies to their Leased booth area. Soliciting or sitting outside of your booth area will not be permitted or tolerated. Sound-emitting devices that can be heard outside of a booth area are not permitted.

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Show Decorator

The show decorator is Alaska Events Services; phone 907.345.8789. Vendors can bring their own tables or rent tables in advance or at show from AMEI or the show decorator. Special equipment, table covers, and other items, including 30amp electrical service, may be available at extra cost from show decorator. Dena'ina Civic & Convention Center's Exhibit Hall is not carpeted. Vendors desiring carpeting in their booths must either provide it themselves or order from show decorator.

Vendors may rent electrical service for their booth from the show decorator; however, there are no guarantees that all demands for electrical service will be met. Food booths will be a priority for electrical use. Vendors using the electrical outlet must use an approved electrical surge protector to power any items.

Should a Vendor find the need or preference to use another decorator for their booth, they must accompany the decorator when setting up or tearing down the booth and Vendor is fully responsible for the actions of their selected decorator.

Product Delivery

Vendors having products delivered should coordinate with show decorator and/or Lynden Logistics. **NOTHING SHOULD BE SENT DIRECTLY TO THE DENA'INA CIVIC & CONVENTION CENTER AS IT WILL BE REFUSED.** For Lynden Expo Services call (877) 856-9696 or (907) 243-6150.

Damages to Leased Space

Vendor is entirely responsible for the space leased and shall not injure, mar, or deface the premises. Vendor shall not drive nor permit to be driven any nails, tacks or screws in any part of any building. Vendor shall not affix to the walls or windows of building any advertisement, sign or other item or use Scotch tape, masking tape or any other adhesive type materials on painted surfaces. Vendor agrees to reimburse the HFGF Manager for any loss or damage to the premises or equipment caused by the Vendor. Vendors should bring or rent self-supporting backdrops from show decorator if that is what is needed for proper display.

HFGF Manager reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered or may be deemed by the management unsuitable or objectionable. This restriction applies to imported items in booth, noise, PA systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to HFGF Manager, in the sole opinion of HFGF Manager. Vendor's children must be supervised at all times. No animals of any kind are allowed in the HFGF.

Aisles

The aisles, passageways and overhead spaces remain strictly under the control of HFGF Manager; no signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas, except by special permission in writing by the HFGF Manager. Vendors' chairs should remain entirely within their booth and their sales efforts must be made within the confines of their booth rather than the aisle.

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Liability

Neither the HFGF Manager, Dena'ina Civic & Convention Center, Anchorage Convention and Visitors Bureau, Municipality of Anchorage, any subcontractors, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Vendor or the Vendor's employees or property from any cause whatsoever. The Vendor, upon booth Reservation and payment, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

Force Majeure

HFGF Manager shall not be liable for any damage or expense incurred by Vendor in the event the show is delayed, interrupted or not held as scheduled. If, for any reason beyond the control of the management, the show is not held, management may retain so much of the amount paid by Vendors as necessary to defray expenses already incurred by the management.

Food and Beverages

HFGF may have up to eight (8) food booths selling food for consumption on premises. Items to be sold must be approved by HFGF Manager in writing. Only electric equipment approved by Anchorage Fire Department may be used indoors. No open flames are allowed. All drapes, signs, decorations, and equipment must be noncombustible and indicate this on product their tags. A properly tagged with current annual inspection tag, 5LB or larger ABC fire extinguisher must be in each food booth using heat of any kind. Food Vendors must obtain a proper permit from the MOA Health Department.

Non-food Vendors may not give away or sell any beverages or food items for consumption on premises in excess of 1oz.

The Dena'ina Center charges a food fee of \$250; Food Vendors and HFGF Manager will each be responsible for 50% of this fee, Food Vendors will also be responsible for booth cost and premium space fee (if applicable). All food booths, when possible, will be end spaces to avoid blocking of the aisle by customer lines. Vendors desiring to sell food for consumption at the show should contact the HFGF Manager to obtain procedures to apply for a food booth. Vendors selling packaged food items to go, e.g. jams, jellies, candies, chips, etc. must obtain appropriate permit from the MOA Health Department and display that permit in their booth or be told by the

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MOA Health Department that a permit is not necessary and provide that information, in writing, to HFGF Manager.

Fire Safety

ALL BOOTHS and decorations MUST comply with facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be noncombustible. No open flame is allowed. Contact the Anchorage Fire Department if at all in doubt.

Exhibit booths shall be constructed of noncombustible materials. Pipe and drape and decorative draping shall be of noncombustible materials. No booth will have any part of its roof covered with solid materials so as to impede sprinkler system functions. Use of wire or material mesh is acceptable. Every Vendor must provide a properly tagged, current and easily accessible fire extinguisher for their booth space, and a person knowledgeable in its proper use.

Move In – Dena’ina Civic & Convention Center

12:00PM to 7:00PM Friday, November 5, 2021, and 7:00AM to 9:00AM, Saturday, November 6, 2021, are times allotted for move in. Vendors will each be assigned an electronic “vehicle/check-in pass” that indicates the time range on Friday that the Vendor may use the drive-through door of the Dena’ina Civic & Convention Center to unload their product. Please show our Manager assisting with move in your pass on your phone/tablet. This will constitute “check-in”. HFGF Manager will provide a more detailed move-in and move-out plan within seven (7) days of the event.

No parked or abandoned vehicles are allowed adjacent to the Dena’ina Civic & Convention Center at any time. Any unattended vehicle that is not being actively unloaded will be towed. HFGF Manager will have a limited number of assistants and carts available to assist in unloading activities but makes no guarantee as to the availability for any specific Vendor or any given time. No move in or move out through the Dena’ina Civic & Convention Center’s lobby is allowed at any time.

Vendors located in the Dena’ina Civic & Convention Center must deliver to HFGF Manager their check-in pass, as discussed above, prior to 6:00PM on Friday, November 5, 2021, indicating that Vendor is present, and their booth is occupied. Failure to timely check in by 6:00PM may result in Vendor’s booth being assigned to another Vendor.

If Vendor is not able to check in by 6:00PM Friday, or is planning on loading in Saturday morning, they MUST email info@anchoragemarkets.com so your spot will be held.

Move Out – Dena’ina Civic & Convention Center

Tear down and move out will begin at 5:00PM on Sunday, November 7, 2021, and must be completed no later than 8:00PM that day. Move out will not commence in any way until the show is closed at 5:00PM. Vendors may not begin tear down activities prior to the close of the show at 5:00PM Sunday, November 7, 2021 for any reason. Vendors who close their booth prior to 5:00PM on Sunday, November 7, 2021 or decide to leave for any reason without first speaking

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directly with and receiving written authorization from the HFGF Manager will be assessed a \$100.00 penalty fee.

Security

HFGF Manager will ensure that security guards are on duty at all times during event open hours but can make no guarantee that theft or damages will not occur. Items of high value should be removed from Vendor's booth and taken off premises Saturday night by Vendor. HFGF Manager, its agents, servants, employees or contractors including the Dena'ina Center shall not be responsible for any Vendor losses or damages to equipment or merchandise due to fire, theft, vandalism or for any other reason including "mysterious disappearances". We recommend all Vendors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary). Any additional security must be arranged by the Vendor at their own expense, directly from the facility. The facility will be locked when the event is closed each night and appropriate security measures will be taken.

Lost and Found

Any found items, lost children or parents who have lost their child should be taken to the HFGF Manager's office. Immediately upon our knowledge that the child is lost, a description of the lost child will be broadcast. Vendors should immediately look around their booth area to see if the lost child is in their area. Report lost children immediately by calling (907) 272-5634 or telling a staff or security employee.

Vendors by doors or exits should be especially observant of any children of the lost child's description being taken from the building.

Lost credit cards should be reported or text in to the show office at 907.272.5634. We will announce the person's name over the public-address system and ask that they return to the booth to retrieve an item of value left there. Vendor remains responsible for the lost card.

Licenses and Permits

Any and all city, municipal, state and federal licenses, inspections or permits as required by law of any Vendor in the installation or operation of his or her display, shall be obtained by the Vendor at their own expense prior to the opening of the show.

ADA Compliance Clause

Vendor shall comply with the applicable requirements of all laws, ordinances, and regulations of federal, state, county, and municipal authorities. Vendor is also responsible for compliance with the Americans with Disabilities Act, which became effective January 26, 1992, as it relates to the show, performances, and services to be provided in relation to the show for individuals with disabilities.

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Smoking

No smoking, to include marijuana and the use of E-Cigs, is allowed at any time in the Dena'ina Center.

Advertising and Promotion

HFGF Manager will devise and implement an advertising and promotion campaign to ensure attendance at the show. Vendors are required to assist in this effort for mutual benefit by sharing the HFGF social media posts and poster to Vendor's social media platforms.

Vendors are encouraged to donate a door prize to be given away by drawing every hour, dependent on number of prizes donated. Prizes should be of a minimum \$25 retail value. Prize donor's booth and company name will be announced, and winner will pick up prizes at donor's booth. Vendors and persons working in their booth are not eligible to enter or to win a door prize. HFGF Manager will provide an electronic copy of the show promotion.

Release and Agreement Not to Sue

Vendor releases and forever discharges Alaska Markets & Events, Inc. the HFGF Manager, its agents, servants, employees and contractors and their successors in interest (hereinafter collectively referred to as "release") from all actions, suits, claims, demands and damages of every kind and nature, including but not limited to those beyond the inherent risk of an indoor market, whether special, incidental, consequential or otherwise, mature or to mature in the future, arising out of or in any way connected with the relationship created by the Vendor Agreement between Vendor and Alaska Markets & Events, Inc., Vendor's occupancy and/or use of the HFGF area or any portion thereof, or any acts, omissions, faults or negligence of release.

Vendor agrees not to sue the release for any of the matters release above. In the event Vendor breaches this agreement not to sue, release shall be entitled to recover their actual reasonable attorney's fees and costs in defending against any action brought by Vendor.

Gaming

HFGF supports our local nonprofit charities and congratulates them for all the good works they do in our community. Games of chance are often used by nonprofit groups to raise their much-needed funds. Within limits, the HFGF will work with the nonprofit groups to make their raffles, auctions, lotteries, and other efforts successful.

Certain forms of gaming and/or partnerships are not allowed at HFGF, namely, pull-tabs in any form, raffles or lotteries or other games of chance that involve an "operator", "fund raiser" or "consultant" who shares in the receipts or profits from ticket sales. Only games that are in every respect operated by the nonprofit's staff and volunteers will be allowed in the HFGF. All gaming activities must be in accordance with federal, state, and local laws.

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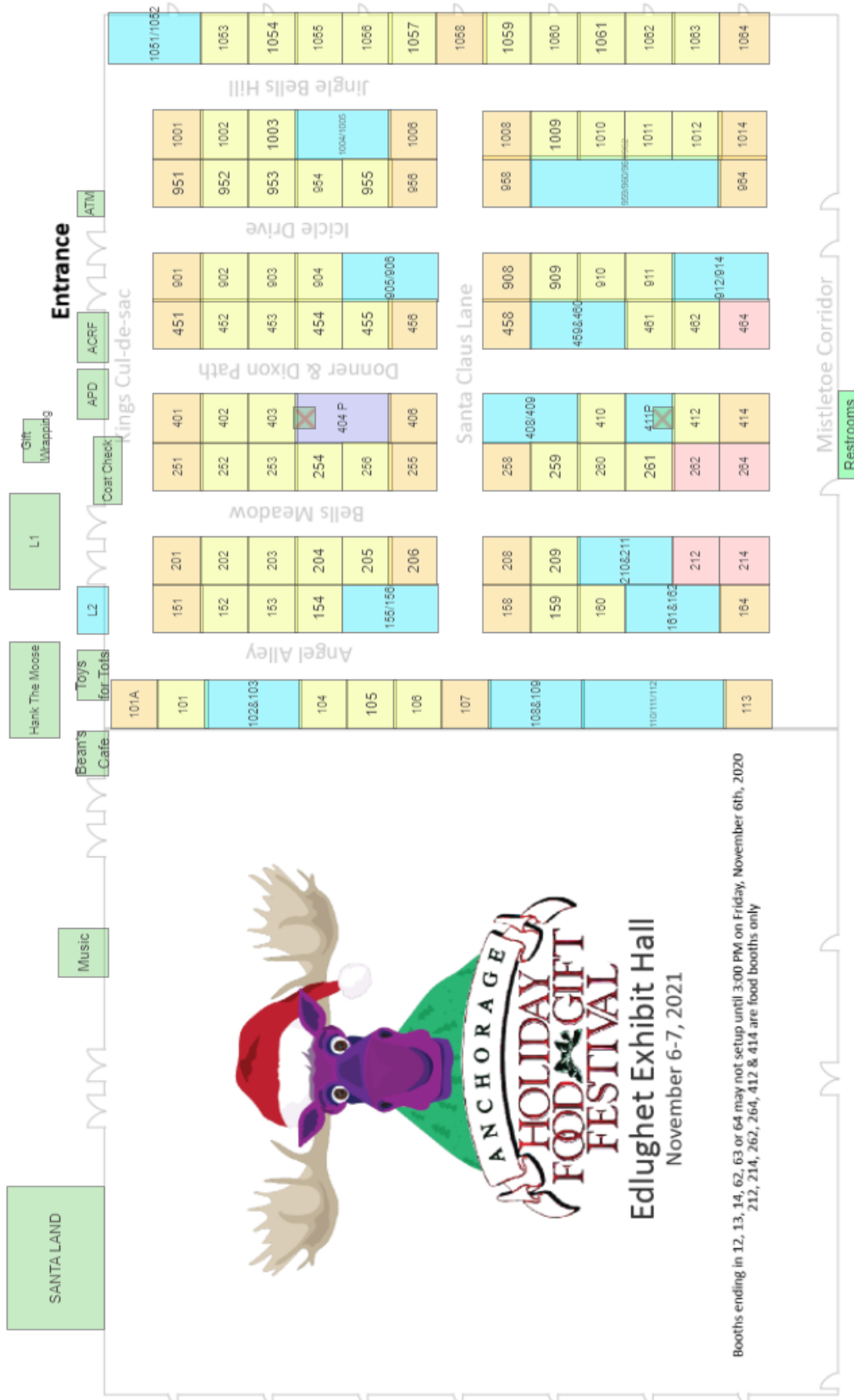
2021 Important Dates

Friday, June 10, 2021	Deadline for Grandfather Rights & Refunds
Monday, September 6, 2021	Remaining balance of lease amount due
Friday, October 29, 2021	Notice of shared booth deadline – 4PM
Friday, November 5, 2021	Move-in and Set-up – 12PM to 7PM Check-in required by 6PM
Saturday, November 6, 2021	Move-in and Set-up - 7AM to 9AM HFGF - 10AM to 6PM
Sunday, November 7, 2021	Vendor Restocking – 10AM to 11AM HFGF - 11AM to 5PM Move out – 5PM to 8PM



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