



**2025 Downtown Winter Farmers' Market
Handbook**



The Downtown Winter Farmers' Market is an extension of The Downtown Farmers' Market and is owned, operated, and produced by Downtown Events Group, Inc. Numerous community partners, local agencies and businesses contribute to the success of The Market by supporting The Market and other Downtown Event Group, Inc. initiatives. Administrative policies and procedures, participant rules and regulations and overall Market expectations are an important component to the success and development of The Market.

This document states the policies and expectations of participating in The Winter Market. Participants are expected to display professionalism and conduct themselves and their business in a manner that is respectful toward all participants, staff, and the community.

Participants have a responsibility to maintain the integrity, safety, and compliance of Federal, State, City, and Market regulations, while creating a Market Community that is a positive experience.

***By signing this handbook, the signee acknowledges that violations of the policies contained in the handbook could result in fines or removal from The Downtown Winter Farmers' Market.**

Downtown Winter Farmers' Market Staff reserve the right to change or adjust any policy in the handbook as necessary at any time throughout the year. Such changes are effective immediately upon notification to vendors.



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Downtown Winter Farmers' Market **Contact Information**

Mailing Address:

Greater Des Moines Partnership
Attention: Downtown Farmers' Market
700 Locust Street, Suite 100
Des Moines, IA 50309

***Location Address:**

Iowa Events Center
EMC Expo Center Hall C
Downtown Des Moines, IA 50309
**(Do not mail to this address)*

Downtown Farmers' Market Manager:

Elizabeth Weyers
eweyers@downtownDSMUSA.com
515-286-4911

Email:

farmersmarket@downtownDSMUSA.com

Website:

desmoinesfarmersmarket.com

After Hours and Onsite Contact:

If vendors are experiencing issues after hours of The Winter Market or during set-up or operating hours of the event, vendors can email through Marketspread or email eweyers@downtownDSMUSA.com.

You can also visit our onsite Information Booth during set-up or operating hours of The Winter Market.



Market Photo Policy

When attending The Downtown Winter Farmers' Market, all attendees enter an area where photography, audio and video recording may occur.

By entering the event premises, you consent to photography, audio recording, and video recording and any and all release, publication, exhibition or reproduction to be used for news, webcasts, promotional purposes, telecasts, advertising and inclusion on websites, social media or any other purpose by The Market, Greater Des Moines Partnership and its affiliates and representatives. Images, photos and/or videos may be used to promote similar the Greater Des Moines Partnership events in the future, highlight the event and exhibit the activities of the Greater Des Moines Partnership. You release the Greater Des Moines Partnership, its officers and employees and each and all persons involved from any liability connected with taking, recording, digitizing or publication and use of interviews, photographs, computer images, video and/or sound recordings.

By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, webcasting, televising or other publication irrespective of whether a fee for participation or sponsorship is charged. You will also waive any right to inspect or approve any photo, video or audio recording taken by employees or agents or the Greater Des Moines Partnership.

Questions regarding The Downtown Farmers' Market policies and rules, pet and service animal policy, Market photo policy, or information regarding vendors can be directed to Market Management at The Market Information Booth.



Vendor Rules and Regulations:

Policies, Procedures and Expectations of Vendors participating in the
2025 Downtown Winter Farmers' Market



Becoming A Vendor

All participants of the Downtown Winter Farmers' Market are required to apply through Marketspread. Applicants are reviewed annually and considered based on products, previous commitment, attendance and conduct. All participants, new or returning, must apply to The Winter Market each year.

The Downtown Winter Farmers' Market has an online application process; applicants must have access to the internet and an email address.

First-time applicants are required to “create a vendor account” in Marketspread. This is the only way to get on the email distribution list. There is no need to “create an account” if you have already completed this step or if you participated as a vendor in the previous season. In those cases, your information will remain on file. A current email address is essential to receive notifications from The Market. If your email address has changed, you can log into your account to update this email address.

How are Vendors/Products selected?

Downtown Events Group, Inc. reserves the right to approve, refuse and limit products to be sold at The Downtown Winter Farmers' Market for all vendors. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products applied to sell at The Winter Market. Vendors are not allowed to add or change products after the application process is complete unless they get approval from The Market Manager.

All participants/vendors are required to apply. First-time applications are required to submit a new Vendor Document (see more information on pg. 8) that will go in front of an acceptance committee or vendor jury that convenes once a year to review applications. The jury uses a 4-teir rubric to make their decision on each vendor. Vendors/products are not selected on a first-come, first-served basis, but based on what The Winter Market needs and what will be profitable for vendors. Each product will be reviewed based on several criteria, including point of origin (where was the produce grown, where is the product from), hand-crafted original design, added value, how many similar products are currently at The Market and other pertinent criteria. The Winter Market is committed to choosing a product mix that is attractive to customers while keeping the balance of The Winter Farmers' Market intact.

What happens if I don't get accepted after submitting an application?

There is a non-refundable application fee of \$60, which will be charged via credit card or online check upon submitting the online application. Information and notification of acceptance will be sent via email. Unaccepted vendors are welcome to apply again in the next season.

Accepted applicants will be notified of acceptance via email by the date noted within the application.



New Vendor Document Criteria

Every year a jury is selected to choose new vendors for the season and to ensure that quality products are provided to the Greater Des Moines (DSM) region. New vendors must submit a Market Intake Form through the Jotform linked here: [New Vendor Market Intake Form](#)

The information submitted in the form is what will be presented to the jury to make this selection so please ensure that all questions are answered fully and that you give a great snapshot into your business.

If there are technical difficulties, please email this information to farmersmarket@downtownDSMUSA.com by the application deadline. If not received by the deadline, the application will be deemed incomplete, and the business will be denied and will not participate in the 2025 Downtown Winter Farmers Market Vendor Jury.

Vendor Acceptance Rubric (New Vendors)	1 – Incomplete or Not Ready	2 – Fair, needs improvement	3 – Good, a promising vendor	4 – Excellent, an ideal Vendor
Vendor Products Products <ul style="list-style-type: none"> • <i>Unique Factors and originality</i> • <i>Locally Grown/Created</i> • <i>Price-Point</i> 	<ul style="list-style-type: none"> • No product innovation and would not add to our Market or unclear • Not locally grown or created • Overpriced or underpriced for our Market 	<ul style="list-style-type: none"> • Products lack some variety and uniqueness • Products are mostly not sourced from local ingredients • Inconsistent or pricing is not clear 	<ul style="list-style-type: none"> • Products have variety or uniqueness • Products mostly locally sourced or produced • Generally fair price-point for most products 	<ul style="list-style-type: none"> • Products are highly unique, high-quality and new to The Market • Products are clearly locally grown or homemade • Clear competitive price-point that is reasonable and appropriate
Vendor Booth Presentation Vending Space <ul style="list-style-type: none"> • <i>Display and booth set-up</i> • <i>Signage and Pricing</i> • <i>Product Presentation</i> 	<ul style="list-style-type: none"> • Vending spaces are unattractive, disorganized or unprofessional. • No visible signage or pricing • Products are not present in photos 	<ul style="list-style-type: none"> • Vending setups appear incomplete or need improvement • Vending space is cluttered or not functional • Missing signage or pricing is not labeled clearly 	<ul style="list-style-type: none"> • Vending space is neat and functional • Most signage and prices are visible • Vendor has the correct onsite materials and products are presented in booth set-up 	<ul style="list-style-type: none"> • Vending spaces are visually appealing and well organized • Signage about vendors, products and pricing is clear and posted for patrons to see.
Event Experience <ul style="list-style-type: none"> • Event completion • Availability for Market • Reason for joining The Market 	<ul style="list-style-type: none"> • No other event experience, or experience is not relevant • Poor availability for The Market • No clear information on vendor presence or who will be onsite 	<ul style="list-style-type: none"> • Minimal event or relevant experience • Limited availability for The Market • Maker/seller information is incomplete or unclear • Unclear or invalid reason for joining 	<ul style="list-style-type: none"> • Some relevant or event experience • Good availability for The Market • The maker and seller are identified • The reason for joining is valid 	<ul style="list-style-type: none"> • Extensive experience with other Farmers' Markets and events • Clearly identify who will be onsite • Reason for joining The Market is valid
Overall Preparedness <ul style="list-style-type: none"> • Are they ready? 	<ul style="list-style-type: none"> • No clarity on who makes or sells the products • Vendor appears unprepared or unaware of expectations 	<ul style="list-style-type: none"> • Limited understanding of The Market's purpose and preparedness is uncertain or inconsistent 	<ul style="list-style-type: none"> • Shows basic preparedness of vendor responsibilities seems open to learning 	<ul style="list-style-type: none"> • Demonstrate comfort with vendor operations including set-up, tear-down compliance, etc.
<i>Comments:</i>				



Returning Vendors

All participants of the Downtown Winter Farmers' Market are required to apply through Marketspread. Applicants are reviewed annually and considered based on products, previous commitment, attendance and conduct.

Returning vendors are not presented to the vendor selection jury unless there is a significant change to the vendor's business, ownership, or products. Returning vendors are reviewed annually by Market Staff following the rubric below.

Vendor Acceptance Rubric (Returning Vendors)	1 – Poor	2 – Fair	3 – Good	4 – Exceeds Expectations
Vendor Products Products <ul style="list-style-type: none"> • <i>Unique Factors</i> • <i>Locally Grown/Created</i> • <i>Price-Point</i> 	<ul style="list-style-type: none"> • No product innovation and would not add to our Market • Not locally grown or created • Overpriced or underpriced for our Market 	<ul style="list-style-type: none"> • Products lack some variety and uniqueness • Products are mostly not sourced from local ingredients • Inconsistent or pricing is not clear 	<ul style="list-style-type: none"> • Products have variety or uniqueness • Products mostly locally sourced or produced • Generally fair price-point for most products 	<ul style="list-style-type: none"> • Products are unique and new to The Market, are not found at other vendors • Products are locally grown or produced • Pricing seems appropriate and competitive
Vendor Booth Presentation Vending Space <ul style="list-style-type: none"> • <i>Display and booth set-up</i> • <i>Signage and Pricing</i> 	<ul style="list-style-type: none"> • Vending spaces are unattractive, disorganized or unprofessional. • No visible signage or pricing • Vendor does not have the onsite materials needed 	<ul style="list-style-type: none"> • Vending space is cluttered or not functional • Missing signage or pricing is not labeled clearly. • Onsite materials could be improved 	<ul style="list-style-type: none"> • Vending space is neat and functional • Most signage and prices are visible • Vendor has the correct onsite materials and staff who are generally knowledgeable 	<ul style="list-style-type: none"> • Vending spaces are visually appealing and well organized • Signage about vendors, products and pricing is clear and posted for patrons to see.
Vendor Admin Attendance <ul style="list-style-type: none"> • <i>Attending Scheduled Markets</i> • <i>At Market during vending hours</i> Payment History <ul style="list-style-type: none"> • <i>Balance paid</i> • <i>Payment timeliness</i> • <i>Required Documents</i> 	<ul style="list-style-type: none"> • Vendor was marked absent or no-show to over 50% of their Market dates, left early or arrived late • Vendor has or has had many delinquent payments or unresolved fines • Required documents not updated or missing. • Vendor frequently left early, or showed up late 	<ul style="list-style-type: none"> • Frequent absences or no shows with poor communication • Vendor attended 60-70% of scheduled dates • Vendor had payment issues or unresolved fines • Incomplete, late or non-current documents submitted 	<ul style="list-style-type: none"> • Minor Attendance issues – Vendor attended at least 80% of scheduled Market dates – was generally communicative • Minor payment issues, or fines, reminders or warnings were assessed • Documents current and submitted on time 	<ul style="list-style-type: none"> • Vendor was present for 95%-100% of their schedule Market dates and stayed the entire time. • Vendor paid Market invoices in a timely manner and no warnings or fines were assessed. • Provided required documents on time.
Vendor Conduct <ul style="list-style-type: none"> • <i>Peaceful Market</i> • <i>Market Handbook</i> • <i>General Conduct</i> 	<ul style="list-style-type: none"> • Vendor violates rules repeatedly, disrupts The Market peace. • Poor attitude or cooperation with staff or other vendors. 	<ul style="list-style-type: none"> • Repeated need for rule enforcement. • Fair compliance with conduct expectations 	<ul style="list-style-type: none"> • Respectful and cooperative with occasional reminders of Market rules • Generally, follows Market Handbook 	<ul style="list-style-type: none"> • Vendor followed The Market Handbook and no fines, or warnings were given for any reason
Comments:				



Vendor Categories

Vendor types are decided at the time of application. At least 60% of a vendor's products must align with their vendor type for it to be considered a primary category. A secondary category is given to vendors who, in addition to their primary vendor type, also have at least 40% of products in either prepared foods, or material goods.

Vendors may be asked to change their vendor type at anytime if it does not align with their products. Vendors must add all their products into Marketspread for approval prior to vending.

The Downtown Winter Farmers' Market includes six vendor categories as defined below:

Produce Farmer/Grower: Fresh grown produce such as fruits, vegetables, herbs, and plants that grow produce.

Agriculture and Value-Added Farmer/Grower: Includes flowers, CBD and hemp products, honey, meat, dairy, eggs, wine etc. (Value Added includes any products that are made into something else out of products that the vendor grew).

Artisan/Specialty Foods: Includes baked goods, breads, spices, and other specialty food items such as mustards, salsas, jams, wine etc. (Wine made from fruits that are sourced from other vendors).

Material Goods/Services: Includes homemade home décor items (candles, soaps, jewelry, and other art items.) Services such as face painting, permanent jewelry, etc.

Prepared Foods: Ready-to-eat items such as sandwiches, cooked items, and snack items.

Wholesale, resale, Co-op: Not available for new vendors

Vendor Fees and Fines

All applicants pay a \$60 annual *non-refundable application fee.

**Vendors who pay their full balance on or before November 1 will be refunded their \$60 application fee.*

Fees are expected to be paid by the due date noted in the online account or invoice. Unpaid or late payments, may result in temporary or permanent loss of stall privileges. Applications to future Markets, or additional Market dates will not be approved until all past fees are paid.

Vendor Booth Leases

Vendor booth leases are based on product category, stall location, and size. Fees are invoiced in online vendor account and paid online by card or E-check by the due date noted in the invoice. If a payment plan is needed, it needs to be requested before the due date on the invoice to avoid receiving a late fee.



Vendor Booth Costs

Produce Farmer/Grower	\$300	10x10 booth space (3 days)
Agriculture Farmer/Grower	\$300	10x10 Booth Space (3 Days)
Artisan Specialty Foods	\$300	10x10 Booth Space (3 Days)
Material Goods	\$400	10x10 Booth Space (3 Days)
Prepared Foods	\$600	10x20 Booth Space (3 Days)

Vendors must vend all three days of the event. Partial days/event vending is not allowed.

Refund Policy and Cancellations

Refunds will not be administered for no shows or cancellations after November 7, 2025. Late vendor cancellations or no-shows are required to pay the invoiced fee, regardless of cancellation or no-show.

Vendor Fees and Due Dates

Booth payments and all associated fees for The Winter Market are due by Nov. 1. Space will not be reserved unless fee is paid in full by Nov. 1. Fees include Friday, Saturday and Sunday. For any vendors unable to sell on Sundays please discuss options with The Market team.

Vendors with outstanding payments from the regular season Farmers' Market will not be approved for The Winter Market.

- **10x10 booth space: (\$300 – Produce, Ag, Specialty Artisan) (\$400.00 – Material Goods)**
 - Included:
 - 10x10 booth space
 - 8 ft pipe & drape around booth space
 - Wi-Fi access during Market
 - Option to add: two 8' tables and two chairs (provided by the Iowa Events Center)
 - Linens and electricity will need to be ordered from Iowa Events Center and paid for by vendor.
- **10x20 booth space (Prepared food get priority over 10x20 - limited spots available): \$600.00**
 - Included:
 - 10x20 booth space
 - 8ft pipe & drape around booth space
 - Wi-Fi access during Market
 - Option to add: two 8' tables and two chairs (provided by the Iowa Events Center)
 - Linens and electricity will need to be ordered from Iowa Events Center and paid for by vendor.





Vendor Clean-up Deposit

Vendors who are in the prepared food, or vendors who have a secondary prepared food category, including coffee vendors, must pay a \$100 vendor deposit by Nov. 1, 2025. This deposit may not be paid on Marketspread and must be a check written out to Downtown Events Group and mailed to 700 Locust Street, Suite 100, Des Moines, IA, 50309 by Nov. 1, 2025.

This deposit will be mailed back to vendors at the end of The Winter Market if they have complied with the following guidelines.

- All equipment and trash must be removed from The Winter Market footprint by the end of the event. Any equipment or trash left in your space or within The Market footprint is at your own risk and will result in the forfeiture of your clean-up deposit.
- Improper disposal of wastewater or greaser will result in the immediate forfeit of your clean-up deposit and possible fine by Iowa Events Center.
- Food vendors cooking with grease or oil are not allowed to cook inside the building and must have a cook space outside. Vendors must put a covering on the street prior to set-up. Grease stains left on the street or sidewalk behind your booth or grease buckets left on the sidewalk will result in the forfeiture of your clean-up deposit.

Booth spaces will be evaluated at the sole discretion of Market Management, during The Market and during and after teardown. Vendors will be notified by email as to if their clean-up deposit is to be deposited.

At the end of The Winter Market all vendors will be notified by email as to whether the clean-up deposit will be returned or deposited.

Market Vendor Fines

The Downtown Winter Farmers' Market reserves the right to impose additional fines as necessary. Vendors who are assessed fines at The Winter Market will receive an email or phone call notification and an invoice via email or postal mail.

No Show /Late Cancellation Fine - \$50

Vendors shall notify The Downtown Winter Farmers' Market via Marketspread or contact Elizabeth Weyers, Downtown Farmers' Market Manager, via email at eweyers@downtownDSMUSA.com or at farmersmarket@downtownDSMUSA.com or by phone at (515) 286-4911, by November 7, 2025, to The Market if they are going to be absent. A No Show or Late Cancellation fine of \$50 may be enforced if proper notice is not given.

Booth refunds for an unforeseen emergency will be taken into consideration on a case-by-case basis. There will be no refund or waived fees for vendors that cancel or no-show.



Attendance Policy/Cancellation/Refunds:

Attendance by all scheduled vendors is vital for the Winter Farmers' Market. When a vendor does not show up or leaves early, the entire Market community is impacted.

Failure to notify Market management of an absence in writing or repeated absences, planned or unplanned, may result in loss of stall privileges.

Booth refunds for an unforeseen emergency will be taken into consideration on a case-by-case basis. There will be no refund or waived fees for vendors that cancel or no-show to a market date. Other Vendor Fees and Fines.

Dumping Fine - \$100

Trash, including boxes, may be placed outside in the EMC Expo Center trash dumpster.

All empty cartons and boxes must be broken down and taken to the trash dumpsters immediately after emptying. Trash dumpsters are in the loading dock. Vendors are **not** allowed to use the public trash containers throughout The Market site for disposal. All vendors are expected to keep their booth area free of trash, food scraps, litter, water etc. All materials brought in during set-up must be completely removed before leaving at the end of The Market.

Vendors caught dumping trash or products into public or non-designated trash containers will be assessed a fine of \$100.

Fire Code Fine - \$100

No vendor will be allowed to cook anything inside the venue that uses or has smoke, ash, embers, open flames, grease or propane. Vendors are allowed Sterno cans for warmers, and electric appliances for warming (ie, waffle irons, coffee makers, griddles without grease, smoke, ash, embers or flames when cooking.) Fire inspections will happen during the event from Iowa Events Center staff and staff from the local fire department.

Vendors who are not compliant with Iowa Events Center Fire Code will be assessed a fine of \$100 and will be subject to fines and fees by Iowa Events Center and or Fire Marshal.



Payment Information

Marketspread

Vendors are required to check Marketspread on a regular basis for updates to the schedule and general notifications. It is the vendor's responsibility to ensure that all contact information is updated and maintained throughout the season.

If you have changes that need to be made to your Marketspread account, or have questions please contact Marketspread directly for questions regarding the program. They can be reached at support@marketspread.com

All vendors must agree for The Downtown Farmers' Market Management to have access to their Marketspread vendor profiles if requested.

Invoices and invoice notifications will be sent through Marketspread as well.

Payment can be made on Marketspread by card, or by mailing a check to The Downtown Farmers' Market at 700 Locust Street, Suite 100, Des Moines, IA 50309.

Vendors will not be allowed to vendor at The Winter Market with an overdue balance on their account.

NO REFUNDS will be issued to vendors for any reason.
Marketspread FAQ can be located on Pg. 33

Vendor Scheduling

Vendor Scheduling

All vendors, returning or new to The Downtown Winter Farmers' Market, must submit an application by the deadline each year and pay the \$60 application fee.

All new vendors must submit a new vendor document which will be submitted to The Vendor Jury. New vendors who apply without a new vendor document or an incomplete application will be removed and not considered for The Vendor Jury.

New Vendors are defined as vendors who identify with one or more of the following:

- The business has never vended at The Downtown Winter Farmers' Market.
- The business has vended in the past at The Downtown Winter Farmers' Market and has changed ownership since their last season.
- The owner has changed their business or vendor type from what they were in the previous season. (IE. A material goods vendor now wants to sell prepared foods.)
- The business has not been a vendor at The Downtown Winter Farmers' Market in at least three Market seasons. (Since 2022).

Market Management tries to accommodate all vendor booth location requests (including locations of previous vendors) each season of The Market. Unfortunately, not all requests can be granted.



Vendor Booth Information

Booth Location, Boundaries and Amount of Space

Vendor stall assignments, amount of space and map will be provided upon acceptance. Vendor stall assignments and amount of space are subject to change. Each stall size is approx. 10ft. x 10ft. or 10ft. x 20ft.

Booth Boundaries

Each vendor stall is measured and marked. Each stall will vary in size depending on location, public walkways and public access. It is imperative that vendors set up inside the marked guidelines. The top edge of vendor's table must be set up **INSIDE** the booth parameters and vendors must refrain from setting up products, tables, signage or any other items outside stall boundaries.

Vendor Staff

Vendors are responsible for making sure that all persons working at their booth are familiar with and adhere to all Market rules and regulations.

Vendor Identification and Signage

All signage and postings must be placed within the vending stall. Signs must not be smaller than 8" X 10" and must be legible. Signs must be displayed before The Winter Market opens. Market management, in its sole discretion, has the right to remove any signage during the event. Please note: Vendors must only use painters-style tape on walls and pillars should their vending space allow.

Posted: Origin/Price/Amount of Product

Vendors must mark all items for sale. Items must be marked clearly with retail prices. Prices may be posted on or near the product with an individual sign or posted as a list of prices on a large sign or board. All vendors must post the origin of the produce items or product. Items must be labeled, measured, and priced by weight or unit. IE. piece, dozen, flat, ounce, etc. All descriptions of products must be accurate and truthful. Market staff will be around to check for pricing and will ask vendors to add if accurate posting is not visible. Market management in its sole discretion, has the right to remove products without posted pricing at any time.

Produce Acceptance

Downtown Events Group, Inc. reserves the right to approve, refuse and limit products to be sold at the Downtown Winter Farmers' Market. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. We put a premium on products that are produced in Iowa and sold directly by the producer or grower. Vendors must request approval within application and jury process before changing product from season to season. No additional product may be added after the application/jury process is complete.

The Winter Market has limited space available, not all applicants will be approved, and some products will not be considered to prevent duplication of products. Limited openings for resale and wholesale vendors. Vendors must check their Marketspread account to see which products have been approved.



Tables and Chairs

The Iowa Events Center will provide up to two 8-foot tables, and up to two folding chairs for those who request this service on The Winter Market Application. If a vendor does not indicate need for tables or chairs on the application, the vendor must provide all necessary tables and chairs.

Electricity

Electricity is available in various locations within EMC Expo Center. More information will be sent to accepted vendors regarding how to order electricity. **Vendors will need to order electricity directly through Iowa Events Center and will pay their pricing for this service.** No other form of generator or electrical service other than that provided by Iowa Events Center is permitted. Power availability is not guaranteed and will need to be ordered by the deadline indicated on the vendor services form. Vendors approved to use electricity should bring extension cords. All extension cords are the responsibility of the vendor.

Table Skirts

The Winter Market highly recommends the use of table skirts for this event. Vendors can use their own table skirts or can order some through the Iowa Events Center Vendor Services when ordering electricity.

Hand Washing Stations

If a vendor is planning to sample products or serve prepared foods, they must have a handwashing station. Vendors can request and purchase one directly from Iowa Events Center or bring their own. More information will be provided.

Set-Up Supplies

Vendors furnish their own tables, chairs (if not requested through the Iowa Events Center), cashbox and change, and anything else that they may need.

Cooking Stations

Iowa Events Center does not allow cooking inside the building due to their fire-code. Prepared food vendors will need to prepare foods ahead of time and use a sterno can to heat foods onsite, or will need request a cooking space.

Fire Code Regulations

No vendor will be allowed to cook anything inside the venue that uses or has smoke, ash, embers, open flames, grease or propane. Vendors are allowed Sterno cans for warmers, and electric appliances for warming (ie, waffle irons, coffee makers, griddles without grease, smoke, ash, embers or flames when cooking.) Fire inspections will happen during the event from Iowa Event Center staff and staff from the local fire department.



Product Regulations

Iowa Events Center does not allow the sale of THC products on the premises. Vendors who sell these products will not be allowed to sell onsite.

The sale of closed container alcohol is allowed (wine bottles, cider, ect.) The Winter Market does not have a liquor license therefore, no open containers will be allowed. Samples are allowed as long as it is compliant with the sample policy and the vendor has submitted a sample form.

Storage

Storage outside of vending spaces is not available for vendors. Vendor booth supplies, including equipment, carts and signage are not allowed outside of booth space. We strongly encourage using a table skirt if storage under table is needed.

Trash

Trash, including boxes, may be placed outside in the EMC Expo Center trash dumpster.

All empty cartons and boxes must be broken down and taken to the trash dumpsters immediately after emptying. Trash dumpsters are in the loading dock. Vendors are **not** allowed to use the public trash containers throughout The Market site for disposal. All vendors are expected to keep their booth area free of trash, food scraps, litter, water etc. All materials brought in during set-up must be completely removed before leaving at the end of The Market.

Note: If a booth is left dirty, a fine will be assessed. (See vendor fines on Pg.14).



Required Documents

All documents are due to Market Management by November 1 in order to vend at The Market.

Insurance

Vendors will be required to upload all requested documents into their Marketspread account or email them to farmersmarket@downtownDSMUSA.com PRIOR to vending at The Market. Required documents are listed below.

- Certificate of General Liability Insurance
 - o Required for all vendors prior to their first date at The Market.
 - o \$1,000,000 limits and name Downtown Events Group as additional insured and certificate holder.
 - o See an example of the General Liability Insurance below.

Temporary Food License

All food vendors shall meet all State and City health and safety requirements. Food vendors will be subject to health inspections by event staff and the State Health Department during The Market Season. Failure to pass an inspection will result in immediate closure of food vendor's booth with no refunds given. A Temporary Food License is required by the Iowa Department of Inspections & Appeals.

All vendors must ensure that they are compliant with and have all the proper licenses and certifications prior to vending at The Downtown Farmers' Market.

Food and safety inspectors are frequently onsite and have authority to shut down vendors who are not in compliance or up to code.

Sampling Form

Vendors who plan to sample products, including any wines, beverages, specialty artisan foods, or prepared foods, will need to fill out an Event Sample Authorization form and return it to Iowa Events Center. More information regarding this will be sent out.

See Vendor Checklist for more information.






Food Assistance Programs

In 2023, The Downtown Farmers' Market launched a centralized system for SNAP/EBT. This allows SNAP users to use their SNAP funds at The Market. Patrons can swipe their EBT cards at The Market Information Booth to receive Downtown Farmers' Market EBT Tokens. The tokens work like cash on all EBT eligible products at The Market. All vendors who sell SNAP eligible products are required to accept the Market Tokens. The tokens are turned in at the end of each Market and paid back monthly. Refusal to accept EBT tokens on eligible products will result in removal from future Market attendance dates.

SNAP eligible items include anything that is packaged and sold for at-home consumption. Double Up Food Bucks is a program that works alongside SNAP through the Iowa Healthiest State Initiative. SNAP users who receive Market Tokens can also opt to receive up to a \$15 match in Double Up food Bucks to use on fresh produce only. These paper bucks work like cash on all eligible products. All vendors who sell eligible products are required to accept the paper bucks. The bucks are turned in at the end of each Market and paid back monthly. Refusal to accept Double Up Food Bucks on eligible items will result in removal from future Market attendance dates.

Types of Tenders

Double Up Food Bucks Produce RX (New in 2025)	EBT/SNAP Tokens	Market Gift Certificates
		
Produce ONLY Can only be used at Farmers' Markets	SNAP Eligible Foods Only Can only be used at The Downtown Farmers' Market	Can be used on ANY Market Product Can only be used at The Downtown Farmers' Market

New in 2025– Produce RX: These are vouchers that people receive from their healthcare providers that allow them to purchase produce at local Farmers' Markets. These vouchers are to be used like cash on produce only! Vendors who receive them can add them to their cash pouch and will receive reimbursement monthly.





Food Assistance FAQ:

What can the tenders be used to buy?

Use SNAP for these items:




Fruits
Vegetables



Honey



Baked Goods
Cereal
Bread



Milk
Eggs
Cheese



Coffee beans
Coffee grounds



Dips, Salsas
Frozen food



Meats
Poultry



Nuts

Use Double Up Food Bucks for these items:




Fresh fruits and vegetables



Food plants and seeds

Items SNAP & DUFB cannot be used for:

- Beer, wine, liquor, cigarettes or tobacco
- Food/drink made to be eaten at The Market (Served/Hot foods)
- Any nonfood items, such as:
 - o Pet foods, soaps, paper products, household supplies, vitamins and medicines




What if I get a tender type that I don't accept?

If you accidentally collect a tender type that you are unable to accept, you can bring it to The Market Information Booth or put it in your EBT bag. If you are unsure as to what tender types, you can accept please reach out to The Market.

The Market will NOT reimburse for incorrect tenders.



What can I accept as a vendor and what gets reimbursed?

	Snap/EBT 	Double Up Food Bucks  Produce RX Vouchers	Market Gift Certificates 
Produce Farmers/Growers	Accepted and Reimbursed by Market Management	Accepted and Reimbursed by Market Management	Accepted and Reimbursed by Market Management
Agriculture and Value-Added Farmers/Growers	Accepted and Reimbursed by Market Management	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Specialty Artisan Foods	Accepted and Reimbursed by Market Management	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Prepared Foods/Served onsite	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Material Goods	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Food Trucks	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management



Does The Market reimburse for the Senior Farmers Market (FMNP) and WIC Vouchers?

No, The Downtown Farmers' Market does not reimburse vendors for these vouchers (see example below). Farmers must be approved individually with the Iowa Department of Agriculture to accept these checks.

If you have questions about the program or want to be part of the program, reach out to The Iowa Department of Agriculture and Land Stewardship. Our contact is John Krzton-Presson (515) 725-1179.

2024 SENIOR FARMERS MARKET VOUCHER 526670

IOWA DEPARTMENT OF AGRICULTURE & LAND STEWARDSHIP FARMERS MARKET NUTRITION PROGRAM

Wallace State Office Building
502 E. 9th St., Des Moines, IA 50319

Valid dates of use: June 1 - Oct. 31, 2024
Farmer must redeem by Nov. 15, 2024

- Only for purchases from 2024 FMNP-certified farmers.
- Not for grocery store purchases.
- Only for purchase of fresh, unprepared, locally-grown produce, and pure raw local honey.
- Voucher must be surrendered to farmer at time of purchase; unauthorized use may constitute fraud.

515-281-5321 | IowaAgriculture.gov/FMNP
FarmersMarket@IowaAgriculture.gov

NO SIGNATURE REQUIRED

THIS IS NOT A CHECK
NOT FOR BANK DEPOSIT

No change given
Pay exactly
\$5.00
Five dollars
& no cents

What is the Market EBT Process?

SNAP users can go to The Downtown Farmers' Market Information Booth to take out tokens to use at The Market. The tokens can be used like cash on any SNAP eligible products. Patrons can also match up to \$15 in Double Up Food Bucks; the bucks can be used as cash for produce only. Each week eligible vendors will be provided with a Market money bag.

The bag will be handed out by Market Staff in the first two hours of The Market. Inside the bag will be a receipt (see example below). Each vendor is responsible for filling out the receipt (including vendor name and amounts) and should be placed in the bag with all tokens, Double Up Food Bucks, and gift certificates. Bags must be given back to Market staff before leaving The Market.

Vendors will receive checks via mail to the address listed in Marketsread.

2023 Vendor Payment Receipt

VENDOR NAME: _____

TENDER TYPE	AMOUNT COLLECTED (IN DOLLARS)
EBT/SNAP TOKENS	\$ _____
DOUBLE UP FOOD BUCKS	\$ _____
GIFT CERTIFICATES	\$ _____
Thank you!	Total: _____

By signing this receipt you are verifying all counted tenders are accurate and understand you will only be paid back for tender types your products qualify for.

VENDOR SIGNATURE

MARKET DATE



Market Conduct

Peaceful Market

All vendors, staff, volunteers, and helpers must conduct themselves in a professional manner and behave courteously towards Market attendees, other participants, staff, volunteers, entertainers, and other Market affiliates. Conduct deemed inappropriate, unprofessional, offensive, or serious will not be tolerated and will not be enforced with reminders, warnings, or fines, but will result in administrative action devoid of warnings or fines, including removal from The Downtown Farmers' Market or barring vendor from selling at The Market and/or future Market events.

Drugs and Alcohol Policy

The Market does not have an open container policy and cannot be consumed onsite. This includes CBD/THC products and beverages. (THC is not allowed to be sold on the Iowa Events Center Campus). These products must be sold in a sealed container for patrons to take home to enjoy. Vendors may provide samples of these products following the sampling policy.

No Smoking

Smoking is prohibited by all Market vendors and participants, within their stall and on The Market premises. The Market is a non-smoking event. This includes the lighting or burning of any candles, scents, or melts.

No Pets/ No Animals for sale

Pets and live animals are not allowed in vendor booths. The sale of live animals is not allowed on Market premises. Posting of pets/animals for sale is not allowed by Market vendors or participants within The Market footprint. Vendors should not bring their pets to The Market with them. Pets are generally not allowed in Iowa Events Center unless they are a certified service dog.

Children working in Stalls

Participants shall not leave children under the age of 16 at a vendor stall without adult supervision for ANY amount of time. (Adult = responsible person age 18 or older).

Code of Conduct

Vendors, their staff, and all participants are expected to uphold professionalism, know the requirements and expectations, and respect the integrity of The Market by adhering to the policies and procedures in this handbook. Vendors are responsible for making sure that all people working at their booth know and adhere to all Market guidelines. Please print and share this information with your staff.



Market Load-In and Load-Out

Load-In

- **Thursday, November 20, 2025**
 - Vendor load-in begins at 3 p.m. and ends at 8 p.m. All vendors will be given a time slot to load in. Market Management will not allow vendors to unload in the loading dock outside of their time slot.
 - Market Management will not allow vendors to begin setting up after 7:45 p.m.
 - It is highly recommended that vendors take advantage of Thursday setup times as Friday can be busy.
- **Friday, November 21, 2025**
 - Load-in begins at 7 a.m. and goes until 9:30 a.m.
 - The loading doors will close at 9:30 a.m. and vendors must be set up by 9:45 a.m.
 - No carts may be in use while The Market is open. Carts CANNOT be stored in or around vendor stall during open Market hours.
 - The Market will close at 2pm and vendors can restock their booths from 2 p.m. – 3:30 p.m.
 - Vendors must be out of the building by 3:30pm
- **Saturday, November 22, 2025**
 - Load-in begins at 6am and goes until 7:30 a.m.
 - The loading dock doors will close at 7:30 a.m. and vendors must be set up by 7:45 a.m.
 - No cards may be in used while The Market is open.
 - The Market will close at 4 p.m. and vendors can restock until 5 p.m.
 - Vendors must be out of the building by 5 p.m.
- **Sunday, November 23, 2025**
 - Load-in begins at 6am and goes until 7:30 a.m.
 - The loading dock doors will closed at 7:30 a.m. and vendors must be set up by 7:45 a.m.
 - The Market will close at 2 p.m. and loadout will begin at 2:30 p.m.

Load out

Equipment load-out/tear-down begins after the close of The Winter Market at 2:15 p.m. on Sunday, November 23, 2025. Vendor tear-down may not begin until after 2 p.m. All vendors must be torn down and out of the building by 4 p.m.

Loading Dock and Carts

Loading Dock: The loading dock is located at 5th and Center, a map will be sent to accepted vendors. Vehicles can pull into loading dock temporarily. Vendors will be required to unload items then move vehicle before transporting or setting up product in their vending spaces. It is recommended to bring more than one person for set-up.

Carts: Small carts will be available for vendors (based on availability) to borrow to transport inventory during set-up and tear-down. Please remove times from the cart and return them to the loading dock area promptly so other vendors can use them too. Vendors are encouraged to bring their own cards as Iowa Events Center has a limited number of cards for use. Carts cannot be stored in or around vendor stall during open Market hours.



Load-out Process

Parking

Vendor parking is available north of EMC Expo Center with entrances off 3rd Street, 5th Avenue and Crocker Street. The daily cost for this parking is \$13 for cars and trucks and \$25 for large trucks (duallys). There is NO overnight parking available in these lots.

Street parking is available near EMC Expo Center and is paid by the hour at parking meters. There is also the City of Des Moines "Center St. Park and Ride" garage located at 830 6th Ave. approx. 2.5 blocks to the west of EMC Expo Center.

We have also worked with Principal to offer vendors a free parking option. This lot is located on Center St between 7th and 8th St. Known as Lot F. We will have A-Frame signage at the entrance of the lot, so it is easy for you to find. Vendors must park at the north end of this lot and avoid parking in the first row.

Parking in this lot will be available Thursday at 3 p.m. through Sunday at 5 p.m. (See attached map)



Compliance and Enforcement

All rules of The Downtown Winter Farmers' Market are enforced by The Winter Market staff, who have ultimate on-site authority. Complaints or problems should be directed to The Winter Market staff in a timely manner. The Market management reserves the right to make exceptions to these rules and guidelines at its discretion.

If a vendor does not abide by the rules of The Winter Market or comply with federal, state and local regulations, applicable to Winter Market participation, Market Staff may take any action deemed appropriate, including assessing fines or barring the vendor from selling at The Winter Market for that day, future Market days, and/or future Downtown Farmers' Market events.

The Winter Market staff will regularly evaluate vendors' compliance of rules. Enforcement includes verbal notice of compliance, written notice and fines.

Vendor noncompliance fines must be paid in order to continue participation at The Winter Market and future Downtown Farmers' Market events.

Customer compliments and complaints will be forwarded to vendors and kept on file. Complaints may result in further inquiry or disciplinary action including losing privilege to participate in The Market. Violation of any of these rules will result the following.

- 1) Warning – No fine;
- 2) First offense - \$25;
- 3) Second offense - \$50;
- 4) Third offense will cause the vendor to lose privilege to sell at the Downtown Winter Farmers' Market.



Marketspread FAQ

The Downtown Events Group uses Marketspread for all their events, including The Downtown Farmers' Market. Vendors are required to create a profile and apply through Marketspread each year if interested in participating in The Downtown Farmers' Market. All applications will be located on our website and will be open for one month starting in January.

What are the steps to applying for The Downtown Farmers' Market?

Step One: Download the [Vendor Information Guide](#)

Step Two: Create a profile. You must create a profile prior to applying.

- Visit [Marketspread](#) to create a profile.
- [Additional instructions](#)

Step Three: [Fill out Application](#).

If there are questions regarding vendor eligibility or general event questions, please reach out to farmersmarket@downtowndsmusa.com.

Resources about applying as a new vendor can be found below.

[Applying as a new Vendor - Marketspread](#).

[New Vendor Guide- Setting up a Profile and Applying to a Market - Marketspread](#)

What if I need to edit my vendor profile?

If for any reason, you need to change the email address associated with your account or other information, you can do so easily from the "Profile" page. Directions on how to get there can be found here - [Change your Account info including email address - Marketspread](#).

How do I add more than one email address to my profile?

To add more than one email address to your profile you will have to add employees to your account. These can be done using the resources here - [Add employees to your account - Marketspread](#). Please know that employees added to your account will also receive weekly Market emails until you remove them as an employee.

What is my vendor type?

All vendors will be prompted to choose their vendor type upon applying to the event. The vendor types are listed and defined on Pg. 9 of The Market Handbook. If you need to update or change your vendor type after the application process, you can do so with the following resource - [Change Your Vendor Type - Marketspread](#).

How do I add products to my application?

The Downtown Farmers' Market requires all vendors to add all products that they will be selling to Marketspread during the application process, if you need assistance on how to add products you can use this resource here - [Add products to your application - Marketspread](#). If you need to add products after your application has been submitted you must first get approval from Market Management by emailing farmersmarket@downtownDSMUSA.com and then you can follow the steps here - [Adding products for review after application submission - Marketspread](#).



How do I pay my invoice?

All vendors will receive their invoices through Marketspread. Invoices are due based on the due date on the invoice. If you have any questions regarding how to pay your invoice as a vendor, please follow the instructions here - [Paying your invoice as a vendor - Marketspread](#).

Please also make sure that your credit card information is updated. Information on how to delete or update your credit card information can be found here - [Delete or Update a Credit Card - Marketspread](#).

How do I get Market emails and notifications?

If your email is updated, you should be receiving weekly Market emails from Marketspread during The Market season. If you are not receiving them, please check that your email is correct on your account. If you would like to add your cell phone to receive SMS texts in the case of weather alerts or other emergency situations please do so with the resources here - [Adding your cell phone to receive SMS texts - Marketspread](#).

How do I grant The Market access to edit my profile?

The Downtown Farmers' Market may request that a vendor allow access to edit a vendor profile, should you be requested to grant access for The Market to edit your profile, you will need to follow the steps here - [Granting a market edit access to your profile - Marketspread](#).

What if I have other questions about Marketspread?

There is a support and learning center available to all Market vendors where you can open support tickets, contact support, and read different articles and resources on any questions that you may have. To access the learning Center, click here - [Learning Center - Marketspread](#).

For other questions you can reach out to support@marketspread.com.



2025 Downtown Winter Farmers' Market Vendor Checklist

Vendor Name:

Task	Description	Completed?
Submit Certificate of Insurance	<p>Certificate of General Liability Insurance is required for all vendors prior to their first date at The Market.</p> <ul style="list-style-type: none"> \$1,000,000 limits and name Downtown Events Group as additional insured and certificate holder. See an example of the General Liability Insurance below. <p>Email to farmersmarket@downtownDSMUSA.com</p>	
Signed Vendor Agreement	Please sign for understanding of our updated Winter Market Handbook.	
Submit Food Permit Documentation	<p>All food vendors shall meet all State and City health and safety requirements. Vendors will be subject to health inspections by Market Management and the State Health Department.</p> <p>Please ensure all documents are up to date.</p> <ul style="list-style-type: none"> Temporary Food License (Prepared Foods only) Home Food Processing License (Any vendors working with temperature-controlled foods) 	
Sampling Form	<p>Vendors planning to sample products or if you are handling foods onsite, you will need to fill out the attached document and get it back to me or email it to Derrik Wallace with the Iowa Events Center</p> <ul style="list-style-type: none"> <Derrik.Wallace@oakviewgroup.com> 	
Request for Vendor Cooking Space	<p>No vendor will be allowed to cook anything inside the venue that uses or has smoke, ash, embers, open flames, grease or propane.</p> <p>Vendors who plan to cook onsite will need to request a cooking space outdoors.</p>	
Request for Tables and Chairs	Iowa Events Center	
Order Exhibitor Services	<p>Vendors need to order the following services from Iowa Events Center Exhibitor Services</p> <p>Handwashing Stations – Any vendor handling food or sampling. (Vendors can bring their own).</p> <p>Table Linens – Recommended – can bring their own</p> <p>Electricity – Vendors must order any electric through IEC. No generators or other power sources are allowed.</p>	
Vendor Booth Fees	<p>All Vendor booth fees are due November 1, 2025.</p> <p>Payments can be made by card on Marketspread anytime or via check mailed to or dropped off at 700 Locust Street, Suite 100 Des Moines, Iowa, 50309.</p>	



2025 DOWNTOWN WINTER FARMERS' MARKET 2025 VENDOR AGREEMENT

WHEREAS, Downtown Events Group promotes a Winter Farmers' Market in Downtown Des Moines, Iowa; WHEREAS, ("Vendor") wishes to rent a booth from Downtown Events Group, and THEREFORE, in consideration of the lease of the booth and other good and valuable consideration, the parties agree as follows:

1. Vendor agrees to pay Downtown Events Group. required vendor fee, as rent for a booth space during the 2025 Winter Farmers' Market, and the non-refundable \$60 application fee.
2. Vendor agrees to purchase and provide Certificate of General Commercial Liability insurance with \$1,000,000 limits and name Downtown Events Group as additional insured and certificate holder. Certificate must be on file at Downtown Events Group before completing the application acceptance process and before vending at the Downtown Winter Farmers' Market.
3. Vendor agrees to indemnify and hold harmless Downtown Events Group and its employees, officers, directors, successors and assigns, against and from all of the following in connection with the 2025 Downtown Winter Farmers' Market.
 - (a) ALL claims, demands, actions and causes of action, together with the costs and expenses, including attorney fees of defending such a claim, resulting or arising from any claimed loss or damage to persons for injury or death or in property which may be due or result from the installation, occupancy, operation, use, maintenance or repair of any stand, bay, booth or other installation or structure of any kind.
 - (b) ALL claims, demands, actions and causes of action, together with the costs and expenses, including attorney fees of defending such a claim, resulting or arising from any claimed damage from consumption of products, food or goods which are sold, obtained, received or acquired from any booth or other installations of any kind leased to the Vendor.
4. Vendor shall pay Downtown Events Group the full amount of any loss or damage including, but not limited to court costs and attorney fees, which it may sustain, incur or become liable for defending or prosecuting any action or claim arising from this Agreement.
5. Vendor agrees to obtain at Vendor's cost all licenses and permits required by the City of Des Moines and State of Iowa, and to provide Downtown Events Group copies of all such licenses and permits.
6. Vendor agrees to obtain at Vendor's cost an Iowa sales tax permit and to cause to be collected and paid to the State of Iowa all applicable sales and local option taxes. Vendor will provide Downtown Events Group a copy of paid sales tax permit. If Downtown Events Group is required to remit any sales or local option taxes to the State of Iowa as a result of sales by the Vendor, the Vendor shall reimburse Downtown Events Group for such amounts, including interest and penalty, together with any costs and expenses, including attorney or accountant fees, which Downtown Events Group may incur with respect to such tax.



7. Vendor has received, understands, and agrees to follow regulations set forth by the Downtown Events Group for The Market participants as stated in the “Vendor Agreement: Vendor Information Guide 2023” document.
8. The laws of Iowa shall govern this Agreement and be binding upon the parties hereto.

Dated this ____ day of 2025, and agreed to by:

By clicking the “I Agree” button, you are agreeing to the above 2025 Vendor Agreement.

Vendors do not need to print off this document and mail to Downtown Events Group.



Thank you for your compliance with our Market Handbook.
If you have any questions, please contact our Market Team at
farmersmarket@downtownDSMUSA.com