



**2026 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.



Table Of Contents

Market contact information and hours -----	Pg. 3
Market Photo Policy -----	Pg. 4
Vendor Rules and Regulations -----	Pg. 5
- Becoming a Vendor -----	Pg. 6
- Vendor Categories and Fees/Fines -----	Pg. 9-10
- Booth Information -----	Pg. 14-16
- Requirements -----	Pg. 17
- Food Assistance Programs -----	Pg. 18-21
- Vendor Conduct -----	Pg. 22-23
Load-in and Load-out Information -----	Pg. 23-24
Marketspread FAQ -----	Pg. 26-27
Vendor Checklist -----	Pg. 28
Vendor Agreement -----	Pg. 29



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:**

Capital Square
403 Locust Street
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 or during The Winter Market set-up, tear-down 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.



Visiting The Downtown Winter Farmers' 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 Winter 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.



Market Policies and Rules

The Market reserves the right to decline admittance to anyone who violates the reasonable policies established for public safety or to restrict activities such as public address to designated areas.

- For safety reasons, open glass bottles are prohibited within The Winter Market.
- Smoking is not permitted inside Capital Square or The Winter Market footprint.
- Alcoholic products and consumable hemp products, including CBD and THC beverages must remain sealed while within Capital Square and The Winter Market's footprint.
- Unauthorized solicitation or distribution of fliers is not allowed within The Winter Market. Individuals who are identified to be soliciting or distributing materials not pre-authorized by Market Staff will be asked to step outside of The Winter Market footprint.
- Vendors who are not contracted with The Winter Market are not allowed to sell or distribute merchandise or materials on The Winter Market site.
- Buskers and/or entertainers who are not contracted with The Winter Market are not permitted.
- Bikes, skateboards, roller blades and large signs or placards that may endanger or inconvenience guests attending The Winter Market are prohibited on-site. Please walk your bike through The Winter Market site to the Bike Valet.
- Please use caution when using wagons, strollers, carts or other items for products and children as they can block the way for others.
- All packages are subject to search.
- Weapons of any kind are strictly prohibited at this event. This includes firearms, knives, explosives, chemical sprays, and any object designed or intended to cause harm or threaten others. The only exception is for on-duty law enforcement officers or authorized security personnel. This policy applies regardless of local, state, or federal carry laws. Event organizers reserve the right to deny entry or remove any individual who is in violation of this policy.

Pet and Service Animal Policy:

Pets are not allowed at The Downtown Winter Farmers' Market, however Service animals are allowed, according to city regulations service dogs must still follow the following policies.

- Pets must be under control on a short leash (max. three-foot leash), and by the owner's side always.
- All animals need to be kept away from produce, plants, and food products.
- All animals need to be courteous and able to socialize with people and other animals.
- Be understanding. Not everyone loves animals, some fear them.
- The Market operates under the City of Des Moines' laws regarding pets, which include a leash law, cleanup of droppings, current tags and a rabies certificate.



Vendor Rules and Regulations:

Policies, Procedures and Expectations of Vendors participating in the
2026 Downtown Winter Farmers' Market

*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.

The Downtown Winter Farmers' Market Staff reserves 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.



Becoming A Vendor

All participants of the Downtown Winter Farmers' Market are required to apply through Marketspread annually. 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 or request accommodations from The Market Manager, Elizabeth Weyers.

New Vendors

First-time applicants are required to “create a vendor account” in Marketspread. This is the only way to apply.

To be considered, all new vendors must submit a new vendor intake form, in Marketspread, 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 at the Vendor Jury.

A vendor selection committee or vendor jury will meet to choose new vendors for the season and to ensure that quality products are provided to the Greater Des Moines (DSM) region. The vendor jury will use the following rubric as a guideline of their decision.

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 • <i>Unique Factors and originality</i> • <i>Locally Grown/Created</i> • <i>Price-Point</i>	• No product innovation and would not add to our Market or unclear • Not locally grown or created • Overpriced or underpriced for our Market	• Products lack some variety and uniqueness • Products are mostly not sourced from local ingredients • Inconsistent or pricing is not clear	• Products have variety or uniqueness • Products mostly locally sourced or produced • Generally fair price-point for most products	• 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 • <i>Display and booth set-up</i> • <i>Signage and Pricing</i> • <i>Product Presentation</i>	• Vending spaces are unattractive, disorganized or unprofessional. • No visible signage or pricing • Products are not present in photos	• Vending setups appear incomplete or need improvement • Vending space is cluttered or not functional • Missing signage or pricing is not labeled clearly	• 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	• Vending spaces are visually appealing and well organized • Signage about vendors, products and pricing is clear and posted for patrons to see.
Event Experience • Event completion • Availability for Market • Reason for joining The Market	• 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	• Minimal event or relevant experience • Limited availability for The Market • Maker/seller information is incomplete or unclear • Unclear or invalid reason for joining	• Some relevant or event experience • Good availability for The Market • The maker and seller are identified • The reason for joining is valid	• Extensive experience with other Farmers' Markets and events • Clearly identify who will be onsite • Reason for joining The Market is valid
Overall Preparedness • Are they ready?	• No clarity on who makes or sells the products • Vendor appears unprepared or unaware of expectations	• Limited understanding of The Market's purpose and preparedness is uncertain or inconsistent	• Shows basic preparedness of vendor responsibilities seems open to learning	• Demonstrate comfort with vendor operations including set-up, tear-down compliance, etc.
Comments:				



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

- The business has never been a vendor at The Winter Downtown Farmers' Market.
- The business has vended in the past at The Downtown Winter Farmers' Market under Spark DSM or 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, or business has changed business models or rebranded with new products.
- The business has not been a vendor at The Downtown Winter Farmers' Market in at least three Market seasons (since 2023).

**Participation in The Downtown Winter Farmers' Market is a separate event from The Downtown Farmers' Market which takes place on Court Ave. from May - October.*

Returning Vendors

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 Winter Market. If your email address has changed, you can log into your account to update this email address.

Returning vendors may have to re-enter the jury for a few reasons, including but not limited to;

A change in business model, ownership, or product listing.

- A vendor has not participated in the last three years (since 2023).
- Vendor received an average score of 2 or less on the acceptance rubric.
- There is a balance due currently on the vendor's account, or there were difficulties receiving payment on time.
- Unresolved fees, fines, or warnings.
- A vendor has conduct issues with staff, patrons, or other Market participants.

Booth spaces are leased on an annual basis; acceptance of The Winter Market is not guaranteed, even if you have been accepted before. Returning vendor applications are reviewed with the following rubric.



Vendor Acceptance Rubric (Returning Vendors)	1 – Poor	2 – Fair	3 – Good	4 – Exceeds Expectations
Vendor Products Products • <i>Unique Factors</i> • <i>Locally Grown/Created</i> • <i>Price-Point</i>	• No product innovation and would not add to our Market • Not locally grown or created • Overpriced or underpriced for our Market	• Products lack some variety and uniqueness • Products are mostly not sourced from local ingredients • Inconsistent or pricing is not clear	• Products have variety or uniqueness • Products mostly locally sourced or produced • Generally fair price-point for most products	• 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 • <i>Display and booth set-up</i> • <i>Signage and Pricing</i>	• Vending spaces are unattractive, disorganized or unprofessional. • No visible signage or pricing • Vendor does not have the onsite materials needed	• Vending space is cluttered or not functional • Missing signage or pricing is not labeled clearly. • Onsite materials could be improved	• Vending space is neat and functional • Most signage and prices are visible • Vendor has the correct onsite materials and staff who are generally knowledgeable	• 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 • <i>Attending Scheduled Markets</i> • <i>At Market during vending hours</i> Payment History • <i>Balance paid</i> • <i>Payment timeliness</i> • <i>Required Documents</i>	• 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	• 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	• 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	• 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 • <i>Peaceful Market</i> • <i>Market Handbook</i> • <i>General Conduct</i>	• Vendor violates rules repeatedly, disrupts The Market peace. • Poor attitude or cooperation with staff or other vendors.	• Repeated need for rule enforcement. • Fair compliance with conduct expectations	• Respectful and cooperative with occasional reminders of Market rules • Generally, follows Market Handbook	• Vendor followed The Market Handbook and no fines, or warnings were given for any reason
Comments:				

How are Vendors/Products selected?

Downtown Events Group, Inc. reserves the right to approve, refuse and limit products sold at The Downtown Farmers' Market for all vendors. While exclusivity does not exist, a limited number of vendors may 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 or during the season unless they get approval from The Market Manager.

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. 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. No application fee refunds will be given to vendors who have not been accepted, withdrew their application, or have applied previously.

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

What happens after I am approved for the Downtown Winter Farmers' Market?

Upon approval of the Downtown Winter Farmers' Market, vendors will be provided with a checklist of items that need to be completed before they are allowed to attend. Approval of the Downtown Winter Farmers' Market does not mean automatic vending privileges. Vendors must complete the following before they are allowed to vendor.

- Pay their invoice via Marketspread by October 15, 2026.
- Submit their COI to the Downtown Winter Farmers' Market Team by October 1, 2026.
- Submit their food license or food truck permit, if applicable by October 1, 2026.
- Send in their clean-up deposit of \$150.00. (Prepared food and food trucks) by October 15, 2026.
- Sign Downtown Winter Farmers' Market Handbook agreement - should have been completed upon application.
- Watch and complete the online vendor meeting video before October 15, 2026.

Vendor Meetings

All vendors are required to watch our online, virtual vendor meeting.

Vendor meetings for the 2026 Downtown Winter Farmers' Market will be virtual and online.

Vendors can watch the video on their own time, but it **MUST** be completed by November 1, 2026. Failure to attend a vendor meeting will result in loss of vending privileges at the Downtown Winter Farmers' Market.

If a vendor is unable to make a vendor meeting, they must email Elizabeth Weyers at eweyers@downtownDSMUSA.com as soon as possible for accommodation.



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 any time 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 seven 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

Food Trucks: A vehicle, trailer, or truck in which products are sold out of. Food Trucks will NOT be allowed inside the venue but rather will be on Cowles Commons outside the venue.

Vendor Fees and Fines

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

**Vendors who pay their full balance on or before October 15 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	\$200	10x8 booth space (3 days)
Agriculture Farmer/Grower	\$200	10x8 Booth Space (3 Days)
Artisan Specialty Foods	\$200	10x8 Booth Space (3 Days)
Material Goods	\$300	10x8 Booth Space (3 Days)
Prepared Foods	\$400	15x8 Booth Space (3 Days)
Food Trucks	\$400	One Food Truck Space Outdoors

Double Booth spaces are given on a case by case basis and will be double the fee. Vendors must vend all three days of the event. Partial days/event vending are not allowed.

Refund Policy and Cancellations

Refunds will not be administered for no shows or cancellations after October 16, 2026. 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 Oct. 15. Space will not be reserved unless fee is paid in full by Oct. 15. 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.

- **10ft. wide x 8ft long booth space: (\$200 – Produce, Ag, Specialty Artisan) (\$300.00 – Material Goods)**
 - Included:
 - 10x8 booth space
 - Vendors will have to provide their own tables, signage, table linens, chairs, and other materials.
- **15 ft wide x 8ft long booth space (Prepared food get priority over 15x8 - limited spots available): \$400.00**
 - Included:
 - 10x15 booth space
 - Vendors will have to provide their own tables, signage, table linens, chairs, and other materials.
- **Food Trucks (Outdoors on Cowles Commons): \$400.00**
 - Included:
 - One outdoor food truck space
 - Vendors will have to provide their own tables, signage, table linens, chairs, and other materials.



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 \$150 vendor deposit by Oct. 15, 2026. 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 Oct. 15, 2026, in order to vendor at The Winter Market.

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 Capital Square.
- Food vendors cooking with grease or oil are **not** allowed to cook inside the building and must have a cooking space outside. Vendors must put a covering on the street prior to setting 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.

Other Market Fees

Non-Prepared Food Vendor 15x8 Booth	\$400	15x8 Booth Space (3 Days)
Storage Space	\$25	5x5 Storage space (3 Days)
Electricity Access	\$25	Electrical Access (3 Days)



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 a Marketspread form and invoice.

Attendance Policy/Cancelation/Refunds:

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

Vendors shall notify The Downtown Farmers' Market, via email at eweyers@downtownDSMUSA.com or farmersmarket@downtownDSMUSA.com by phone at (515) 286-4911, October 16, 2026, if they will not be in attendance. After October 16, no refunds will be issued for any reason.

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.

Excused Absence – Vendors who contact Market Management about an absence prior to October 16, 2026, a refund will be issued. This is still considered an absence; however, no additional fine will be issued.

Unexcused Absence – Considered a late cancellation. Notice was not given to Market Management prior to October 16, 2026. No refund will be issued and a \$50 late cancellation fine will be assessed. Emergencies will be taken into consideration on a case-by-case basis.

Vendor No-Show – No communication was made with Market Management regarding the vendor's absence to The Winter Market. A \$75 no-show fine will be assessed PER DAY. More than three no-show events in a season could result in the vendor's removal from The Market schedule.

Late Cancellation Fine - \$50 per day

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 October 16, 2026, to The Market if they are going to be absent. A Late Cancellation fine of \$50 may be enforced if proper notice is not given.

No Show Fine - \$75 per day

Vendors must communicate their absence with Market Management. Failure to communicate an absence will result in a \$75 No Show fine.

Dumping Fine - \$100

Trash, including boxes, may be placed outside in the Capital Square 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 Winter 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 Capital Square staff and staff from the local fire department.

Vendors who are not compliant with The Capital Square and Winter Market Fire Code will be assessed a fine of \$100 and will be subject to fines and fees by Capital Square 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.

Payment Schedule

October 1 – Vendors are notified of approval

October 9 – Vendors are scheduled and Invoices and Map Sent

October 15 – Vendor Payments are Due

October 15 – Vendor Documents are Due

October 16 – Last day to drop

NO REFUNDS will be issued to vendors for any reason.



Vendor Scheduling

Vendor Scheduling

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.

Schedules will be released on October 9, 2026, and considered final on October 16, 2026. Any vendor who wishes to drop without penalty must do so before October 16, 2026. No Refunds will be issued after that.

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 8ft. or 15ft. x 8ft.

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

Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. Signage and postings must be placed within the vending stall by opening bell.

Signage cannot be placed on sidewalks or patron walking area and must be within the vendor's allotted booth space.

Signage cannot extend more than 1 foot from the vendor's booth in any direction and must not impede neighboring vendors. This includes feather banners, a-frame signage, and product displays. Signs must not be smaller than 8x10 and must be legible. No other business name or logo can be used or included in onsite signage or leaflet/handouts.

Market staff reserve the right to request a vendor to move any of their signage at any time.

Please note: Vendors must only use painter-style tape on walls should their vending space allow.

Posted: Origin/Price/Amount of Product

All items for sale must be marked clearly with their retail price. Prices must be posted on or near the product with an individual sign or posted, or a list of prices on a large sign or board.





All vendors must post the origin of the product. Items must be labeled, measured, and priced by weight or unit. (I.E: piece, dozen, flat, ounce, etc.). All descriptions of products must be accurate and truthful.

Only vendors who have been approved may sell brokered products.

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.

Electricity

Electricity is available in various locations within Capital Square. Vendors who need electricity will need to indicate so in the Exhibitor Services form on the application. Electricity is NOT guaranteed for all vendors who request it. Vendors approved to use electricity should bring extension cords. All extension cords are the responsibility of the vendor.

Generators are NOT allowed inside Capital Square. Food Trucks on Cowels Commons are allowed generators as long as they fill out the request form and follow the generator guidelines.

Market generator guidelines include

- Generators must be quiet to respect Market vendors, customers and residents. **This is defined as giving off less than 65 dB of sound.**
 - o **Suggested generator is a Honda EU 22001 or equivalent.**
- Generators causing disruption or complaints will not be permitted.
- Vendors must provide a generator, extension cord, and cover for the part of the cord that lies in walkways and all areas utilized by the public.
- Market Management has the right to remove any generator at any time for any reason.

Set-Up Supplies

Vendors furnish their own tables, chairs, linens, handwashing stations, electrical cords, cashbox and change, and anything else that they may need.

Cooking Stations

Capital Square 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

The sale of closed container alcohol (wine bottles, cider, ect.) and CBD products are allowed at The Winter Market, however we do 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.

Storage

Storage outside of vending spaces will be available for vendors this year. Storage space is limited and vendors who utilize the storage spaces will be given a 5x5 space, and a tag to mark their items. Due to limited space, we strongly encourage using a table skirt if storage under table is needed.

Trash

Trash, including boxes, may be placed outside in the Capital Square 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.



Required Documents

All documents are due to Market Management by October 15 in order to vend at The Winter 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 Winter 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.

See Vendor Checklist for more information. (Checklist will be sent out upon approval to event).



Food Assistance Programs

SNAP / EBT Program

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 The Winter Market and paid back after The Winter Market. **Refusal to accept EBT tokens on eligible products is a violation of the Downtown Winter Farmers' Market Handbook and may result in vendors being removed from The Market.**

On January 1, 2026, certain types of foods were deemed no longer eligible for purchase with SNAP benefits. **As of June 22, 2026, this update was revoked via a court order from the federal government. Iowa has returned to following Federal SNAP Regulations. The following items are now SNAP eligible items:**

- Staples and grocery basics (bread and flour products, meats, eggs, dairy, fruits, vegetables, etc.)
- Common cooking ingredients (cooking oils, spices, condiments, sugars, extracts, tea leaves or bags to brew at home, coffee beans or grounds, etc.)
- Specialty Foods – Intended for ordinary nutritional use (enriched foods, health foods, etc.)
- Snack-type foods – (prepackaged popcorn, chips, cookies, donuts, breads, nuts, etc.)
- **SNAP is still not eligible for vitamins and supplements, medications, alcoholic beverages, prepared foods or drinks, pet food, personal care items, etc.**

SNAP/EBT Tokens



- SNAP/EBT Tokens are specific to the Downtown Farmers' Market and are only eligible for the Downtown Farmers' Market and The Downtown Winter Farmers' Market.
- DO NOT exchange cash for SNAP Tokens
- DO NOT collect sales tax on items purchased with SNAP Tokens
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market. Doing this is SNAP Fraud and is illegal.



Double Up Food Bucks Program

Double Up Food Bucks is a program that works alongside SNAP through the Iowa Healthiest State Initiative. Individuals who receive SNAP benefits or federal food assistance will receive a one-to-one match that encourages them to purchase healthy, fresh fruits and vegetables.

Customers will receive their Double Up Food Bucks when they use their SNAP card to get tokens at the Downtown Winter Farmers' Market Information Booth. Customers will receive a one-to-one match equal to the amount of SNAP tokens exchanged up to \$15.

All vendors who sell eligible products are required to accept the paper bucks. The bucks are turned in at the end of The Winter Market and paid back at the end of The Winter Market. **Refusal to accept Double Up Food Bucks on eligible products is a violation of the Downtown Winter Farmers' Market Handbook and may result in vendors being removed from The Market.**

Double Up Food Bucks Tokens



- These Double Up Food Bucks can be used on fresh produce only.
- These paper bucks work like cash on all eligible products.
- DO NOT exchange cash for Double Up Food Buck Tokens
- DO NOT collect sales tax on items purchased with Double Up Food Buck Tokens
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market. Doing this is SNAP Fraud and is illegal.

**If you DO NOT sell fresh produce (defined as a fruit of a vegetable in its original form), or plants that grow produce (tomato plants, pepper plants, basil, etc.), you CANNOT accept these tokens.*



Produce RX

The Produce Prescription Program is another Food Assistance Program through the Iowa Healthiest State Initiative. The program allows health care providers at Broadlawns Medical Center and selects Primary Health Care clinics to “prescribe” fresh fruit and vegetables to eligible patients.

Tokens are mailed to the individual and are not related to the SNAP/EBT program or the Double Up Food Bucks Program; however, there may be instances where an individual has both.

All vendors who sell eligible products are required to accept the vouchers. The vouchers are turned in at the end of The Winter Market and paid back at the end of The Winter Market. **Refusal to accept Produce RX Vouchers on eligible products is a violation of the Downtown Winter Farmers' Market Handbook and may result in vendors being removed from The Market.**

Produce RX Vouchers



- These Vouchers can be used on fresh produce only.
- These Vouchers work like cash on all eligible products and come in \$5 increments.
- No change can be given for these vouchers.
- DO NOT exchange cash for vouchers.
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market.

**If you DO NOT sell fresh produce (defined as a fruit of a vegetable in its original form) you CANNOT accept these tokens.*



Food Assistance FAQ

What items can Food Assistance tokens and vouchers NOT be used on?

- Beer, wine, liquor, CBD products, cigarettes, or tobacco
- Any nonfood items, such as.
 - o Pet foods
 - o Soaps, paper products
 - o Household supplies
 - o Vitamins and medicines
- Food sold from vending machines
- Food/drink made to be eaten at The Market (Prepared Foods)

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:

2025
MARKET TOKEN
EXPIRES 12/31/25

ONLY VALID AT PARTICIPATING FARMERS MARKETS.
CANNOT BE EXCHANGED AT GROCERY STORES

DOUBLE UP FOOD BUCKS IOWA

\$1


Fresh fruits and vegetables


Food plants and seeds

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 Winter 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 or expired tenders.

23



What do I do when I receive a food assistance token or voucher?

Each week eligible vendors will be provided with a Market money bag. The bag will be handed out by The Winter Market Staff in the first two hours of The Market.

Inside the bag will be a receipt (see example). 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, Produce RX Vouchers, and gift certificates.



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

Bags will be collected before The Winter Market closes on Sunday.

How will the reimbursement process work?

Once vendors have filled out their collection sheet and turned in their Market money bag, Market Management will review each bag, log the collected amounts and submit them to our finance team for approval and reimbursement.

Vendor reimbursement checks will be cut after Thanksgiving.

All vendors must provide Market management with an updated W9 with a current mailing address and the name that the checks need to be written out prior to reimbursement.

Vendors will not be able to be reimbursed for any vouchers, tokens, or gift certificates onsite.

The Downtown Winter Farmers' Market will not reimburse improper tokens, tokens used for ineligible items, expired tokens, or tokens from

vendors who do not have an updated W9. The Market is not responsible for collection forms that are not filled out correctly or not filled out at all. Please fill them out to the best of your ability so that we can reimburse correctly.



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

The Farmers Market Nutrition Program or Senior Farmers Market Vouchers (FMNP) and WIC Vouchers are programs of the Iowa Department of Agriculture and Land Stewardship. **They are NOT programs of The Downtown Winter Farmers' Market.**

These vouchers are allowed to be used at the Downtown Winter Farmers' Market under a few criteria.

- Vendors must be certified to accept FMNP and WIC Vouchers through the Iowa Department of Agriculture and Land Stewardship.
- Vendors who are certified must have the proper signage with the current year certification sticker displayed at their vendor booth. (See Below)



- **If you are not a certified vendor to accept these vouchers, PLEASE DO NOT ACCEPT THEM! The Downtown Winter Farmers' Market DOES NOT reimburse for ANY FMNP or WIC Voucher, the only way a vendor can be reimbursed is through the Iowa Department of Agriculture and Land Stewardship, if they are a certified vendor.**
- 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.



Senior FMNP Voucher and WIC Voucher



- Vouchers can only be used on eligible items, which are fresh fruits and vegetables.
- Honey may be purchased with Senior FMNP Vouchers.
- Vouchers work \$5.00 and are used as cash. No changes can be given or exchanged for vouchers.
- Vendors must submit all collected vouchers to the Iowa Department of Agriculture and Land Stewardship, per their training upon certification.
- DO NOT turn into the Downtown Winter Farmers' Market. DO NOT try to use, exchange, or reimburse vouchers with other vendors at The Market. Doing this is illegal and a violation of the program.

Does The Market have Market Gift Certificates:

Yes, the Downtown Winter Farmers' Market does have gift certificates. These are mainly used by our Market Staff, Sponsors and other Market Partners. We do occasionally sell gift certificates to patrons who inquire or provide them in giveaways.

Market Gift Certificates are to be accepted for ANY purchase at ANY vendor booth. The Downtown Winter Farmers Market will reimburse all vendors for any non-expired Market Gift Certificates that they collect during a season.

How do I redeem my Market Gift Certificates if I receive any?

1. Sign your name or vendor name on the back of the certificates you would like to turn in.
2. Turn certificates into Market Management in two ways.
 - a. If you have a Market money bag for food assistance vouchers, you can add them into your weekly collection.
 - b. If you do not receive a Market money bag for food assistance, you can either bring gift certificates to The Winter Market Information Booth.
3. Market Management reimburses vendors monthly after their account hits \$50.

Market Management will NOT reimburse other Market Gift Certificates.

Market Management will NOT reimburse for expired Market Gift Certificates.



Downtown Farmers' Market Gift Certificates



- Can be used on ANY Market Product at ANY Market Vendor.
- Certificates come in \$1.00 and \$5.00 amounts and work like cash.
- Do not give changes or exchange cash for these certificates.
- DO NOT try to use, exchange, or reimburse certificates with other vendors at The Market.
- Expire gift certificates are no longer valid, and Market Management will NOT reimburse them for ANY reason. Please check expiration dates on your gift certificates when accepting them.
- Can only be used at The Downtown Farmers' Market and The Downtown Winter Farmers' Market in Des Moines, IA.



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 Winter 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. 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 Winter 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 Winter Market with them. Pets are generally not allowed in Capital Square 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).

Sounds

Vendors will not be allowed to play music or have any form of amplified noise at their booth during the event, unless approved by The Market Manager.

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 Winter Market guidelines. Please print and share this information with your staff.



Market Load-In and Load-Out

*These times are subject to change

- **Thursday, November 19, 2026**
 - Vendor load-in begins at 3 p.m. and ends at 8 p.m.
 - 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 20, 2026**
 - 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 Winter 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 21, 2026**
 - 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 carts may be in used while The Winter 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 22, 2026**
 - 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-In Process

Vendors may begin loading in at 3 p.m. on Thursday, Nov. 19, 2026. The loading-dock doors will stay closed, and vendors are not allowed into the venue prior to 3 p.m.

Beginning at 3 p.m., vendors may begin the load-in process. Vendors must abide by the rules of the onsite move in supervisor, as well as the rules of Market Management.

Once vendors are at the loading-dock doors they will need to check in with Market Management at the check-in table located in the loading-dock.

At check-in vendors will be asked and given the following:

- If the vendor has paid in full (collecting payment as needed)
- Vendors will be given a load-out checklist with the load-out process
- Given directions to their booth space
- Vendor storage tag information given
- Vendors must be out of the venue by 8 p.m. (Last vendor will be allowed in no later than 7:30 p.m.)



Load-out Process

Vendors may begin closing down their booths and packing their items up at 2 p.m. on Sunday, Nov. 22, 2026, when The Winter Market closes.

Loading Dock doors will open at 2:30 p.m., not earlier.

Vendors may not enter the loading dock area until 2:30 p.m. and will not be allowed to enter without a loading pass.

Vendors must go to the check-out table and chat with Market Management. They will be asked and given the following:

- Any Food Assistance or Gift Certificate money will be reimbursed onsite, or a check will be cut and mailed to them if it is over \$50. – Verify mailing address and name on check.
- A Market staff member will need to go check their booth to make sure everything is packed up. Market staff will then provide the vendor with a load out pass.
- Once a vendor has a load out pass they can bring their vehicle into the loading dock area.
- At the loading dock entrance, a Market staff member will be present to check vendor's loading pass and direct them to the dock.
- Once vendors vehicles are loaded, they will need to return the cart and move their vehicle.

Loading Dock and Carts

Loading Dock: The loading dock is located at 5th Street on the West end of Capital Square, 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.

During load-out vendors will only be able to enter the loading dock area from 5th Street. Access from other areas will be blocked off for Market vendors during load out on Sunday. Vendors can exit through other doors and walk items to their vehicle If they are parked elsewhere.

Parking

The Downtown Winter Farmers' Market is currently working to find free parking for vendors during The Winter Market. We will update this once we have secured a lot.



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 and Downtown Winter Farmers' Market. Vendors are required to create a profile and apply through Marketspread each year if interested in participating in The Downtown Farmers' Market or Downtown Winter 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.



2026 Downtown Winter Farmers' Market Vendor Checklist

Vendor Name: _____

Task	Description	Completed?
Submit Certificate of Insurance	Certificate of General Liability Insurance is required for all vendors prior to their first date at The Market. • \$1,000,000 limits and name Downtown Events Group as additional insured and certificate holder. • See an example of the General Liability Insurance below. Email to farmersmarket@downtownDSMUSA.com	
Signed Vendor Agreement	Please sign for understanding of our updated Winter Market Handbook.	
Submit Food Permit Documentation	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. Please ensure all documents are up to date. • Temporary Food License (Prepared Foods only) • Home Food Processing License (Any vendors working with temperature-controlled foods)	
Request for Electricity	• No generators are allowed inside Capital Square • If you need electricity, you should have requested it on your application • If you are a Food Truck or are vending outside, you will need to complete a generator request form.	
Request for Vendor Cooking Space	No vendor will be allowed to cook anything inside the venue that uses or has smoke, ash, embers, open flames, grease or propane. Vendors who plan to cook onsite will need to request a cooking space outdoors.	
Vendor Booth Fees	All Vendor booth fees are due October 16, 2026. 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.	



2026 DOWNTOWN WINTER FARMERS' MARKET 2026 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 2026 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 2026 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 and Winter Market Handbook for 2026.
8. The laws of Iowa shall govern this Agreement and be binding upon the parties hereto.

Dated this ____ day of 2026, and agreed to by:

By clicking the “I Agree” button, you are agreeing to the above 2026 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