

Dia de los Muertos Festival Vendor Instructions

Booth Assignments & Vendor Map are here!

Attached are instructions for checking in, unloading, and setting up for the event. You are assigned a specific time to unload and set up your booth.

1. See “Vendor List” to locate your booth number(s)
2. See “Unloading & Set-Up Schedule” to find your Set-Up time.
3. See “Vendor Map” to find your location.

If you attended the Vendor Meeting on Saturday Oct. 14 – THROW THOSE SCHEDULES AWAY! Please use this version – Arrival times have changed!

*It is VERY important that you arrive on time to ensure a smooth set-up.

If you have any questions after reading through the Unloading & SetUp Instructions, email or call us at 361-887-6834.

This information packet is also available on www.diadelosmuertoscc.com under Art Expo > Vendor Set-Up Info.

Stage Schedules, Things To Do and See and other event info are also available at <http://www.diadelosmuertoscc.com/>.

Our hashtag for all things Dia de los Muertos Fest: **#diadelosmuertoscc**. Photos posted with this hashtag will show up with our social media. Plus, we can see pics of your wonderful hand-made products and fantastic experiences at the festival.

Thank you all for participating in this wonderful event.
We are looking forward to seeing you!

Michelle Smythe, Director, K Space Contemporary, DDLM Fest Organizer

Lynda Jones, Vendor Committee Chair & K Space Board Member

Andrea Valenti, K Space Board Business Chair and Dia de los Muertos Festival Committee

Shelly Rios, Dia de los Muertos Festival Committee and K Space Board Member

UNLOADING & SET UP SCHEDULE

BOOTH NUMBER VENDORS & SPONS	BOOTH LOCATIONS	SET UP TIME	DRIVE INTO FESTIVAL GROUNDS ON...	STREET CAPTAIN
Stage Set up	Main Stage – Starr & Water Cultural Stage – Schatzel & Mesquite DJ Stage - Taylor & Chaparral	7:00 am	Near stage location	Main-Casey Cultural-John DJ - Skip
Ticket Booths	1. Starr by KSpace 2. La Retama Park 3. Starr byHoRock 4. Chaparral near Ritz	8:00 am	Mesquite at Taylor	
Food Booths	Taylor Street	8:00 am	Taylor and Chaparral	Belinda
ATMs	On Chaparral Street near Axis Tatto	9:00 am	Chaparral at Taylor	Belinda
126-A.Hilsberger–Balloon	Corner of Mesquite & Starr	9:00 am	Mesquite at Taylor	Hannah?
HEB & AEPTX Kids Corner Lucha KaBoom	Mesquite & Starr	10:00 am	Chaparral at Peoples	Cheryl
1-9	400 blk Starr St.	10:00 am	Mesquite at Taylor	Lynda, Andrea
75 – 79 86-92	Peoples near Chaparral on right side of street	10:00 am	Mesquite at Taylor	Lynda, Andrea
110 – 115 TAMUCC ART (SAA, Hold Steady Crew) USITT DEL MAR COLLEGE Architecture MILLER HS CHEER	600 blk Chaparral Street Parking lots	10:00 am	Peoples at Chaparral *depending on status of Chaparral Renovation, may need to enter Peoples going wrong way from Water	Omar
11-16 Kids Corner Partners	Gignac Lot at Starr & Mesquite	10:30 am	Mesquite at Taylor	Lynda, Andrea
71-74 80-85 93-96	Peoples Street on left side of street	10:30 am	Mesquite at Taylor	Lynda, Andrea
116 - 117 Laredo Taco T-Mobile	600 blk Chaparral Street Parking lots	11 am	Peoples at Chaparral *depending on status of Chaparral Renovation May need to enter Peoples going wrong way from Water	Omar

97 – 109 Metro PCS	500 block of Peoples Street at Mesquite	11 am	Mesquite at Taylor	Lynda, Andrea
10 – Sugar Skulls	Starr at Mesquite	11 am	Mesquite at Taylor	Lynda, Andrea
56-63	600 blk Mesquite St on right	11:30 am	Mesquite at Taylor	Lynda, Andrea
120-127	Mesq. By HOR	11:30 am	Mesquite at Taylor	Lynda, Andrea
Leal Bros Low Riders	600 blk Chaparral Street Parking lots	11:30 noon	Peoples at Chaparral (depending on status of Chaparral Renovation May need to enter Peoples going wrong way from Water)	Omar
64 – 70	600 blk Mesquite on right	12 noon	Mesquite at Taylor	Lynda, Andrea
17 – 25	700 blk of Mesquite, left	12 noon	Mesquite at Taylor	Lynda, Andrea
BARS	1. 415 Starr 2. 500 Starr 3. 510 Peoples 4. 716 Chaparral	12 noon		Jenni, L & F and Andrews
46 – 55	600 block Mesquite left	12:30 pm	Mesquite at Taylor	Lynda, Andrea
41 – 45	600 blk Mesquite on left	1:00 pm	Mesquite at Taylor	Lynda, Andrea
26 – 37 La Caliente Radio	700 blk Mesquite right	1:30 pm	Mesquite at Taylor	Lynda, Andrea

VENDOR UNLOADING AND SET-UP INSTRUCTIONS:

WHERE: The Dia de los Muertos (DDL M) Street Festival is located on the 400-500 blocks of Starr, 400-500 blocks of Peoples, 500-700 blocks of Mesquite, 600-700 blocks of Chaparral, and 400 block of Taylor. These streets are closed to regular traffic at 5 am on festival day.

BOOTH SPACES ARE ASSIGNED: Check the page titled “**2017 Vendor List**” to find your booth number in the yellow column. Then, find your booth number, set-up time and entry location on the page titled “**Unloading & Set-Up Schedule**”.

ARRIVING AT FESTIVAL SITE: It is very important that you arrive on time!!! Arts Expo Vendors will enter festival grounds on Mesquite at Taylor. Vendor Committee will be there to greet you, and you will check in as you arrive. They will help find your booth location, give you a booth label, info packet, and map. *Please Note:* Del Mar College, TAMUCC affiliated groups and Miller High School will enter on Chaparral.

Drive only in the areas indicated with arrows on the map. In most cases, you will be able to unload at your booth location. Park your car on the right side of the street, no matter what side your booth is on. Leave the left lane open for other cars to pass. Unload your things, go park your car, then return to set up your booth. Getting your car out of the way quickly will prevent traffic jams.

BE KIND: The people guarding the streets are volunteers. Setting up this event is a process; expect delays and be flexible. Vendors who are disrespectful to volunteers & festival organizers will not be invited back. We are here to help and want you to have a good experience.

UNLOAD your things in your booth space. Let the volunteers help you unload. Booth spaces will be numbered in marking paint/chalk with the corners marked. You have 15-20 minutes to unload your car. Bring your own tables, chairs, and display equipment. If you must leave and come back later, bring a blanket or tarp to cover your things. It is best to stay or leave a trusted person to watch your booth items. The DDL M Festival, K Space Contemporary and Axis Tattoo are not responsible for unattended items.

VENDOR CHECK-IN will be at Taylor and Mesquite as you arrive onto the Festival site. Each booth receives a booth ID badge and 2 wrist-bands that identify you as an official vendor.

VENDOR PARKING: Vendors may park in the **Mesquite St. Parking Garage** on festival grounds - FREE of charge! To park in the garage, leave your booth area following the flow of traffic – do not turn around and go the opposite direction. Return to the entry point at Mesquite at Taylor and proceed to the garage. **See Map.**

Important: If you park in the garage, you cannot come and go or leave the festival early. Your car must remain parked in the garage until the festival has ended and the streets are clear (around 12:30-1 am). Remove your car immediately after the festival. Please do not leave trash in the garage. If it is left unclean, we will not be allowed to use it in the future.

LATE ARRIVALS: Vendors who arrive after 2:00 pm will not be allowed to drive into the festival zone or park in the Mesquite St. Garage.

BREAKDOWN: The last bands wrap up at midnight. **All Vendors must remain set up until 11pm.** Vehicles are not allowed to drive through the festival zone until the streets have cleared. Please park on the right side of the street while you load, leaving the left lane open for traffic flow. Do Not Block others in as you load your car.



- 1** MAIN STAGE
- 2** CULTURAL STAGE
- 3** SKIP'S DJ STAGE
- 4** WALK OF REMEMBRANCE ALTAR DISPLAY- THE RITZ THEATER
- 5** LUCHA KABOOM!
- KIDS CORNER**
- ARTS & CRAFTS VENDORS**
- MAKE UP / FACE PAINT**
- DIA FEST PARTNERS**
- SPONSORS**
- ACTIVITIES/PRE PKG FOODS**
- B** BEVERAGES
- T** TICKETS
- FOOD TRUCKS**