

## Dia de los Muertos Festival Vendor Instructions

Booth Assignments & Map are ready!

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 “2019 DDLM Festival Booths” to locate your booth number(s)
  - Sponsors are in Red text
  - Partner Groups are in Blue text
  - Activities are in Purple text
  - Arts & Crafts, Face-Paint, Pre-Packaged Foods are in Black
2. See “Unloading & Set-Up Schedule” to find your Set-Up time
3. See “2019 Vendor Map” to find your location.

\*It is 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](http://www.diadelosmuertoscc.com) under Arts and Crafts Expo.

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 booth, 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

# UNLOADING & SET UP SCHEDULE

<b>BOOTH NUMBER VENDORS &amp; SPONS</b>	<b>BOOTH LOCATIONS</b>	<b>SET UP TIME</b>	<b>DRIVE INTO FESTIVAL GROUNDS ON...</b>	<b>STREET CAPTAIN</b>
Stage Set up	<b>Main Stage</b> – Starr & Water <b>Ritz Stage</b> – Ritz Parking lot on Taylor	Friday, Nov. 1 10am	<b>Main:</b> Enter at Starr & Water St. <b>Ritz:</b> Enter from Taylor St.	Main-SKIP & Andrew Ritz - Skip
Stage Set UP	<b>La Retama Stage</b> – La Retama Park at Peoples and Mesquite	Sat. Nov. 2 7am	Enter on Schatzel, right on Lower Broadway turn at Peoples	La Retama - Andrew
Ticket Booths	1. Starr by K Space 2. La Retama Park 3. 610 Chaparral 4. 716 Chaparral by Ritz	Nov. 1: Set up 2 & 4 Nov. 2: set up 1 & 3 8:00 am	Set up to side of street – not in middle	Jonathan / Michelle
Food Booths	Taylor Street	8:00 am	Enter on Schatzel, right on Lower Broadway, right on Starr & left on Chaparral, left onto Taylor	Belinda
ATMs	Various	9:00 am	Enter on Schatzel, continue to Lower Broadway, Right at Starr, & right on Chaparral	Belinda / Michelle
126-A.Hilsberger–Balloon	600 block Chaparral	9:00 am	Enter on Schatzel, continue to Lower Broadway turn at Starr	Michelle
Booths 130-135	700 block Chaparral	9:30 am	Enter on Schatzel, continue to Lower Broadway turn at Starr	Vendor Check In: Lynda
110 – 115 TAMUCC ART (SAA, Iron Pour), USITT	600 blk Chaparral Street Parking lots	9:30 am	Enter on Schatzel, continue to Lower Broadway turn at Starr, Rt. on Chaparral	Omar
TREAT STREET: DEL MAR COLLEGE Architecture	Gignac Lot at Starr & Mesquite	9:30 am	Enter on Schatzel, continue to Lower Broadway turn right on Starr	Amorette
1-9	400 blk Starr St.	10:00 am	Enter on Schatzel, continue to Lower Broadway turn at Starr	Vendor Check In: Lynda
75 – 79 86-92	Peoples Street - right side of street	10:00 am	Enter on Schatzel, continue to Lower Broadway turn at Starr, Rt on Mesquite, left on Peoples	Vendor Check In: Lynda
71-74 80-85 93-96	Peoples Street - left side of street	10:30 am	Enter on Schatzel, continue to Lower Broadway, Rt. at Starr, Rt on Mesquite, left on Peoples	Vendor Check In: Lynda
Kids Corner 11-16 Partners & Sponsors HEB & NACCU	Gignac Lot at Starr & Mesquite	10:30 am	Enter on Schatzel, continue to Lower Broadway, left on Mesquite pull into lot on right	Amorette

116 - 118 Laredo Taco Leal Bros. Lowriders	600 blk Chaparral Street Parking lots	11 am	Enter on Schatzel, continue to Lower Broadway, Rt on Starr, Rt. On Chaparral	Omar
97 – 109 Metro PCS	500 block of Peoples Street at Mesquite	11 am	Enter on Schatzel, continue to Lower Broadway, Rt on Starr, Rt. On Chaparral	Vendor Check In: Lynda
55-63	600 blk Mesquite St on right	11:30 am	Enter on Schatzel, continue to Lower Broadway, Rt. On Starr, Rt. On Mesquite	Vendor Check In: Lynda
120-124	500 Block of Starr, Parking Lot across from HOR	11:30 am	Enter on Schatzel, continue to Lower Broadway, Rt.on Starr	Vendor Check In: Lynda
Leal Bros Low Riders	600 blk Chaparral Street Parking lots	11:30 am	Enter on Schatzel, continue to Lower Broadway, Rt on Starr, Rt. On Chaparral	Omar
64 – 70	600 blk Mesquite on right	12 noon	Enter on Schatzel, continue to Lower Broadway, Rt. On Starr, Rt. On Mesquite	Vendor Check In: Lynda
17 – 27	700 blk of Mesquite, left	12 noon	Enter on Schatzel, continue to Lower Broadway, Rt on Starr, Left on Mesquite	Vendor Check In: Lynda
BARS	1. 510 Peoples 2. 415 Starr 3. 602 Chaparral 4. 716 Chaparral	12 noon	1 & 2 Enter on Schatzel, continue to Lower Broadway turn at Starr 3 & 4 Enter on Schatzel, continue to Lower Broadway turn at Peoples	Jenni, L & F and Andrews
46 – 54	600 block Mesquite left	12:30 pm	Enter on Schatzel, continue to Lower Broadway turn right on to Starr, Rt. On Mesquite	Vendor Check In: Lynda
125 - 129	500 Block of Starr	12:30 pm	Enter on Schatzel, continue to Lower Broadway, Rt. On Starr	Vendor Check In: Lynda
40 – 45	600 blk Mesquite on left	1:00 pm	Enter on Schatzel, continue to Lower Broadway, Rt. On Starr, Rt. On Mesquite	Vendor Check In: Lynda
26 – 39	700 blk Mesquite right	1:30 pm	Enter on Schatzel, continue to Lower Broadway, Rt on Starr, Left on Mesquite	Vendor Check In: Lynda

## **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, 300-500 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 “**2019 DDL M FESTIVAL BOOTHS**” 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 at Schatzel and Lower Broadway, then turn right at Starr St. The Vendor Committee will greet you at Starr and Lower Broadway, so you can check in as you arrive. They will show you your booth location on the map, give you a booth label and info packet.

**DRIVE ONLY IN THE AREAS INDICATED WITH ARROWS ON THE MAP.** In most cases, you will be able to unload at your booth location. While you unload, park 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. 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 Dia de los Muertos Festival, K Space Contemporary and Axis Tattoo are not responsible for unattended items.

**VENDOR CHECK-IN will be at Starr and Lower Broadway as you arrive onto the Festival site.** Each booth receives a booth ID label and wrist-bands that identify you as an official Vendor or Sponsor. Your Booth ID Label must be visible on your booth throughout the festival.

**VENDOR PARKING:** Vendors may park in the **Mesquite St. Parking Garage** on festival grounds for \$10. 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 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.