

Greetings from the Esperanza Peace and Justice Center!

The 20th Annual *Mercado de Paz • Peace Market* takes place at the **Esperanza Peace and Justice Center**, 922 San Pedro, San Antonio, TX on **Friday & Saturday, November 27th & 28th** of **2009, 10 am-6 pm**, daily.

ESPERANZA'S 2009 MERCADO de PAZ • PEACEMARKET

The day after Thanksgiving is the year's busiest shopping day with people overrunning retail landscapes dotted with corporate clones. Esperanza's annual *Mercado de Paz • Peace Market* offers an alternative by hosting artisans and merchants who offer shoppers unique, handmade gifts centered around themes of peace, social justice, cultural diversity and ecological concerns.



Celebrating the tradition of open-air markets around the globe, the *Mercado de Paz* brings people together as *comunidad*, not consumers. Shoppers spend time and money buying *artisanía* from artists and *gente* who work to build a better world. In 2008, more than 8000 shoppers enjoyed the *ambiente* of the *Peace Market* taking with them not only gifts, but new contacts and ways of supporting peace and social justice concerns. Our 20th year promises to be among the best years, yet!

Vendor Application

Last year [2008], more than 100 vendors participated in the *Mercado de Paz*. This year, space will be limited, so meeting the application deadline of **October 9th** is critical to being accepted as a 2009 vendor. A selection process to finalize *Peace Market* vendors this year will begin as soon as the application deadline is met. Vendors will be notified of selections by **late October** and will need to attend a mandatory Vendor Meeting either on Sat., Nov 21 from 10am-12pm **OR** Mon., Nov 23 from 6:30-9:30pm to finalize **2009 Peace Market** details. We look forward to celebrating with returning vendors and new vendors this 20th anniversary of the *Mercado de Paz*.

Our *Mercado de Paz* thrives on vendors' generosity, honesty and spirit of fun. We rely on vendors to itemize sales for each Market day using receipt books provided by the Esperanza. A small percentage of total sales based on the location and size of vendor spaces (between 15-35% for most vendors) goes to the Esperanza at the end of each Market day. Upon acceptance, all vendors also donate an item representative of their wares for the *Annual Peace Market Raffle* that occurs on an hourly basis on *Peace Market Days*. The wildly popular Raffle promotes vendor sales throughout the *Mercado* and offers shoppers an opportunity to preview vendor goods and choose a prize if they win with their \$1 raffle ticket. The raffle helps us keep the *Mercado* admission free and open to all year after year.

To become a *Peace Market* vendor complete the enclosed Application Form including a CD of digital images of new merchandise for 2009 [clear photos accepted if digital not available]. The images will facilitate the selection process and promotion of the *Mercado* through a variety of media. Be sure all items submitted are clearly labeled with your name. We encourage everyone to return the application to the Esperanza Center at 922 San Pedro **in person**—Friday from 10 am to 7 pm. **Deadline for the 2009 Peace Market application is October 9th!** All applications will be stamped with the date received and initialed by staff upon receipt. We look forward to a great **20th Peace Market!**

Esperanza Peace and Justice Center Staff
Staff and Buena Gente

Note: Please read complete 2009 guidelines in back!

2009 MERCADO DE PAZ • PEACE MARKET 2009

****VENDOR GUIDELINES****

Friday, November 27th & Saturday, November 28th from 10am to 6pm

The Esperanza Center's 20th annual *Mercado de Paz • Peace Market* is a free open-air mercado featuring unique, handmade gifts and artesanía centered around themes of peace, social justice, cultural diversity and ecological concerns. Shoppers at this alternative market help artists and groups empower our communities to build a better world.

Vendors participating in the **2009 Peace Market** contribute a percentage (%) of their total sales each day to the host organization, **The Esperanza Peace & Justice Center**, and are asked to agree to the following terms:

Mandatory Vendor Meeting: Upon acceptance to the **2009 Mercado de Paz** vendors are required to attend an orientation meeting either on Saturday, Nov. 21st from 10am to 12pm or on Monday, Nov. 23rd from 6:30 pm to 9 pm where details for the 2009 Mercado will be finalized.

Raffle Donations: Vendors are requested to donate an item representative of your goods for the annual **Peace Market Raffle** that showcases vendor prizes for shoppers and for publicity. Donations can be dropped off (with name attached) at the Esperanza no later than Wednesday, November 25th.

Vendor Fees: Each vendor accepted to the **2009 Peace Market** will sign a Vendor Agreement Form detailing the vendor's fee (between 15-35% of daily sales for most) based on the size and location of the space/puesto assigned. [Note: This year, street tents, limited to a few 10x10 spaces, will be charged 30%]

Receipt books: On each Market day, vendors will receive a receipt book and be responsible for itemizing *transactions* for **each** customer's purchases. Original receipts are to be kept for daily calculation of fees at the end of each day and for Esperanza's financial records. Vendors & customers may keep a carbon copy.

Early Set-up for Indoor Vendors: Indoor vendors are encouraged to drop off merchandise and set up as early as Wednesday, November 25th from noon to 8 pm. Merchandise set out before **Peace Market Days** will be at your own risk and should be covered up or otherwise secured.

Setup & Check-in: Vendors may arrive for setup on **Peace Market** days at 8 am (not earlier) and check-in at the Esperanza office, 922 San Pedro, between 8:30-9:30 am to receive receipt books and daily updates.

Market Day Duration: Vendors are expected to be set up and open for sales by 9:45 am each **Market** day and remain open until 6 pm or until they are called for the required check out.

Check-out Time: At the end of each **Market** day, vendors will check out at the Esperanza office turning in receipt books where vendor fees will be paid based upon receipt totals. Checkout begins at 6:15 pm daily. Vendors will be called to check out in a given order as soon as possible.

Overnight Breakdown and Storage: Indoor vendors may leave their covered displays overnight between market days at their own risk. Parking lot vendors must breakdown setups, but may store items indoors overnight, subject to space availability. Street vendors must remove their full displays overnight.

Space Use: Vendors must bring their own tables, shelves, display accessories AND supplies. Indoor vendors may not nail, drill or tack into **concrete** walls. However, vendors next to sheetrock walls may use tacks or small nails for wall displays. All vendors must stay within assigned spaces.

Electricity: The Esperanza will try to accommodate electrical needs—but cannot guarantee it. Vendors must bring their own lighting and extension cords. Let us know if you will be using any special lighting.

Cash box and Change: Vendors are responsible for bringing their own cash box and money for change. *Esperanza's credit card machine may be used for purchases of \$50 or more. A small service charge is added.*

The Esperanza Peace and Justice Center retains the right to change any of the preceding guidelines for the 2009 Mercado de Paz or add new ones, when needed. Following the guidelines will insure an enjoyable and successful experience for this and future Peace Markets. Enjoy old friends, meet new ones and have fun!

Recv'd on: _____ | Initials: _____

VENDOR INFORMATION • APPLICATION FORM
2009 MERCADO DE PAZ • PEACE MARKET

SPONSORED BY THE ESPERANZA PEACE & JUSTICE CENTER IN SAN ANTONIO, TX
Friday & Saturday, November 27th & 28th, 2009 from 10 am to 6 pm

APPLICATION DEADLINE: Friday, October 9th, 2009
Return to: **Esperanza Center • 922 San Pedro, San Antonio, TX 78212 • 210.228.0201**

| |
|---|
| VENDOR'S FULL NAME AND BUSINESS NAME (PLEASE PRINT!) |
| MAILING ADDRESS (include city & zip code) |
| CONTACT INFO: phones and email address |

1. Tell us about your history and experience with the Peace Market. If you have not been a Peace Market vendor, tell us how you heard about the Peace Market and why you want to be a vendor. [PRINT]

2. The Peace Market sells items that promote themes of peace, social justice, cultural diversity and ecological concerns as well as unique items not found at stores. Describe what you want to sell at Peace Market? Who makes the product and what is your relationship to the artists? What % of sales do the artists receive? [PRINT]

3. Explain how are you are involved with social justice and peace concerns in our community. [PRINT]

[APPLICATION CONTINUES ON BACK...]

4. List examples of items you sell and their price range from the lowest to average to most expensive.

VENDOR FEES: The Esperanza collects 15% to 35% of sales depending on the space requested. Answer #5 & #6 based on your preferences. If accepted, vendors will sign an agreement with site details and the appropriate fee level before Peace Market Days begin. Sites are assigned based on availability.

5. Location site preference and fees: (Please **check** preference.)

- I would be fine with an indoor or outdoor placement.**
- Outdoor: Fee Range 15%-30% of sales based on size of set up: S, M, or L. NOTE: A limited number of 10x10 spaces will be available for street tents at the rate of 30% this year.**
Outdoor vendors must break down and remove displays overnight between market days.
- Indoor (Fee Range 25%-35% for most vendors based on the size chosen: S, M, or L)**
Sites are secure from weather and may be left up overnight between market days at vendor's risk.

6. Vendor Space/Puesto size based on tables and accessories used. (Please **check** your preference.)

NOTE: The larger the space, the greater the % fee level. Esperanza does not provide tables.

- | | | |
|---|--|---|
| <input type="checkbox"/> SMALL Less than 6 ft in length for total setup | <input type="checkbox"/> MEDIUM 6 – 8 ft in length for total setup | <input type="checkbox"/> LARGE 8 – 12 ft in length for total set up |
|---|--|---|

*** If your needs are greater than 12 ft, please explain below and note that the % will be higher than 35%.**

7. Describe your setup based on your request. Include size, number and type of tables or additional display structures including wall space to be used. Tents are limited to the 10x10 space: [PRINT & be specific]

[Attach a drawing/ or detailed description, if possible.]

8. Electricity: Is electricity for lighting or displays needed? (**Circle one**)

- | | | |
|--------------------------------------|-------------------|-------------------------------|
| Yes, my display requires electricity | Only if available | No, I don't need electricity. |
|--------------------------------------|-------------------|-------------------------------|

9. Add any other thoughts, requests or questions, including health concerns below: [PRINT]

10. A high resolution CD of digital image(s) of new merchandise for 2009 is attached. [Clear photos accepted if digital not available. Label all items with your name.] Note: these examples may be used for promotion of the Peace Market.