

## ***2022 Vendor Application Process***

2022 Vending Opportunities:

### **Saturday, May 21st, 2022 - In Person Group Swim**

Pool Location:

<https://crpd.com/parks/hagan-community-park>

\*Ticketed Event

**(selling hours: 10 AM to 5 PM)**

Vendors will be stationed outdoors, along the fenceline on concrete or grass. Direct sunlight may occur, plan accordingly. Valid Vaccination card required to participate. Masks required in certain areas.

**Sunday, May 22nd, 2022 - In Person Mermaid Market & Promenade** in HIGH TRAFFIC TOURIST area Old Town Sacramento Historic Waterfront District  
2nd and Front Streets in Sacramento, Ca. adjacent the historic Delta King River Boat  
FREE Public Event

**(selling hours 9:00am-12:00pm)**

Vendors will be stationed along the fenceline of the embarcadero, both levels. Stairs and ramps onsite.

### **2022 Season - May 2022; runs until 4 weeks after event ONLINE ONLY**

Vendors will be listed and linked on the California Mermaid Convention website

From bath products, children's toys, apparel, games, tea, costumes, art, trinkets and books; we host a wide range of beautifully crafted items. We support small businesses, *with an emphasis on handmade items*. We are looking for items with a Mermaid, Ocean, Nautical or Fantasy Theme. If you do not have a large selection of items that fit into our theme, you may not be accepted as a vendor. Please note we are an ALL AGES event.

Any merchandise with adult content or themes must be displayed in a tasteful way, and labeled 'adult content' or '18+'.

Due to the vision of this event, we typically do **not** accept vendors from Direct Sales or Multi-level marketing representatives such as LuLaRoe, Lipsense, Scentsy, Paparazzi, Pampered Chef, Mary Kay, Avon, etc.

All vendors will have the opportunity to be showcased in our Digital Vendor Hall on our website for the 2022 season and during the virtual vendor showcase (date TBD, sometime between May 16-19th, 2022). Vendors must send in 3 images, weblinks and social media handles for us to display on our website, social media, advertisements, etc.

Vending Opportunities:

- Full Weekend: 10' X 10' space on Saturday & 10' X 10' space on Sunday - vendor supplies all tables/chairs/pop-up tents/booth decor, etc =**\$315**
- Saturday Only: 10' X 10' space - vendor supplies all tables/chairs/pop-up tents/booth decor, etc =**\$195**
- Sunday Only: 10' X 10' space - vendor supplies all tables/chairs/pop-up tents/booth decor, etc =**\$145**
- Traveling Vendor-Saturday Only: 6' table & 2 chairs in the shade provided by The California Mermaid Convention - vendor supplies any additional tent/booth decor, etc =**\$225**
- Online Only: Display your wares in our 2022 digital vendor hall = **\$50**

Vendors must mail in ONE physical item of a low price point, for our raffles. Vendor may choose which item to send. Booth payment fees are requested upon approval. Failure to pay fees will forfeit your space. Signed vendor contract required.

## **Application Process**

Please send the following information in an email ([hello@californiamermaidcon.com](mailto:hello@californiamermaidcon.com)), you will be notified of approval status and sent a contract if selected:

- 1) Name and Type of Business
- 2) Products you'll offer during the event
- 3) Average price point for your products
- 4) Website/Social Media handles
- 5) Contact Name, Email and Phone Number:

**Not all applicants will be accepted, space is limited. You will be notified when your application is approved/declined. Sponsorships that include vendor space are also available on [www.californiamermaidcon.com](http://www.californiamermaidcon.com).**