

2025 LIGHT UP AHWATUKEE HOLIDAY FESTIVAL

MARKETPLACE VENDOR RULES

For SETUP AND TEAR DOWN (SATURDAY, 11/22/25)

Timing and Location Rules:

- The Marketplace for Arts and Crafts and Services will be located on Marketplace St.
- You will use this street for both setup and tear down.
- Vendors must set up on the morning of the event (Saturday 11/22) between 7:30-9:30 AM.
- Your vehicle must enter Marketplace Street from Desert Foothills Parkway no later than 9:00 AM. Your vehicle must exit Marketplace (continuing forward with your vehicle) before 9:30 AM. Booths must be completely set up by 9:30 AM.
That means that if you arrive at 9, you will have no more than 30 minutes to unload your supplies and set up your booth.
- All vendor spaces will be marked. You will have an assigned space #. You are required to contain your booth within your marked space. You cannot block any other vendor's access to their space. Should this happen, you will be required to move your booth regardless of the inconvenience.

Best Practice: Arrive early (7:30). Bring wagons to cart your items after Marketplace closes at 9. We are a friendly, courteous venue; please emulate our values by finding a way to set up without impacting your neighbors.

- If you need more than a standard car/truck to set up your space, you need special arrangements. Please contact kimberly@lightupahwatukee.org.

Morning setup is a chaotic event. We do our best to plan and stay organized so you can set up in a streamlined manner. To meet these goals, the following rules must be followed:

- Do not, under any circumstances, try to bypass our barriers or volunteers on Marketplace.
- Do not attempt to enter Marketplace or set up before 7:30.
- Do not try to reassign yourself a new space for any reason. Contact Kimberly Bolton at 206-940-0409 with questions (but note it may be difficult to reach our team during this busy time).

Setup: Detailed Instructions

1. Check in with a Light Up Ahwatukee volunteer (look for the bright yellow vest) as you approach the Marketplace Saturday morning before 9.
2. Your space will be confirmed and you will be allowed to drive to its location on Marketplace.
3. Park directly next to your assigned booth, or as close to it as possible--against the curb, not in the middle of the street. Expect to move your car if you do not comply.

The priority is to always keep a clear lane for traffic.

4. Once you've unloaded your supplies quickly and within your 10 x 10 space (do not set up yet), drive forward and park your car in the dirt lot on the right at the end of the park.

Booth: Detailed Instructions

You purchased a 10 x 10 space. All your belongings and merchandise must be contained in that space, no exceptions.

LUA volunteers will be on hand to guide you to your space and help you with setup. They will also ensure you do not extend beyond your space in any direction.

ETIQUETTE AND SPECIAL CONSIDERATIONS

- Do not play loud or offensive music nor create distractions affecting other vendors' interactions with customers.
- Do not encroach on space beyond your 10 x 10 marked area.
- Vendor core/required selling hours are 10AM — 5:00 PM. You can opt to stay past this time at your discretion and at no additional cost. The event ends at 11 PM.
- DECORATE!! This is a holiday-themed event so bring holiday lights and decorations for the season. We embrace your efforts to make our Holiday Marketplace magical!

TEARDOWN: PROCEDURES (5 PM or after 6 PM)

Notes:

- *Santa's Village and local service vendors will not use Marketplace Street for setup or tear down.*

- *The motorcycle parade WILL drive through the middle of Marketplace around 5:30 PM. No vendor will be allowed to leave between 5 and 6 PM.*

1. Pack up your booth. Booth must be packed up and ready to load prior to retrieving your car.
2. Once packed, retrieve your car.
3. Just as during arrival, Marketplace Street is one way street during departure, only in reverse. Drive onto Marketplace Street from Chandler Blvd towards Desert Foothills Parkway.
4. Pull up to your booth as close as possible and against the curb. Load quickly. No one is allowed to use the center of the street.

Note: Some vendors will opt to stay later and continue to sell while you are packing. Be aware of your surroundings and do not block the street with open car doors or merchandise.

5. Once loaded and your space is as clean as it was when you arrived, continue forward on Marketplace Street and out to Desert Foothills Pkwy. Stay on the right side of the road as you go.

Remember: All vendors want to load up as quickly as possible. This creates a lot of traffic! We appreciate everyone's patience and attention to safety.

Failure to comply to any stated rule will be cause for ejection from the event.

Questions? Contact Kimberly@lightupahwatukee.org

THANK YOU FOR PARTICIPATING AND ENJOY THE HOLIDAYS!