

**40<sup>th</sup> Annual Challenge New Mexico Arts and Crafts Festival**  
**Vendor Information Packet**  
Saturday, June 9<sup>th</sup> & Sunday, June 10<sup>th</sup>

Hello!

We at Challenge New Mexico would like to thank you for partnering with us for the upcoming Arts and Crafts Festival! Without your participation, this event would not be possible. As you know, the proceeds from booth sales go directly to our Therapeutic Horseback Riding Program. By purchasing a booth, you are supporting our organization as we serve the special needs community in Santa Fe and Northern New Mexico.

In this document, you will find the information you need for the upcoming June show. PLEASE review all information. You will find:

- General Information Review
- Sell days and times
- Set up and breakdown Information
- A vendor/booth number list
- A map of booths highlighted to show set-up times

Again, please look through all of this information and notify me immediately if you have any questions about the upcoming show.

I NEED TO HEAR FROM YOU ASAP IF:

- 1) You plan on bringing a large trailer to the show
- 2) If you need to reschedule your set up time

Thank you so much for your participation!

Elissa Ulibarri  
CNM Program Director and Festival Organizer

## General Information Review

- Exhibitors must provide their own booth and display equipment. Booth spaces are 10' X 10', and all vendors' inventory and belongings must stay within the assigned 10' x 10' space. This is a City of Santa Fe stipulation, and officials will be patrolling to enforce compliance.
- ***No awnings, extended walls, or protrusions OF ANY KIND are allowed on booths!!!*** This applies mainly to booths that are on the street. The fire department will not allow any awnings, extended wall, or anything on the booth that protrudes into the street. This interferes with the fire lane. They will be strict this year and may ask you to leave if not in compliance. If you have a booth with a built in awning, face it away from the street. If you have any questions about your booth and its placement, please call Elissa at 505-470-9088.
- The weather in Santa Fe varies greatly in June, so it is essential to be prepared for sun, heavy rain, and very strong winds.
- Vendors using electricity must be sure to use a #10 gauge extension cord and secure all cords. Please bring tape with you to tape down your electric cord as needed.
- Security officers will be on the Plaza at night, but our insurance does not cover theft, so we recommend that you do not leave valuables and sales items unattended in your booth overnight.

## Sell Days and Times

You may sell your goods on:

Saturday from 9am-5pm

Sunday from 9am-5pm

If you sell outside of these times, you will be asked to leave the show without refund of your booth fee. These times are non-negotiable. You MAY NOT sell on Friday during set up. We recommend keeping your booth closed or covered when you are not open for business.

**AS A REMINDER:** We only allow vendors to sell goods that they have made. There will be FEDERAL OFFICERS shopping to catch vendors selling goods that they claim are handmade by Native Americans. **If you have not handcrafted an item, DO NOT SELL IT!** If you break this rule, you will be asked to leave the show without refund of your booth fee!

## Animals on the Plaza

There are no animals allowed on the Plaza during our event unless you have an ADA approved service animal. Animal control will be patrolling the festival area at all times, and they will ticket pet owners who do not adhere to this rule.

## **Set-Up Information**

Set-up will take place on **Friday from 10am-6pm**. All vehicles must be off the Plaza by 6pm. The City of Santa Fe will not allow any Saturday morning set-ups. You may unload artwork on Saturday/Sunday morning beginning at 6am; your car must be moved off the Plaza by 8am. Please contact me immediately if this is an issue. Here is the set-up schedule:

| <b>Section Color</b>  | <b>Location</b>   | <b>Booth Numbers</b> | <b>Time</b>     |
|-----------------------|---|----------------------|-----------------|
| <b>BIG RIG SET UP</b> | <b>ANYONE WITH A LARGE TRAILER/RIG MUST CONTACT ELISSA!</b>     | <b>CONTACT ME</b>    | <b>10:00AM</b>  |
| <b>Blue Section</b>   | Internal Booths   | W1-W15, G1-G38       | <b>10:30 AM</b> |
| <b>Pink Section</b>   | W Booths on Palace Ave and Old Santa Fe Trail                   | W47-W73              | <b>12:00 PM</b> |
| <b>Green Section</b>  | S Booths on Palace Ave and Old Santa Fe Trail                   | S34-S65              | <b>1:00 PM</b>  |
| <b>Orange Section</b> | W Booths on San Francisco and Lincoln                           | W16-W46              | <b>2:00 PM</b>  |
| <b>Purple Section</b> | S booths on San Francisco and Lincoln                           | S1-S33               | <b>3:00 PM</b>  |
| <b>LATE SETUP</b>     | <b>Anyone needing an alternate set-up time must contact me!</b> | <b>CONTACT ME</b>    | <b>4:30 PM</b>  |

**You MUST enter the Plaza by heading EAST on West Palace Ave (at the Lincoln Ave intersection).** You will NOT be allowed to enter the Plaza from any other intersection or by heading south on Lincoln Ave. Look at the map posted below. Be sure to follow the flow of traffic as indicated on the map as you drive on the Plaza.

Please arrive at the time designated for your booth number and no earlier. You will not be allowed in to the Festival area before or after your scheduled time. When unloading, parallel park against the curb following the flow of traffic, allowing traffic and emergency vehicles to move through the street. Remember, **MANY** other vendors need to unload at the same time as you, so please be courteous. Also remember that we are on a time schedule set by the City of Santa Fe. You have **45 minutes** to unload your vehicle and place items in your booth space. **YOU MUST MOVE YOUR VEHICLE OFF THE PLAZA WITHIN 45 MINUTES OF YOUR SET-UP TIME.** After moving your vehicle, you can return to complete your set up. Do not leave vehicles parked on the Plaza or unattended during set up for any reason, they will be towed. If we ask you to move your vehicle, please be kind and courteous – **rude behavior during set-up is a good way to get uninvited to future shows.**

**Booth number MUST be displayed on the dash of vehicle when you arrive to set up. This identifies you as a vendor and allows you to proceed into the plaza. We will provide you with**

**your Booth Number Sign when you arrive at the Plaza. Unload (45 minutes MAX) & move your vehicle.** THEN return to set up your booth space.

**Trailers, campers, flatbed trucks and oversized vehicles** – Anyone with an oversized vehicle or a trailer must notify Elissa that they plan to bring a big rig. We may adjust your set up time in order to accommodate you and the other vendors around you. The Plaza is a very small space, so please plan in accordance. We strongly recommend only bringing a trailer to the Plaza when it is absolutely necessary. **Please let us know if you have a big rig as soon as possible!**

**Saturday & Sunday morning:** *If you need to unload your merchandise on Saturday/Sunday morning, you must do so at 6am. Your car must be off the Plaza by 8am or it will be towed.* Everyone who wishes to load in on Saturday and Sunday Mornings after 6:00am, including vendors on Lincoln Ave., must enter from the western end of Palace Ave. and work around the Plaza in a left turn manner. The police will be directing traffic at this time, and they are strict about sticking to the plan. **All booths must be set up, all goods loaded in, and all vehicles off the Plaza by 8:00am both Saturday and Sunday mornings:** the police will close the Festival area to all vehicles at that time. If you are not loaded in by 8:00am, you will have to carry your goods several blocks. Please remember that by 6:00am Saturday morning, regular business traffic and deliveries are under way and other vendors are trying to get into a cramped area, so if you must unload at 6:00am, be courteous, patient and unload your vehicle and get it off the Plaza as quickly as possible.

### **Breakdown Information**

All vendors must complete booth breakdown and be off the Plaza by:

#### **Sunday, 7pm**

If you have not vacated the Plaza by 7pm, you could be fined by the City of Santa Fe for noncompliance. You MAY NOT leave your booth, belongings, or vehicle on the Plaza after 7pm on Sunday.

We do our best to help breakdown flow smoothly for everyone. You will not be allowed to bring your vehicle on to the Plaza until you have packed up your entire booth (including tent). Once your booth is completely broken down, you will receive a pass from CNM Personnel to bring your car on to the Plaza. Please be courteous to all other vendors and event staff during breakdown and prompt with packing your belongings to leave the show.

## List of Vendors and Booth Numbers

| <b>S BOOTHS</b>      |                                |
|----------------------|--------------------------------|
| s1                   | Mark Jimenez                   |
| s3                   | Dana McDaniel & Ron McGowan    |
| s5                   | Lazaro Gutierrez               |
| s6                   | Amanda Sweeney                 |
| s7                   | Alexa Alexanderwicz            |
| s8 (shared)          | Michael Ridder, Peggy Trigg    |
| s10                  | John Saunders                  |
| s11                  | Herman Meyer                   |
| s13, 14              | Stephen McCullough             |
| s15                  | Gabriel Sandoval               |
| s16                  | Tri Tran                       |
| s17                  | Murae Reyes                    |
| s18                  | Chip and Linda Babb            |
| s20                  | Jeffrey Neice                  |
| s22                  | Teresa M. Gutierrez            |
| s23                  | Lori Swartz                    |
| s24                  | Daniel Holladay                |
| s25, 26              | Bilha Ardon                    |
| s27                  | Thomas Leiblein                |
| s29, 30              | Paco Gonzales                  |
| s31 - SFCC           | Aviva Baumann                  |
| s32 – SFCC<br>SHARED | Linda Mortensen, Mark Katrinak |
| s33                  | Alex Sandulevsky               |
| s34                  | Tom High                       |
| s36                  | Martin Adie                    |
| s38                  | Holly Stults                   |
| s39                  | Nancy Allen                    |
| s40                  | Ralph Sena                     |
| s41                  | Jeanette Nelson                |
| s42, 43              | Manny & Nancy Spadaro          |
| s45                  | Barbara Klein                  |
| s46                  | Sonya Lee Pacheco              |
| s47                  | Gloria Vigil                   |

|                 |                                     |
|-----------------|-------------------------------------|
| s52             | Daniel Proa                         |
| s53             | Phillip Thomas Vigil                |
| s54             | Linn Cotrell                        |
| s55             | Kanya Jumthong                      |
| s56             | Mike Ryan                           |
| s60             | Linda Sweatt                        |
| s62             | Jennifer O'Brien                    |
| s64             | Charles Watkins                     |
| s65             | Chuck Watkins                       |
| <b>W BOOTHS</b> | <b>EXTERNAL</b>                     |
| w16             | Christian Olsen                     |
| w17             | Maribeth Wagner                     |
| w18             | Dee Dee McInroy                     |
| w20             | Scott Thompson                      |
| w22             | Vickie Deane                        |
| w23             | Sonja Nagy                          |
| w25             | Joe and Pat White                   |
| w27             | Kat Revak                           |
| w28             | Kandy Tate                          |
| w29, 30         | Juan and Sarah Guzman               |
| w31             | Cheryl Kabala                       |
| w32             | Karen and Dana Robbins              |
| w34             | Susana Hamilton                     |
| W36             | Marcela Gonzales                    |
| w37             | Brent Nageli                        |
| w38             | Alexandra Shamaya and Charles Favor |
| w39             | Kaye Cooper-Mead                    |
| w40             | Cindy Cherington                    |
| w41             | Deb Wight                           |
| w43             | Cori Montalvo                       |
| w45             | Judy Egge                           |
| w46             | J.B. and Noelene Dennie             |
| w47             | Sean Ung                            |
| w48             | Rachel Arvio                        |

|                 |                                  |
|-----------------|----------------------------------|
| w49             | Ross Lockridge and Ann Murray    |
| w51             | Gloria S. OCazabal               |
| w52             | Miguel Licona                    |
| w53             | Kathy Hjeresen                   |
| w54             | Rodolfo Rosas Hernandez          |
| w56             | Gina and Terrel Willis           |
| w58, 59         | Richard Turner                   |
| w60             | Martha Wright                    |
| w61             | Duane Maktima                    |
| w62             | Lily and Ed Neff                 |
| w64             | Neal Crosier and Ophelia Cabrera |
| w65             | David Anderson                   |
| w66             | Ben Chavez                       |
| w67             | Adrian Martinez                  |
| w68             | Lorie & Tom Beshara              |
| w69             | Bertha Medina                    |
| w70             | Becky Hayle Lukow                |
| w71             | Elizabeth McNitt                 |
| w72, 73         | Mel and Lucy Mendez              |
| <b>G BOOTHS</b> | <b>INTERNAL</b>                  |
| g1              | Karen Aguilar                    |
| g2              | Rosa & Ramon Velasquez           |
| g3              | SAME                             |
| g4              | Matt Esparza                     |
| g5              | Suzanne Woodworth                |
| g6 (shared)     | Sara Griego, Jennifer Lamprey    |
| g7              | Mikel Robinson                   |
| g8              | Sondra Tudor-Finch               |
| g9              | Sophie Christian                 |
| g11             | James Tsoodle                    |
| g12             | Michael Casey                    |
| g13             | Joseph and Katherine Ayala       |
| g14             | Karen Bridges                    |
| g15             | Meran Vadiee                     |
| g18             | Gary Megilligan                  |
| g19             | Roberto Marquez                  |

|                 |                                  |
|-----------------|----------------------------------|
| g20             | Ruby Goodwin Hemenway            |
| g21             | Austin Howlett                   |
| g22             | Larry Schuh                      |
| g23             | Karen Surbeck and Cecile Estrada |
| g24             | Kelly D. Miller                  |
| g25             | Karla Hackman                    |
| G26             | Gilbert Candelaria               |
| g27             | Jeffrey and Katrina Seaton       |
| g28             | Ronnie Lavin                     |
| g31             | Elizabeth Jenkins                |
| G32             | Patricia O'Connor                |
| g33             | Ke'vin W Bowers                  |
| g34             | Kathy Romero                     |
| g35             | Thom Allen Munson                |
| g36             | Ken Bonner                       |
| g37             | Lyn Eden                         |
| g38             | Naweeya Omer                     |
| <b>W BOOTHS</b> | <b>INTERNAL</b>                  |
| w1              | Sandra Harrington                |
| w2              | Carolyn Henderson                |
| w3              | Lyra Fiset                       |
| w4              | Dyanne Silver                    |
| w5              | Gadiel Ramirez                   |
| w6              | Troy Willingham                  |
| w7              | CNM BOOTH                        |
| w8              | Jessica Thompson                 |
| w9              | Marta Perez                      |
| w10             | Molly Hodosko                    |
| w11             | Steffen Plistermann              |
| w12             | Celina Grife                     |
| w13             | Sally Cates (Lance McCall)       |
| w15             | Roger Calhoun                    |



10:30 AM

1 PM

3 PM

2017 CNM Festival

12:00 PM

2 PM

Set Up on Friday, June 9th

# Challenge New Mexico 2018 Arts and Crafts Festival

June 9 - June 10 2018

North

Exit

W Palace Ave

\*Entrance on W. Palace at Lincoln Ave

Bank

West

East

Old Santa Fe Trail

Grand Stand

E San Francisco

South

- Plaza Park Grass Areas (71)
- Plaza Park Sidewalks (73)
- Plaza Park Streets (66)

SAN

