



**October 24 – October 25, 2026**  
**MERCADO VENDOR RULES AND REGULATIONS**

**Vendor Hours of Operation:**

Saturday, October 24, 2026: 1pm – 10pm (Mercado will close at 7pm)

Sunday, October 26, 2025: 12pm – 5pm

**General Information**

- The Mesa Arts Center has implemented two Price Zones for the festival:
  - Center Street – **\$300**
  - Shadow Walk – **\$400**

Double booths will be double the price. Please note: a **limited number** of Mercado vendor spaces are available and there are a very limited number of double booth spaces. Please reference the Prize Zone map for booth locations.

- Mesa Arts Center will provide each Mercado vendor with one (1) 10' x 10' space or one (1) 10 x 20' space. Table dressings and tents will not be provided. Only (1) vendor or business will be assigned per space.
- **Electricity is extremely limited and will be provided for a \$50 charge, only if the vendor requests it on the exhibitor form.** Please be specific on what you will be using electricity for, as some electrical items are not permitted at festivals and special events. Mesa Arts Center will be unable to accommodate requests made in the week before the event, load-in day, or during the festival.
- **Shade is important! If you don't have your own umbrella or shade structure, an umbrella can be provided for a \$50 charge, only if the vendor requests it on the exhibitor form.** Mesa Arts Center will be unable to accommodate requests made in the week before the event, load-in day, or during the festival.
- Mercado merchandise must be relevant to Día de los Muertos and/or be original art by Latinx artists.
- All vendors will be vetted and must be approved by the Día de los Muertos Committee. Booth fees are due by **August 1, 2026**. Booth spaces will be assigned based on price zone selected and on a **first-pay, first-served basis**. Vendors will be notified of application status. Please do not call or e-mail to check the status of your application.
- Vendors are *required* to exhibit during the entire festival, ***no early take-down will be allowed.***
- Vendors are *required* to provide their own assistance for breaks during the entire festival. *We do not have the volunteer numbers to provide this unfortunately.*
- Vendors are *required* to report final gross sales to Mesa Arts Center following the event.
- Vendors may bring a tent only if they indicate they will bring a tent on the exhibitor form. All tents must be properly weighed down with sandbags and an inspection will occur during load-in and again on Saturday morning. If not weighted down properly, Mesa Arts Center will have the tent taken down. If the vendor refuses to properly weigh down the tent or remove the tent, they may be asked to leave the festival, and a refund will not be granted for booth rental fees.

- Vendors selling items at Mesa Arts Center are not allowed to sell: alcoholic beverages of any kind, tobacco products, cannabis products containing THC or CBD, illegal substances or products, or weapons. Any vendor selling any of the listed products may be ejected from the festival and a refund will not be granted for booth rental fees.
- Space assignments are the final decision of the Mesa Arts Center and the Día de los Muertos Committee. Space assignments are made based upon traffic flow, vendor requirements, and will be assigned on a **first pay, first-served** basis. Mesa Arts Center reserves the right to move booths within their price zones before the event if needed.
- Vendors must only use the allotted space, clearly outlined on the walkways, and not invade another vendor's space, other areas outside their booth space, or the walkway. Vendors who do so may be asked to leave the festival and a refund will not be granted for booth rental fees.
- A site map, load-in process and locations, and parking information will be provided to confirmed vendors prior to the festival.
- Vendors may not park in the Mesa Arts Center parking lot on festival days. MAC parking is reserved for festival attendees. There is ample parking within a 5-10 minute walk. A parking map is attached to this packet.

### **Set-up and Break-down**

- Load-in will take place on Friday, October 23, 2026, between 1pm and 5pm. Vendors are asked to be done loading in by 5pm on Friday. Vendors may arrive no earlier than 9am on Saturday to finish setting up booths and merchandise.
- Vendors must only use designated drop-off zones for loading and unloading.
- Vendor **vehicles will not be allowed** on the Shadow Walk (Main Walkway) or any other area of Mesa Arts Center's campus **at any time**.
- Storage will not be available before, during, or after the event.
- Each assigned space must be left in the same condition in which it was found. Waste must be disposed of properly. If not, vendors will be responsible for compensation to Mesa Arts Center in the amount required to return the area to its original condition.
- Volunteers and staff will be available to assist with parking information, directions to booth spaces at load-in and during the festival. Volunteers will not be able to assist with loading/unloading booths/items or manual labor of any kind.
- Load-out may not begin before 5pm on Sunday, October 25. Vendors must be loaded out of campus by 10pm. Vendors are required to be open the entire duration of the festival. Vendors who pack up or leave early may not be allowed to return the next year.
- This year, Saturday is shifted to go until 10pm. Mercado vendors can close down at 7pm on Saturday, October 24 unless you wish to be open during the remainder of the evening.

## **Licenses and Permits**

- Vendors will be responsible for their own transactions and will retain 100 percent (%) of their sales. Participating vendors are required to collect and pay appropriate City of Mesa, Maricopa County, and Arizona state sales tax on items sold. Vendors must obtain and display a valid City of Mesa and State of Arizona Retail Sales Tax license throughout the duration of the event. For any questions about licensing and permits, please contact the appropriate entity below. The Festivals Office cannot offer advice on licensing or permits for vendors.
  - For more information and to obtain a City of Mesa Retail Sales tax application, please contact the City of Mesa Tax and Licensing Office at 480-644-2316 or visit [www.mesaaz.gov/salestax](http://www.mesaaz.gov/salestax).
  - Arizona Department of Revenue licenses are available on-line at [www.aztaxes.gov](http://www.aztaxes.gov).
  - Maricopa County tax and license info can be found at <https://www.maricopa.gov/694/Licenses-Permits>.
  - Vendors are responsible for obtaining any other business licenses or permits which may be required.

## **Disclaimers**

- This is a rain or shine event. No refunds will be provided due to inclement weather.
- While there will be 24-hour security on site before and during the festival, vendors are responsible for securing their booths and merchandise and **must** properly secure booths overnight. Booths must be wrapped, and merchandise should not be left on open tables. Mesa Arts Center and the City of Mesa are not responsible for merchandise that is damaged, broken or stolen during the event, or for merchandise left behind.
- Mesa Arts Center and City of Mesa will not be responsible for sales results, any injury sustained by vendors or guests, or damage to product/materials belonging to vendors during the festival.
- Any confirmed vendor who fails to meet any of the above requirements may be ejected and a refund will not be granted for the booth rental fee.
- **Wi-Fi on MAC campus is limited and may cause POS devices to freeze.** We recommend that vendors who have hot spots bring them to the festival to use for internet access. City of Mesa IT recommends vendors use laptops for sales when possible, for faster transactions.

**Submit your completed Vendor Application at the link provided.**

[Rentals@mesaartscenter.com](mailto:Rentals@mesaartscenter.com) processes payment, or call with payment info: 480-644-6589

**Or, Mail your completed Vendor Application to:**

Kevin Vaughan-Brubaker  
Festivals and Special Events Manager  
Mesa Arts Center  
1 East Main Street  
Mesa, AZ 85201

**For more information, please contact:**

Festivals and Special Events Department  
[Festivals@mesaartscenter.com](mailto:Festivals@mesaartscenter.com)

# 2026 MERCADO FOOTPRINT

