



Dia de los Muertos Festival Vendor Instructions

Booth Assignments & Map are ready!

Attached are instructions for checking in, unloading, and setting up for the event. You are assigned a specific time to unload and set up your booth.

1. See “2025 Booth Assignments” to locate your booth number(s)
2. See “Unloading & Set-Up Schedule” to find your Set-Up time
3. See “2025 Vendor Map” to find your location.

*It is important that you arrive on time to ensure a smooth set-up.

If you have any questions after reading through the Unloading & SetUp Instructions, email or call us at 361-887-6834.

This information packet is available online at www.diadelosmuertoscc.com under “Vendor Info.” Stage Schedules, Festival Events, and FAQs are also available on the website.

Tag us in your festival posts on Instagram @diadelosmuertocc, Facebook @dayofthedeaddcc, and TikTok @diadelosmuertosccctx and we will share it to our Stories. Our social media hashtag is [#diadelosmuertoscc](https://www.instagram.com/diadelosmuertoscc). We love to see your posts and experiences at the festival.

Thank you all for participating! We are looking forward to seeing you!
QUESTIONS:

Email: info@kspacecontemporary.org

Phone: 361-887-6834

Michelle Smythe, Director, K Space Contemporary, DDLM Fest Organizer

Andrea Valenti, K Space Board Business Chair, Vendor Committee

Lynda Jones, Volunteer, Vendor Committee

UNLOADING & SET UP SCHEDULE

BOOTH NUMBER VENDORS & SPONS	BOOTH LOCATIONS	SET UP TIME	DRIVE INTO FESTIVAL GROUNDS ON...	STREET CAPTAIN
Stage Set up	Main Stage – Starr & Water Ritz Stage – Ritz Parking lot on Taylor	Fri. Oct. 31, 3 pm	Main Stage: Enter at Starr & Water St. Ritz: Enter from Chaparral St.	Main-Rental World, SKIP & Drew Ritz – SKIP
Stage Set UP	La Retama Stage – La Retama Park at Peoples and Mesquite	Sat. Nov. 1 7- 8am	From Schatzel, turn right on Lower Broadway turn right onto Peoples	Rental World, Drew
Stage Set Up	Whataburger Kids Stage – in Gignac (Dallas Hotel) parking lot on Starr at Mesquite	Sat. Nov. 1 7-8am	From Starr, go through Mesquite and take the entrance to the left just past the corner into the parking lot. Stage sits in front of the ivy wall.	Rental World
Food Booths	Taylor Street	8:00 am	From Schatzel, turn right on Lower Broadway, turn right onto Starr, left on Chaparral and left on Taylor to enter grass lot	Belinda
Booths 130- 138	700 block Chaparral	9:30 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, left on Chaparral	Vendor Check In: Lynda
111 – 120 TAMUCC ART (SAA) and Raku Firing Crew Laredo Taco	600 blk Chaparral Street Parking lots	9:30 am	From Schatzel, turn right on Lower Broadway, right on Peoples, Rt. on Chaparral	Omar?
1-11	400 blk Starr St.	10:00 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr	Vendor Check In: Lynda
75 – 79 86-92	Peoples Street - right side of street	10:00 am	From Schatzel, turn right on Lower Broadway, turn Right on Peoples	Vendor Check In: Lynda
139-144	700 block Chaparral	10:00 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, left on Chaparral	Vendor Check In: Lynda
71-74 80-85 93-96	Peoples Street - left side of street	10:30 am	Enter on Schatzel, turn right on Lower Broadway, Rt. on Peoples	Vendor Check In: Lynda
12 - Kids Corner Partners & Sponsor Whataburger	Gignac Lot at Starr & Mesquite	10:30 am	Enter on Schatzel, turn right on Lower Broadway, Rt. on Starr, and 1) left on Mesquite pull into lot on right, OR 2) turn left into lot from Starr	Nichole
106 – 110 Leal Bros. Lowriders	500 block of Chaparral Street	11 am	Enter on Schatzel, turn right on Lower Broadway, Rt. On Starr, Rt. On Chaparral	Omar?

97 – 105	500 block of Peoples Street and La Retama Park at Mesquite	11 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Rt. on Mesquite St.	Vendor Check In: Lynda
55-61	600 blk Mesquite St on right	11:30 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Rt. on Mesquite	Vendor Check In: Lynda
62 – 70	600 blk Mesquite on right	12 noon	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Rt. On Mesquite	Vendor Check In: Lynda
14 – 25	700 blk of Mesquite, left	12 noon	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Left on Mesquite	Vendor Check In: Lynda
BARS	1. 511 Peoples 2. 415 Starr 3. 614 Chaparral 4. 719 Chaparral	12 noon	1. From Schatzel, Rt. on Lower Broadway, Rt. on Peoples 2. From Schatzel, Rt. on L. Broadway, Rt. on Starr – straight ahead 3. From Schatzel, Rt. on Lower Broadway, Rt on Starr, Rt. on Chaparral From Schatzel, Rt. on Lower Broadway, Rt on Starr, Left on Chaparral	Jenni & Martin (LNF)
47 – 54	600 block Mesquite 5. left	12:30 pm	4. From Schatzel, Right on Lower Broadway, Right on Starr, Right On Mesquite	Vendor Check In: Lynda
122 - 128	500 Block of Starr	12:30 pm	From Schatzel, Right on Lower Broadway, Right on Starr	Vendor Check In: Lynda
40 – 46	600 blk Mesquite on left	1:00 pm	From Schatzel, Right on Lower Broadway, Right on Starr, Right on Mesquite	Vendor Check In: Lynda
26 – 39	700 blk Mesquite right	1:30 pm	From Schatzel, Right on Lower Broadway, Right on Starr, Left on Mesquite	Vendor Check In: Lynda
129 Petting Zoo	500 Block of Starr, Parking Lot across from HOR	1:30 pm	From Schatzel, turn right on Lower Broadway, turn Right on Starr, left into parking lot	Vendor Check In: Lynda

VENDOR UNLOADING AND SET-UP INSTRUCTIONS:

WHERE: The Dia de los Muertos (DDLM) Street Festival is located on the 300-500 blocks of Starr and Peoples, 500-700 blocks of Mesquite and Chaparral, and 400 block of Taylor. These streets are closed to regular traffic at 6 am on festival day.

BOOTH SPACES ARE ASSIGNED: Check “**2025 BOOTH ASSIGNMENTS**” to find your booth number in the first column. Then, find your booth number, set-up time and entry location on the “**Unloading & Set-Up Schedule**”.

ARRIVING AT FESTIVAL SITE: It is very important that you arrive on time!!! Enter festival grounds at Schatzel and Lower Broadway (just past La Retama Park). Check In with the Vendor Committee there. They will answer questions and give you a booth label. Follow the instructions in the **Schedule and arrows on the map** to your destination.

DRIVE ONLY IN THE AREAS INDICATED WITH ARROWS ON THE MAP. While you unload, park on the right side of the street, no matter what side your booth is on. Leave the left lane open for other cars to pass. Unload your things, go park your car, then return to set up your booth. Getting your car out of the way quickly will prevent traffic jams.

BE KIND: The people guarding the streets are volunteers. Setting up this event is a process; expect delays and be flexible. Vendors who are disrespectful to volunteers & festival organizers will not be invited back. We are here to help and want you to have a good experience.

UNLOAD your things in your booth space. Booth spaces will be marked at the corners and numbered in marking paint/chalk. You have 15-20 minutes to unload your car. Bring your own tables, chairs, and display equipment. If you must leave and come back later, bring a blanket or tarp to cover your things. It is best to stay or leave a trusted person to watch your booth items. The Dia de los Muertos Festival, K Space Contemporary and Axis Tattoo are not responsible for unattended items.

VENDOR CHECK-IN: Enter the festival zone at **Schatzel and Lower Broadway**. Volunteers will meet you there to check you in and give you your booth label. Each booth receives a booth ID label identifying you as an official Vendor, Sponsor or Partner. **Your Booth ID Label must be visible on your booth throughout the festival.**

VENDOR PARKING: Vendors may park in the **Mesquite St. Parking Garage** on festival grounds for \$10. To park in the garage, leave your booth following the flow of traffic – do not turn around and go the opposite direction. Return to the entry point at Mesquite and proceed into the garage. See **Map** below.

To pay for parking: scan their QRCode and pay with a credit card, Apple Pay, or other online payment system. (They do not accept cash.) Once you pay your fee, you will receive a code to re-enter the garage. You can go back and forth to your car with this code.

Important Note: If you park in the garage, you cannot come and go during festival hours. Your car must remain in the garage from 2 pm until the festival has ended at midnight.

LATE ARRIVALS: Vendors who arrive after 2:00 pm will not be allowed to drive into the festival zone or park in the Mesquite St. Garage.

BREAKDOWN: The event ends at midnight. **All Vendors must remain set up until 11pm.** Vehicles are not allowed to drive through the festival zone until the streets have cleared of festival attendees. Do Not Block others in as you load your car. Park on the right side of the street to load your car, and leave the left lane open for traffic flow.