



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 “2023 Booth Assignments” to locate your booth number(s)
2. See “Unloading & Set-Up Schedule” to find your Set-Up time
3. See “2023 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 “Vendors.” Stage Schedules, Things To Do and See and other event info are also available on the website.

Tag us in your festival posts on Instagram @diadelosmuertocc or Facebook @dayofthedeadc and we will share it to our Stories. The Dia de los Muertos Fest 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 and Vendor Committee
Vilma Mosier, K Space Board Member and 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	Sat. Oct. 28, 7 am	Main Stage: Enter at Starr & Water St. Ritz: Enter from Taylor St.	Main-SKIP & Drew Ritz - Skip
Stage Set UP	La Retama Stage – La Retama Park at Peoples and Mesquite	Sat. Oct. 29 7- 8am	From Schatzel, turn right on Lower Broadway turn right onto Peoples	La Retama - Drew
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
ATMs	Various locations	9:00 am	From Schatzel, turn right on Lower Broadway, right on Starr, left on Chaparral	Belinda / Michelle
Booths 130-142	700 block Chaparral	9:30 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, left on Chaparral	Vendor Check In: Vilma
110 – 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 Starr, Rt. on Chaparral	Omar
MVP Games	Gignac Lot at Starr & Mesquite	9:30 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, left on Mesquite and immediate right into lot	Nichole
1-10	400 blk Starr St.	10:00 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr	Vendor Check In: Vilma
75 – 79 86-92	Peoples Street - right side of street	10:00 am	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Rt on Mesquite, left on Peoples	Vendor Check In: Vilma
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 Starr, Rt on Mesquite, left on Peoples	Vendor Check In: Vilma
<u>12 - Kids Corner</u> 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 – 110 500 blk. Chaparral Leal Bros. Lowriders	500 - 600 blk Chaparral Street Parking lots	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: Vilma
56-62	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: Vilma
67 – 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: Vilma
15 – 26	700 blk of Mesquite, left	12 noon	From Schatzel, turn right on Lower Broadway, turn Right on Starr, Left on Mesquite	Vendor Check In: Vilma
BARS	<ol style="list-style-type: none"> 1. 511 Peoples 2. 415 Starr 3. 614 Chaparral 4. 719 Chaparral 	12 noon	<ol style="list-style-type: none"> 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 – 55	600 block Mesquite 5. left	12:30 pm	4. From Schatzel, Right on Lower Broadway, Right on Starr, Right On Mesquite	Vendor Check In: Vilma
122 - 126	500 Block of Starr	12:30 pm	From Schatzel, Right on Lower Broadway, Right on Starr	Vendor Check In: Vilma
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: Vilma
27 – 39	700 blk Mesquite right	1:30 pm	From Schatzel, Right on Lower Broadway, Right on Starr, Left on Mesquite	Vendor Check In: Vilma
121 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: Vilma

VENDOR UNLOADING AND SET-UP INSTRUCTIONS:

WHERE: The Dia de los Muertos (DDLM) Street Festival is located on the 400-500 blocks of Starr, 300-500 blocks of Peoples, 500-700 blocks of Mesquite, 600-700 blocks of Chaparral, and 400 block of Taylor. These streets are closed to regular traffic at 5 am on festival day.

BOOTH SPACES ARE ASSIGNED: Check the page titled “**2023 BOOTH ASSIGNMENTS**” to find your booth number in the first column. Then, find your booth number, set-up time and entry location on the page titled “**Unloading & Set-Up Schedule**”.

ARRIVING AT FESTIVAL SITE: It is very important that you arrive on time!!! Arts Expo Vendors will enter festival grounds at Schatzel and Lower Broadway, then turn right at Starr St. The Vendor Committee will greet you at Starr and Lower Broadway, so you can check in as you arrive. They will show you your booth location on the map, give you a booth label and info packet.

DRIVE ONLY IN THE AREAS INDICATED WITH ARROWS ON THE MAP. In most cases, you will be able to unload at your booth location. 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 numbered in marking paint/chalk with the corners marked. 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 will be at Starr and Lower Broadway as you arrive onto the Festival site. Each booth receives a booth ID label that identifies you as an official Vendor or Sponsor. 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 area following the flow of traffic – do not turn around and go the opposite direction. Return to the entry point at Mesquite and proceed to the garage. **See Map.**

Important: If you park in the garage, you cannot come and go or leave the festival early. Your car must remain parked in the garage until the festival has ended and the streets are clear (around 12:30 am). Remove your car immediately after the festival. Please do not leave trash in the garage. If it is left unclean, we will not be allowed to use it in the future.

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 last bands wrap up 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. Please park on the right side of the street while you load, leaving the left lane open for traffic flow. Do Not Block others in as you load your car.