



VENDOR GUIDELINES

Thank you for considering the Little Chute Market on Main. We look forward to working with you to make this event successful. Please read and review all sections of the vendor guidelines.

Application Process: All interested vendor or performers are to follow these instructions.

- Fill out the Vendor Application – (a picture and description of your product must be included with your application). **Filling out an application does not mean you will be guaranteed a spot at the market. Please be as detailed as possible when filling out your application so we know exactly what you sell.**

Vendor Types: Market on Main is looking for,

- vendors that provide unique and trendy goods and foods. These items should be original and handcrafted by the vendor.
- Businesses with a Little Chute mailing address. Local Little Chute businesses do need to sell only unique goods to be included as our goal is to help highlight our community. Main Street businesses must submit an application to be guaranteed a spot in front of their store front. Spots are not reserved.

Businesses not accepted include: Multi-Level Marketing (MLM), Direct Sales, etc.

Note: After the application is reviewed, applicants will receive an email or phone call to let the vendor know if they have been accepted or declined.

General Rules and Guidelines:

- **Time and Location:** Market on Main will be held on Saturday, September 12, 2026 on Main Street in Little Chute, Wisconsin from 1:00 pm – 7:00 pm. Vendor booths will be located along Main Street, which will be closed from Wilson Street to Monroe Street.
- **Booth Assignments:** All vendors will be given a booth location before the start the event.
 - **Booth Sizes:** All booth sizes are 10'x 10' and are limited to one booth per vendor.
 - Additional space can be requested if needed. Approval from the Market on Main Board must be given to receive additional space. Reason for additional space must be clearly stated on the application.
- **Set-up:** Vendors may arrive for set up at 11:30 PM at the earliest. **Please do not begin selling until 1 PM.** If you need extra time to set-up, contact vendors@marketonmainlc.com.
- **Clean-up:** All vendors are responsible for disposing of their trash at the end of the night. Please take all recycling items with you.
- **Tents and Coverings:** No equipment such as tents or tables will be provided. Please bring the proper coverings.

- **Weights/Anchors:** Before you come to the market, please be sure to bring the proper weights or anchors to hold down your tent. All spaces are located on a concrete or asphalt surface. Extra weights will not be provided.
- **Electricity:** Electricity is not provided for Market on Main. If you need electricity, you must provide your own generator. Due to noise levels, generators must be approved prior to the event.
- **Attendance:** If you are unable to attend the market, please let market management know as soon as possible.
- **Market Cancellation (inclement weather):** The market will be open rain or shine and will **NOT** cancel. Please do not call to see if the market is canceled because it will go on unless severe weather occurs.
- **Fees:** The fee for single space vendors is \$75.00 for the event (\$25.00 for Little Chute businesses). Refunds will not be given for vendors that do not show for the event. Refunds may be given if vendor has given the market management at least seven days' notice.
- **Licensing and Permits:** Vendors are responsible for having all of the correct and current licenses and permits to sell at a market setting.
- **Weights and Measures:** All vendors are responsible for knowing the proper unit of measurement for their goods being sold. Vendors are required to bring their own certified commercial scales. **If you have questions regarding use of a scale at Market on Main please contact (920) 423-3868.**
- **Labeling:** All labeling should be clear, correct, and not misleading to customers. Labels should include: product name, ingredient statement, business name and address, net content statement, nutrition facts panel, and safe handling label for raw meats. **For questions on proper labeling please call the Appleton Health Department.**
- **Promotion:** Vendors are asked to help promote Market on Main through their own social media accounts and websites. We ask that vendors start promoting three months prior to the event, and continue to post one month, two weeks, one week, and one day prior to the event.

Questions, Comments, and Concerns:

- **John McDonald** (Director of Parks, Recreation and Forestry)
 - (920) 423-3868
 - john@littlechutewi.org