



A COMMUNITY EVENT SUPPORTING LOCAL BUSINESSES AND ENTREPRENEURS



photos by: A. Ross R.E. and Grace Tafel, Life

To submit your pitch for the Walk the Talk contest, go to www.626nightmarket.com today!

How can the 626 Night Market help to launch your new business?

1. EXPOSURE



- 40,000+ customers per event
- Targeted toward young people:
Ages 16-24 = 25%
Ages 25-44 = 55%
- Largest online & social media fan base of any Asian event
- Wide traditional media coverage

2. FINANCIAL



- Top vendors gross up to \$15,000!
- There are approximately \$1,000,000 customer transactions per event
- Asian-American household income: 33% \$50-100K; 28% >\$100K
- Lowest cost of entry to test out your new product. No long term leases or expensive licenses to acquire.

3. COMMUNITY



- Join an event that supports local small businesses and entrepreneurs
- Network with other local businesses and entrepreneurs
- Be associated with an event that showcases local causes and talent

It's easy to become a vendor! Fulfill your dream of starting your own business. The 626 Night Market is now at Santa Anita Park's front garden area (250,000+sq.ft. & 10,000+ parking spaces). Sign up now to secure a prime booth location!



Vendor FAQ

What is the size of a booth space?

Food vendors will be 17'L x 10'W. Cooking will be next to the canopy.

Retail vendors will have 10' x 10' booth spaces.

What is a California Board of Equalization (BOE) seller's permit?

It is a permit for sales of taxable items and is required for all vendors. All vendors must apply for a temporary seller's permit with the Santa Anita Park address listed for the temporary special event location. Register for a free temporary permit here: <https://efile.boe.ca.gov/ereg/index.boe#>

BOE Seller's Permit Registration Tutorial – [Click Here](#)

Address for temporary special event:

285 W. Huntington Drive

Arcadia, CA 91007

Registration is free and only takes about 10 minutes. You should print your permit once you complete the registration and include it with your vendor application.

If you have an existing permanent seller's permit, you can add the Santa Anita Park address for free online: <https://efile.boe.ca.gov/ereg/index.boe#>

Can an individual sign up to be vendor?

Yes. There are some simple steps involved including filling out the necessary applications including obtaining the seller's permit mentioned above.

Do I need a business license to be a vendor?

Yes, included in the vendor rate is a temporary business license for the City of Arcadia. The business license is valid for two days per event.

Annual licenses can be applied for directly with the City of Arcadia. Business licenses are only valid for one location within the city. http://www.ci.arcadia.ca.us/docs/bl_application_5-17-11.pdf

Do food vendors need to have a California Food Handlers Card?

While it is not required by the health department, it is highly recommended. It's a simple 1 hour class that can be taken online for \$15. Please see <http://www.servsafe.com/home> for more information.

Can I prepare food at home and bring it to the night market to sell?

No, except baked food. All other food preparation must be performed at a health department approved commercial kitchen. Only light food preparation can be performed at the booth. Chefscenter.org is an example of a non-profit, commercially licensed food kitchen in Pasadena where you can rent kitchen time by the hour (~\$25) to prepare food. They are experts at coaching aspiring caterers and restaurateurs.

Will food vendors be required to have a canopy with walls and flooring?

Yes, vendors preparing food and cooking at their booth are required to have 4 walls and flooring (or smooth asphalt). All four walls will have mesh netting. The front wall will have two window openings for serving per the Los Angeles Environmental Health Department. Cooking can be performed next to the canopy to preserve the customer experience. The vendor rate includes equipment that meets these requirements.

Are there any cooking regulations?

All grills and open cooking equipment should have covers to avoid contamination. If your equipment does not have a cover, you will need to erect a cover for the equipment. Tarps or large umbrellas can be used. They should be a safe distance away from open flames and heat sources.

What about waste disposal?

There will be trash crews regularly emptying out trash bins. There will be oil drums for dumping used oil. DO NOT DUMP OIL ON THE GROUND OR GRASS. SECURITY WILL BE WATCHING AND TAKING PHOTOS. YOU WILL BE FINED IF THERE ARE STAINS OR DESTRUCTION OF PROPERTY IN YOUR BOOTH SPACE.

Will hot & cold water sinks be available for food vendors?

Yes, we will provide shared sinks with hot and cold water. These shared sinks are for washing only. The water should not be used for drinking or cooking. If you require heavy sink usage you should bring your own sink with self-contained fresh water and waste water container.

Will there be water available for cooking or drinking?

No, the water from the shared sinks is not fit for cooking or drinking. Please supply your own water for cooking or drinking.

What if I require more electricity?

Vendors should prepare their own generator if they need an extraordinary amount of electricity or inform your vendor representation if you require additional electricity. In general, food vendors will have 20 amps and retail vendors will have 3 amps available. Each additional 20 amps is \$60 per event. Please reserve additional amps with your vendor representative.

Can I use my own tent/canopy?

No. All vendor rates include rented canopies that are fire retardant and meet government requirements. Canopy rentals include delivery, setup, and teardown. There will be no exceptions made.

What does the vendor fee not include?

Vendors will be responsible for their own chairs, lights, banners/signage, additional tables, 5 gallon 100 degree warm water for hand washing (food vendors only), and other equipment needed to operate their booths.

Can my booth be next to my friend's booth?

Yes, we encourage it. Slots are filling up quickly so reserve your spots ASAP.

How should I price my items?

Prices should reflect reasonable market rates. Night markets are known for having great bargains. Do not increase your prices because this is a "special event". You will not sell many items as customers are price sensitive. Selling in volume at lower prices rather than lower volume at higher prices is recommended. We will set and enforce minimum and maximum price points for common items. Vendors who violate these items to undercut other vendors or gauge customers will not be welcomed back. Customers will publicly complain about high prices and compare your prices to others. The 626 Night Market reserves the right to set a maximum price for your items as necessary.

These steps to become a vendor are challenging. What should I do?

If you sincerely want to pursue your dream of running your own business, you will need to face these challenges and more. The 626 Night Market is an easy, low cost of entry point for entrepreneurs. Our rates are less than large, comparable festivals. Our event offers exposure to a large, targeted demographic on a recurring basis. Become a vendor and gain access to a network of over 400 vendors. Or if you aren't quite ready to take the plunge, please come check out our event and maybe get inspired!

What if my products do not sell well?

Business owners and entrepreneurs should be ready to adjust plans as necessary. While it is easy to blame outside factors such as location, weather, or customers for failures you should always be ready to take responsibility. Honestly ask yourself if your product is attractive, high quality, well priced, and did your staff provide a great & exciting experience? The location of a vendor is rarely the reason a vendor does not do well. Vendors have prospered in all possible locations at our events.

If you have any additional questions, please contact your vendor representative or check the vendor forums from our website: www.626nightmarket.com

Best of luck!

-626 Night Market team