



Vendor Terms

Season Two, 2026–2027

These terms apply to every vendor at First Friday Surprise. A vendor is anyone with a space at the event, including artists, makers, food vendors, food trucks, sponsors, and partners. Most sections cover all vendors. Where a section only applies to certain vendors, it says so up top.

These terms are the base for everyone. Sponsors and partners may have a package with details specific to their participation. Where that package says otherwise, the package applies.

1. Vendor categories

Applies to: All vendors

Artists. Original work you made, not resold or mass-produced. Prints and reproductions of your own work are welcome, including prints, pins, stickers, and similar items based on your original art.

Makers. Handmade and small-batch goods from independent creative businesses. You made it or your small business did.

Food vendors. Baked goods, sweets, snacks, coffee, and specialty drinks. What you serve decides your category, not what you serve it from.

Food trucks. Trucks and trailers serving meals, hot or cold. Examples include tacos, burgers, sandwiches, and entrée salads.

Sponsors and partners. Organizations with a space through a sponsorship or partnership package. Sponsors and partners are there to connect with visitors, share information, or host an activation, not to sell unless otherwise approved by First Friday Surprise.

Artists, makers, food vendors, and food trucks are selling vendors. Resale, dropshipping, direct-sales companies, and mass-produced goods not based on your own work aren't a fit. Artists and makers may not sell food or beverages.

Sponsors and partners are booked through their package.

2. Applications and approval

Applies to: Selling vendors

Applications are reviewed in the order received and weighed against event needs, category balance, and available space. Submitting an application doesn't guarantee placement.

You'll hear back within five business days with a decision or an update. We limit how many vendors sell similar work on the same night. If your category is full, you'll be placed on a waitlist.

Your approval email lists your booked months, your fee, and any payment due to hold your spot. If no payment is due upfront, approval books your spot. If a payment is due, your spot is booked once it's received by the deadline in your approval email. Payments not received by the deadline release the space to the next vendor on the waitlist.

Once booked, your space comes off the board for everyone else and gets planned into the layout and what we promote.

3. Space assignments

Applies to: All vendors

Space assignments are made each month. Returning vendors aren't guaranteed the same spot.

4. Fees and payment

Applies to: Selling vendors

Your fee and any payment due dates are listed in your approval email. That email is the source of truth for your booked months.

First Friday Surprise uses two fee types. Your approval email tells you which one applies.

Flat fee. A set fee per event, based on your space type. Payment is due by the deadline in your approval email.

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| • Artist table space: \$25 | • Food vendor booth space: \$100 |
| • Artist booth space: \$75 | • Food truck, competing: \$250 |
| • Maker booth space: \$100 | • Food truck, general: \$200 |



Percentage of sales. When offered, the fee is 15% of your gross sales at each event you participate in, settled before you leave.

At the end of the night, total your gross sales and send 15% by bank transfer, like Zelle, or pay in cash before you load out. Payment details and where to pay in person come in your load-in document for each event.

We run random audits on reported sales, and reported totals need to match your records. Fees not settled the night of the event remain due, and unpaid fees affect future dates.

Food truck deposits. When competing trucks are on percentage of sales, a \$100 deposit per night is due within five business days of approval. It holds your spot, applies toward your 15%, and acts as a \$100 minimum. If your 15% comes in under \$100, the deposit covers it in full.

Fee changes. We may change our fee types or rates, including when the percentage option is offered. Changes apply to new vendors and to any months added after your original application. Months approved from your original application keep the fee listed in your approval email.

5. Cancellations and missed events

Applies to: All vendors, with details by category

Plans change. If you need to cancel more than 14 days before an event, reach out and we'll review your request.

Artists, makers, and food vendors on percentage of sales. Cancellations within 14 days of an event, and missed events, move you to the flat fee for your space type, listed in Section 4, for the rest of your booked months.

Flat fee. Cancellations within 14 days of an event, and missed events, forfeit the fee for that event. In some cases, we may transfer the fee to another month. Transfers are reviewed case by case.

Food truck deposits. Cancellations within 14 days of an event, and missed events, forfeit the deposit. You're welcome to return as a general truck in another month, subject to availability.



Sponsors and partners. Let us know as soon as possible if you can't make an event so we can plan the space.

Repeated cancellations, no-shows, or missed communication may affect future participation.

6. Weather and event cancellations

Applies to: All vendors

First Friday Surprise is a rain or shine event. If inclement weather, a request from the City of Surprise, or another circumstance outside our control cancels an event before it starts, here's how fees are handled:

Percentage of sales. No fees are owed for that night.

Flat fee. Your fee transfers to a future event in the same season.

Food truck deposits. Your deposit transfers to a future event in the same season.

If an event is cut short after it starts, fees apply as normal. Percentage of sales vendors settle 15% of sales made that night, and flat fees and deposits aren't transferred or refunded.

7. Setup and event day

Applies to: All vendors

Load-in starts at 4 PM. Need more time? Reach out before the event and we'll see what we can do. Check in with First Friday Surprise staff when you arrive to receive your space number.

Be set up and ready by 5:45 PM, with all vehicles moved out of the event area.

Events run 6 to 9 PM. You or a representative must be at your space for the full event. Early breakdown isn't permitted, so no packing up or leaving before 9 PM. Be out by 10 PM, leaving your space the way you found it.

8. What to bring

Applies to: All vendors except food trucks

We provide the space. You bring your table, chair, and lighting, since it's an evening event.

Table space (about 6' x 6'). No canopy.

Booth space (10' x 10'). Bring your own canopy with at least 40 lbs of weight on each leg. Everything stays inside your space.

Arizona evenings are usually calm, but wind can pick up fast. When wind is in the forecast, canopy weights are required before the event starts, and a canopy without them will need to come down.

9. Parking and loading

Applies to: All vendors

Each event has a designated loading zone. Unload there, then move your vehicle to vendor parking right away so the next vendor can pull in. Vehicles can't pull up to the front of your space to unload, so plan to carry or cart your setup from the loading zone.

Parking and loading zone locations for each event come in your load-in document. Plan to arrive early enough to unload, park, and set up.

10. Power

Applies to: All vendors

Power isn't provided. Vendors bring their own.

Battery-powered generators and other silent power sources are welcome for all vendors, no approval needed. Cords stay inside your space and can't cross sidewalks or run into buildings.

Gas generators aren't permitted, except for food-based vendors with approval.

Requests are due at least two weeks before the event and must meet venue and City of Surprise requirements.

Food vendors. Gas generator requests are reviewed case by case and aren't guaranteed. Approved generators go in a designated spot outside your space, which we'll confirm with your approval.

Food trucks. Let us know whether your generator is mounted on your truck or set up separately. Separate generators go in a designated spot, which we'll confirm with your approval. Cords can't cross walkways.

11. Permits and insurance

Applies to: All vendors, with details by category

You're responsible for any state, city, county, or other permits, licenses, and certificates your participation requires. We recommend carrying your own personal and product liability insurance.

Food vendors. Registered with the Arizona Department of Health Services as a Cottage Food registrant, or holding the permits your setup requires.

Food trucks. A current Maricopa County food permit is required. Your permit number and a certificate of insurance are collected after approval.

Sponsors and partners. If you plan to hand out food, drinks, or samples, let us know in advance and hold any permits that requires.

12. Food truck competition

Applies to: Competing food trucks

Each month has a culinary throughline. Competing entries are judged inside it, and one truck takes the night. Judging details are shared before each event, and results are final. General trucks aren't tied to the theme.

Monthly winners earn a spot at Champions' Row on May 7, our season finale, where they go head to head one more time. Slots are comped, and one truck leaves with \$1,000. If a champion can't return, that month's runner-up takes the slot.

To receive the prize, the winning truck must be in good standing with all fees settled. All finalists must submit a completed W-9 before Champions' Row to be eligible for the payout. The prize is paid to the business named on the W-9 within five business days of the finale. The winner is responsible for any taxes owed.

If Champions' Row is canceled, we'll work toward a new date, subject to availability.

13. Communication

Applies to: All vendors



We'll send load-in details, theme reminders, and deadlines by email, so check your spam folder. If a message doesn't bounce back to us, we consider it delivered. We'll also text you event-day updates like load-in, weather, and schedule changes.

Haven't heard from us when you expected to? Reach out. We'd rather answer the same question twice than have you miss an event over a filtered email.

14. Photos and video

Applies to: All vendors

Photos and video are taken at every event. By participating, you agree First Friday Surprise may capture and use images and video of you, your space, your work, and your products to promote First Friday Surprise and future events, without compensation.

15. Conduct

Applies to: All vendors

Treat visitors, staff, and fellow vendors with courtesy. If something comes up during the event, let a First Friday Surprise staff member know.

We may remove a vendor from an event, or from future events, for conduct that disrupts the event or disregards staff direction. For selling vendors, fees owed for that night still apply.

16. Hold harmless

Applies to: All vendors

By registering for and participating in First Friday Surprise, you assume full risk and responsibility for any loss or damage incurred during the event. You release and hold harmless First Friday Surprise, the City of Surprise, and their coordinators, employees, volunteers, contractors, venue partners, and sponsors from any claims arising out of your participation.

17. Questions

Applies to: All vendors

Questions about these terms? Contact us at firstfridaysurprise.com/contact.