First Friday SURPR!SE

# 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, small businesses and service providers, food vendors, 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. Selling vintage, collectibles, or goods you didn't make? You belong under Small Business & Services.

Small Business & Services. Local businesses and service providers, including boutiques, vintage and collectibles dealers, studios, salons, wellness and fitness, and hands-on services like face painting, henna, and photo mini sessions. Resale is welcome in this category.

Savory food. Food a guest could make their dinner, hot or cold, served from a truck, trailer, cart, or tent.

Sweets, snacks, and drinks. Baked goods, sweets, snacks, coffee, and non-alcoholic specialty drinks. What you serve decides your food category, not what you serve it from.

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, small businesses and service providers, and food vendors are selling vendors. For artists and makers, 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. Bar service is handled by First Friday Surprise, and vendors may not sell alcohol.

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.

We aim to reply 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 and listed in your approval email. Payment is due by the deadline in your approval email, and your spot is booked once it's received.

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.

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 current flat fee for your space type 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.

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.

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 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.

Savory food vendors. Setup needs to be complete by 5 PM for inspection. Trucks, trailers, and carts serving from their unit stay in their assigned space.

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 trucks, trailers, and carts*

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.

Savory food tent setups. A 10’ x 10’ space with room behind it for cooking and prep. The same canopy and weight rules apply.

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 power stations and power banks are welcome for all vendors, no approval needed. Cords stay inside your space and can't cross sidewalks or run into buildings.

Gas generators, including quiet inverter models, aren't permitted, except for food 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.

Trucks, trailers, and carts. Let us know whether your generator is mounted on your unit 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.

Sweets, snacks, and drinks. Homemade food needs a current registration with the Arizona Department of Health Services Cottage Food Program. Everyone else needs a current Arizona county food permit that covers your setup.

Savory food. A current Arizona county food permit that covers your setup 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 competition

*Applies to: Savory food vendors who opt in*

We're shaping a monthly food competition for vendors who want more out of the night. Interested vendors can let us know on their application. Details, including format, judging, any fees, and prizes, will be shared before it launches and will apply to vendors who choose to compete.

### 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.