

2026 Weekend Guest Vendor Markets at NewBo City Market Vendor Handbook



NewBo City Market

319-200-4050 | 1100 3rd St SE
Cedar Rapids, IA 52401

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Address:

NewBo City Market
1100 3rd St. SE
Cedar Rapids, IA 52401

Email:

nolan@newbocitymarket.org

Phone:

319-200-4050

Website:

www.newbocitymarket.org

Main Contact:

Guest Vendor Markets at NewBo City Market are organized and managed by the Associate Director:

Nolan Henkle | nolan@newbocitymarket.com | 319-200-4050

Please contact Nolan if you have questions or need clarification about any information in this handbook.

Application, Selection, and Approval Processes

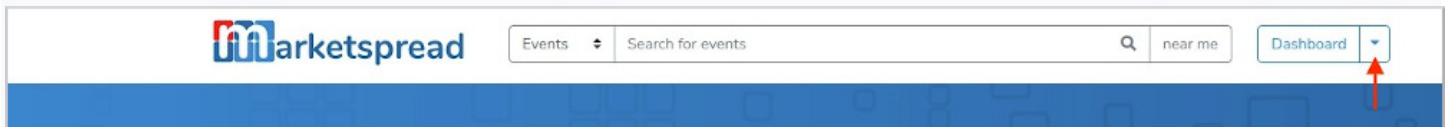
NewBo City Market is a dynamic non-profit small business incubator located in Cedar Rapids, Iowa. We are dedicated to helping small businesses and side businesses take their first steps into the world of sales in a supportive and active environment. 10'x10' assigned spaces are provided to approved guest vendors in vacant market stalls for the sale of their products. Spaces are located inside NewBo City Market during cold weather months, and placement may also be outdoors under the awning from May through the end of September. Hot foods are not allowed to be sold during these markets, but we welcome other types of products including arts, crafts, jewelry, body care, eggs, honey, clothing, vintage items, and bakery items. Non-profits may also be vendors to raise public awareness about their missions.

Application Process:

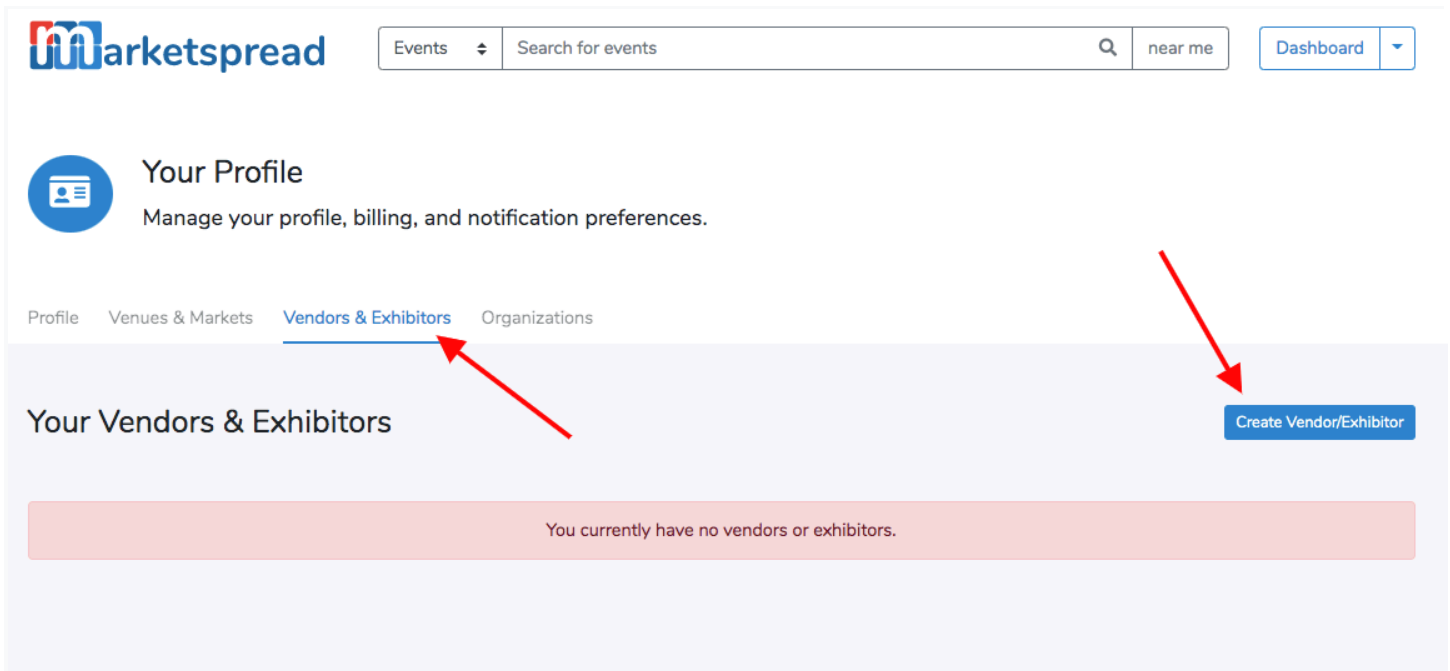
Applications must be submitted through the Marketspread website at: <https://marketspread.com/>

If you have not already done so, you will need to create a Farmspread or Marketspread user account.

After you have an account you will need to create a Vendor Profile. To create a profile, login to your account, go to your profile by clicking on the blue down arrow right next to the Dashboard button.



Then, go to Vendors & Exhibitors, and click "create vendor/exhibitor."



This will take you through the steps necessary to create your vendor/exhibitor profile. Your vendor profile will be viewable by customers and event managers alike, it is not an event application. Keep this in mind as you create your profile.

The main sections are:

Create your vendor or exhibitor is where you enter information about your business.

Add your products where you add product images and information about your products.


Summary where either apply to an event or finish for now

Vendor/Exhibitor Information

Here you enter the basic info about your business. You will see some information is required and some is not. Be sure to upload a logo!

Basic Information

Help customers and markets learn more about your brand.

Company Name 

Just the name and not the type of business (required)

Website

Your vendor's website (optional)

Facebook

Your vendor's Facebook page (optional)

Instagram

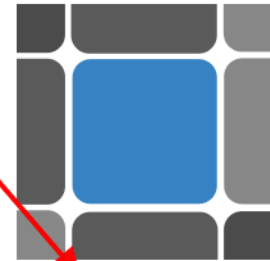
Your vendor's Instagram account (optional)

Twitter

Your vendor's Twitter account (optional)

Biography

Tell us a bit about your farm or business (required)



[Change logo](#)

Practices & Certifications

If your vendor type is Farmer or Farmer/Dealer. Here is where you can highlight any special production practices that you would like customers and market managers to know about.

Practices & Certifications

Describe the practices used to create your products and any certifications you hold. This helps customers and markets to better understand the quality of your products.

Production Practices

Add a practice

integrated-pest-management
antibiotic-and-hormone-free
pastured
free-range
extended-growing-season
use-only-organic-materials
non-gmo
100-percent-grass-fed
permaculture-design
perennial-crops

If you mark yourself as Certified Naturally Grown, American Grassfed Certified, or USDA Organic, please be sure your certifications are up to date, as we do confirm these claims.

Certified Naturally Grown ?



Certified American Grassfed Association (AGA)



Certified United States Department of Agriculture Organic (USDA)



USDA Organic Registered Name ?

Your USDA Organic registered name (required for organic certification)

If you make a product and want to claim that it or its ingredients are organic, your final product probably needs to be certified. If you are not certified, you must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package.

Manager Information

This section is optional, but you can let people know about yourself as a business owner.

Contact Information

You must enter contact information so that customers and market managers can get in touch with you. NOTE: This information is not made public by default but is viewable to market managers when you apply.

Contact Information

Location Address

Please set your public facing location address, this address can be seen by customers and anyone visiting Farmspread.com. If you work out of your home please only place City, State, Zipcode.


Mailing Address

This is your non-public facing mailing address and is used by market managers for communication purposes. Please include the full street address

Mailbox (optional)

Office number

Cell number



For “location information” if you do not have a storefront, enter ONLY city at state here. The address will be publicly viewable, so you don’t want to enter your home address here.

For your “mailing address” if you use a PO Box- enter the address first, then the PO Box number in the “mailbox” section.

When you are done- click “save and create”

Mailbox (optional)

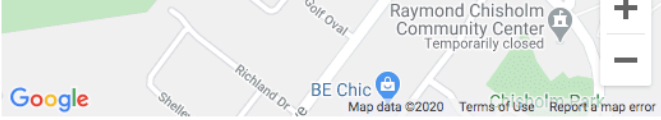
None

Office number

+1 (908) 123-4567

Cell number

+1 () - -



Save & Create

Add your products

In this step you can upload products. Some event managers require that you tell them any product you will sell. You can do that here. Adding products is also a good idea because the product list is searchable on Farmspread & Marketspread. Meaning: if a local customer is looking for “eggs” they can search our database and find you as a vendor selling “eggs” and seek you out at your next market event.

You can also click “continue” if you do not want to list any products, or if you are an organization or other group that wants a space at a market but will not be selling items.

Continue

Add Products & Services

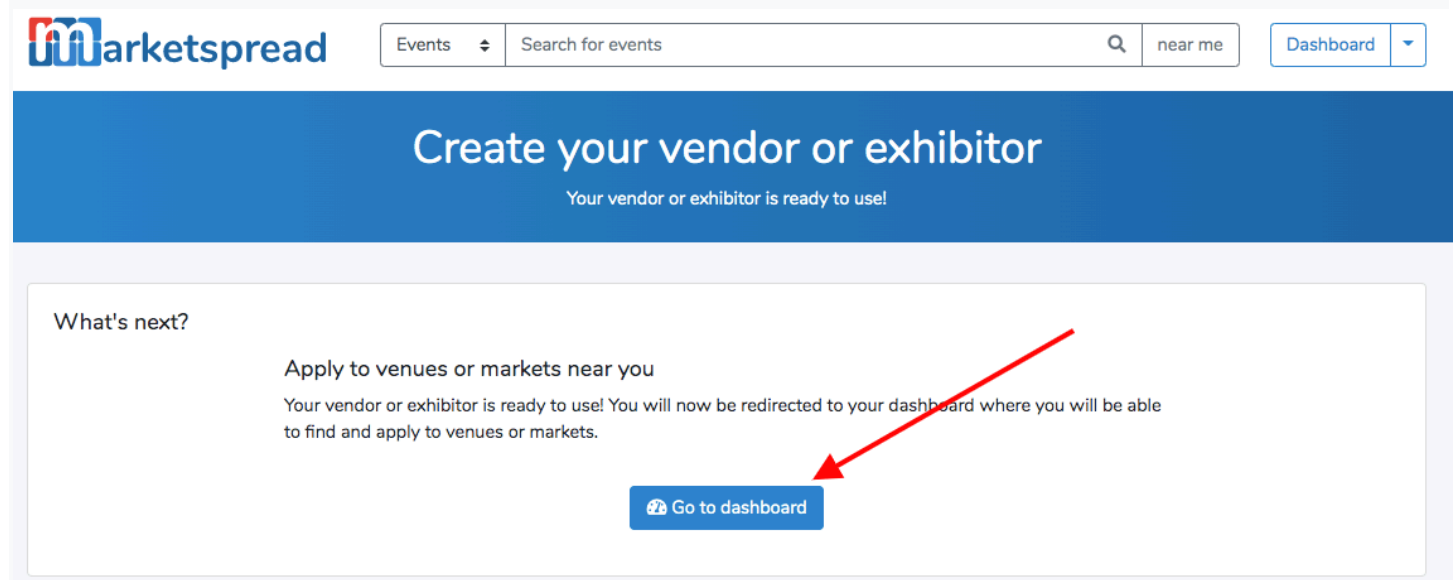
add

Add product or service

Continue

Summary

From this page click “go to dashboard” to begin finding events to apply to.

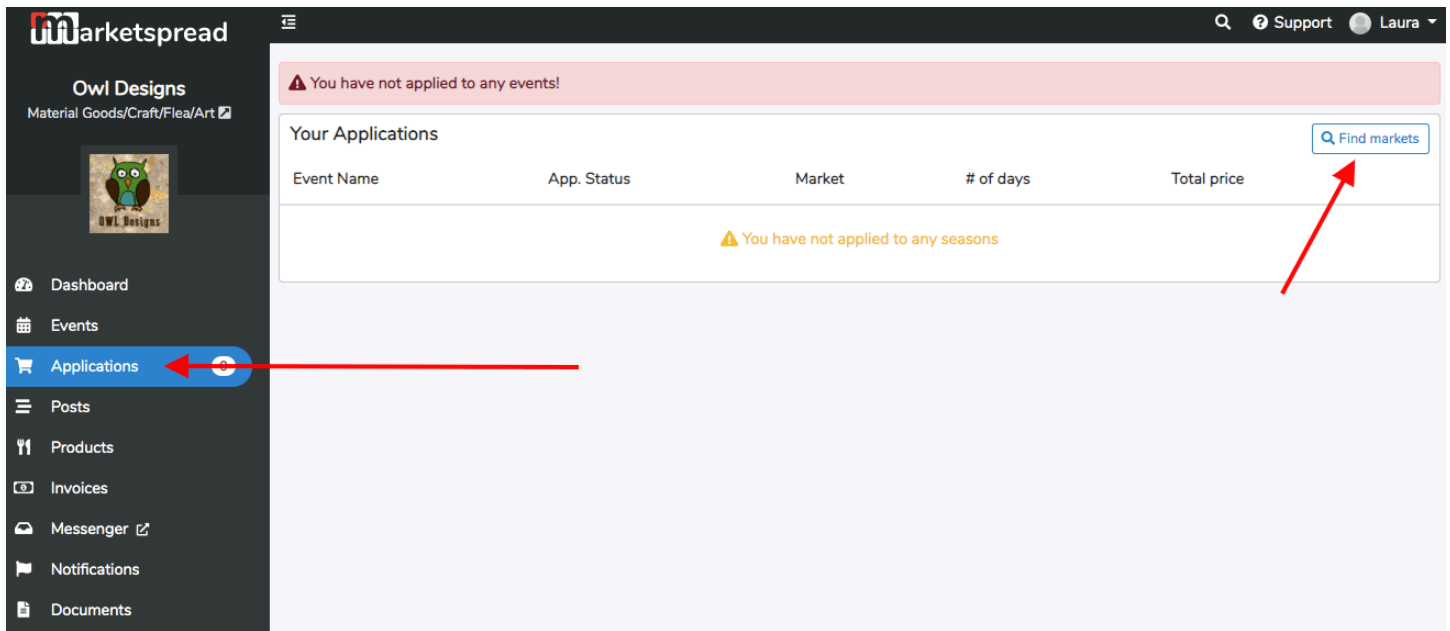


Getting Started with Applying to Markets and Events!

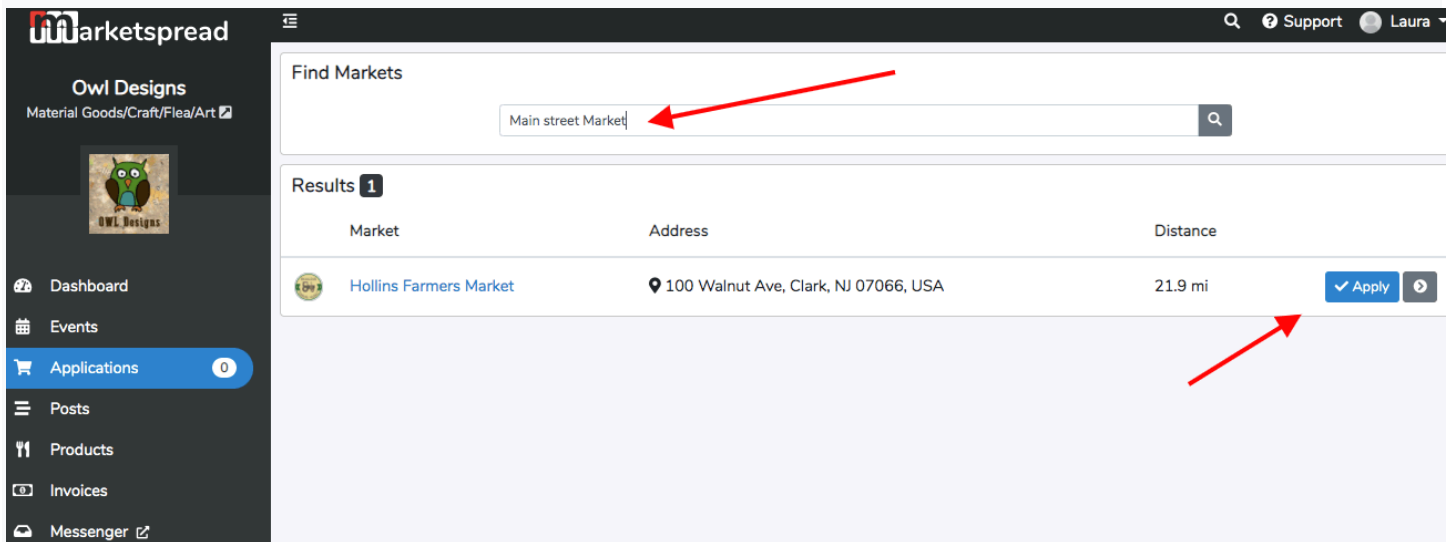
After your vendor profile is set up, you can apply to an event.

In some cases a market manager will send you a direct link to their application.

You can also search for application by clicking on “Applications” on the left-hand nav bar, then click “find markets” at the top right.



Markets that are local to you will automatically show up, and you can click "Apply." Or if you know that name of a certain market you wish to apply to, enter its name in the search bar, as shown.



Click on the icon for the market you are interested in, then, when you get to that market's profile page, click "apply here" to begin the application process.



Hollins Farmers Market

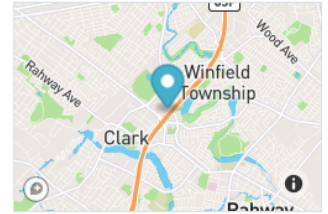
Farmers Market

100 Walnut Ave, Clark, NJ 07066, USA

Visit Website Facebook Instagram Twitter

Contact

Get Directions



Events (24)

Vendors (3)

About

Contact

Apply here

Come see us at the market!



More doll bags! A market favorite.
Come check them out at the Brewster
Farmers Market this Saturday!



On the next page you will see the events that this particular market is accepting applications for. Click "Apply" to continue.



VENDOR

Owl Designs

SELL @ MARKET



MARKET

Hollins Farmers Market

Events

Summer Season 2020

Application closes (in 70 days)

View layout

Apply

Next day

May 30, 2020 @ 9 a.m. EDT (in 13 days)

Last day

Oct. 24, 2020 @ 9 a.m. EDT

Days

22 remaining (24 total)

Booths

40

Summer Fest 2020

Application closes (in 42 days)

View layout

Apply

Next day

July 18, 2020 @ 10 a.m. EDT (in 62 days)

Last day

July 19, 2020 @ 10 a.m. EDT

Days

2 remaining (2 total)

Booths

56

This will take you to the event application. Every event's application is different, so take your time and read every section carefully. Note that any application questions should be directed to the Market/Event Manager, whose contact info is at the top of the application.

Some highlights:

- READ any/all messages and presented documents!
- UPLOAD important documents such as proof of insurance. Some documents may be required.
- PAY certain fees may be due at the time of application. Others will be charged automatically if you are accepted into the market.

For some markets, in the application, you will be directed to the event days. Here is where you are letting the market manager know which of their events dates you wish to attend.

Although it says “pick your dates” you are simply letting the market manager know your availability and interest for their market. You have NOT yet been accepted.

Click on the dates you are interesting in attending. They will turn blue to show they have been selected. The market may offer you a choice of booth size, and you can also choose from your products and let the market know which products you will be selling at their event. Add any additional message you would like to let the market manager know about your application. Then click “Submit Application”.

Owl Designs
Material Goods/Craft/Flea/Art

- Dashboard
- Events
- Applications** 0
- Posts Upgrade
- Products
- Invoices
- Messenger
- Notifications
- Documents
- Reports & Metrics
- Settings

20 21 22 23 24 25 **26**

27 28 29 30

18 19 20 21 22 23 **24**

25 26 27 28 29 30 31

Booth Preferences

Select the size of the booth you would prefer.

☒ 10.0 x 10.0

Products to Sell [+ Add Product](#)

Name	Category	Availability	Sell?
		Always Available	<input checked="" type="checkbox"/>

Message to market

Provide any additional information to the market about your season application.

[Submit application](#)

after submitted, you will see confirmation like this:

[Apply to Event](#)

Hidden Cove
Farmers Market
1255 Raritan Rd, Clark, NJ 07066, USA

Feb 01 → Oct 18

[Exit](#)
event event
 Drew

Thank You

You can now review your information by clicking below.

Brew Ha Ha
Union

[Review in Dashboard](#)

You can click "dashboard" to return to the main page.

You cannot edit your application at this time, as the market manager will be reviewing it. You CAN add additional comments at the bottom of this page that the market manager can see, in case there is any updated information you would like them to know. This page also shows you which fees you may owe, which seasons and days you have applied to, and you can review your answers to the application questions.

Application Approval Process:

NewBo City Market staff will review your application and respond within 5 business days. We assess the quality and suitability of your products before issuing an approval. Please be advised that not all applications will be approved.

Date Approval Process:

Aside from the holiday sales period between Thanksgiving and Christmas and specialty markets (see page 4 for these dates), dates can be requested for the entire year. Holiday dates will be available for request in late September. Approved, withdrawn, and declined dates are all connected to payments, so please refer to the Fees, Fines, and Payments section of this handbook for detailed information about scheduling or canceling your market sales events.

Specialty Markets

NewBo City Market features Specialty Markets for various demographics and holidays. Dates for these events are not immediately open on the Marketspread calendar for request. Instead, an email will be sent out to all current vendors in good standing at least 1 month prior to a specialty market to request eligible participants.

Young Entrepreneurs are high school age or younger. To be eligible, the Young Entrepreneur must create their own products, personally interact with customers, and manage their own stall during sales events. Parents or guardians may be present to assist.

Below is a schedule of these markets for 2026. Please note that these dates are subject to change.

Immigrant-Owned Business Market	January 17
Valentine's Day Pop-Up Shop	February 7
Black-Owned Business Market	March 7
Woman-Owned Business Market	March 28
EcoFest – <i>no vendors</i>	April 18
Mother's Day Pop-Up Shop	May 9
Young Entrepreneurs Market	May 16
Iowa Women's Festival	June 6

Black-Owned Business Market	June 20
LGBTQ+-Owned Business Market - <i>in conjunction with PrideFest</i>	June 27
Immigrant-Owned Business Market	August 8
Young Entrepreneurs Market	September 12
AsianFest – <i>vendors should apply through AsianFest</i>	September 26
Person With Disability-Owned Business Market	November 21
Young Entrepreneurs Market	December 5
Woman-Owned Business Market	December 19

Saturday 10am-4pm	Sunday 10am-3pm
\$50 for regular markets \$75 for holiday markets \$30 for specialty demographic markets	\$30
No charge for high school or younger	No charge for high school or younger

Fees, Fines, and Payments

Additional Fees and Fines:

Application Fee: \$15 for the year for processing applications, no charge for Young Entrepreneurs.

Table Rental: \$10 per day, no charge for Young Entrepreneurs.

No Show Fine: If you fail to show up for an approved date, you are still responsible for those charges and they must be paid within 3 business days to avoid having future date requests canceled.

Late Payment Fine: \$20 will be assessed for account balances that are not paid within 30 days.

Payments for New Vendors:

If you are a first-time vendor, you must pay your application and event fees in advance before your first two date requests are approved. An invoice will be emailed to you and must be paid within 5 business days or your requests will be declined. No refunds will be offered for these advance payments for those dates.

Payments for Returning Vendors:

An invoice will be emailed to you a few days in advance of your approved dates and can be paid online or in-person at the NewBo Wine and Beer bar prior to teardown. Please see the Checkout section of the Setup and Teardown Policies and Procedures for additional information about making day-of payments.

License and Insurance Requirements

Vendors selling at the Market must obtain any necessary permits, licenses, and insurance. It is the sole responsibility of each vendor to be familiar with and abide by all state and federal regulations pertaining to the production, harvest, preparation, labeling and safety of products brought to the market. NewBo City Market does not verify the existence of your documents; we only rent space.

Sales Tax Permits:

It is an individual vendor's responsibility to ensure that, if necessary, proper sales tax is applied and appropriate permits are obtained. Vendors may obtain an annual sales tax permit online at <https://tax.iowa.gov/forms> or by calling 515-281-3114.

Setup and Teardown Policies and Procedures**Unloading:**

NewBo City Market Staff will arrive at 9:00am to assist vendors with locating a space. You may arrive earlier to unload your goods. Spaces are assigned indoors and outdoors (weather permitting), and you may not begin setting up until a staff person has helped you locate your space. If your products are sensitive to temperatures above 75 degrees, email the Market Manager for indoors consideration.

Vendors may not park in the front parking lot and they may not unload from the front parking lot.

Vendors who violate this policy will be reminded once as a courtesy, but participation in future weekends will be at risk if violations continue. Unloading must either occur through the dock area on 11th Ave SE or through the employee entrance door from the alley. If you are the first vendor to arrive and NewBo City Market staff has not arrived, you may temporarily park in the front parking lot to come in and open either door. After you've opened the appropriate doors, return to your vehicle and move it immediately to unload your products. Again, unloading may not occur from the front parking lot under any circumstances.

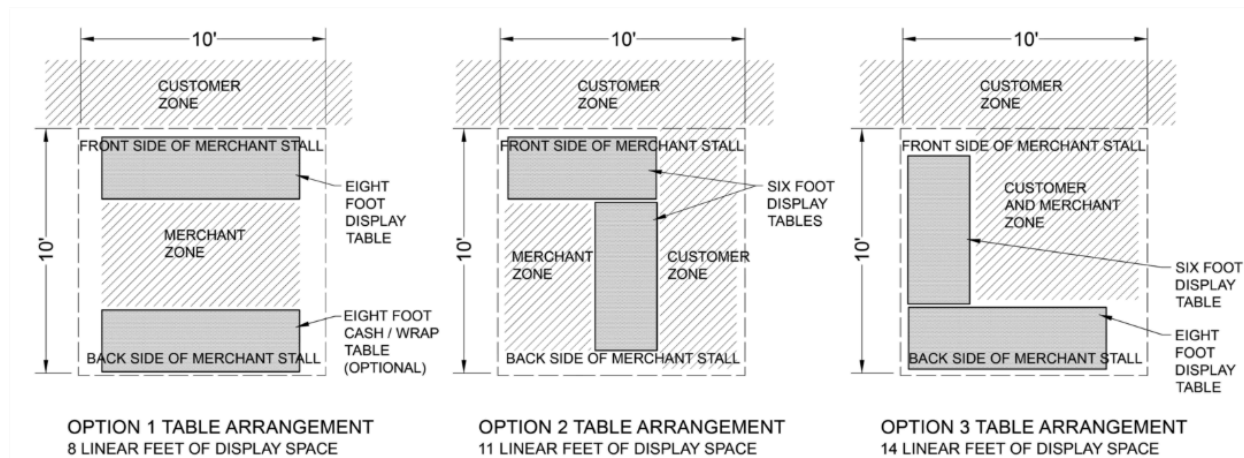
NewBo City Market has a few carts that are available to help you move your items to your assigned space in the main hall, but they may be in use when you arrive. If you are a frequent vendor and require the use of a cart, consider investing in a collapsible canvas wagon to guarantee you have something to help you move. After your items have been moved in, you must return to your vehicle to move it to the back parking lot. This must occur prior to setting up your table and display so that other vendors have access to the dock.

Setup:

If you have requested a table and have been invoiced for it, you may remove a table from the storage area to set it up. You are welcome to bring in your own tables, displays, and fixturing.

Stall spaces are assigned. You may arrange your 10'x10' space however you like, but keep in mind that customers must be able to access your goods without having to intrude on another vendor's space. There is no space cushion between vendor stalls for circulation.

There are different ways to arrange your table(s) to maximize your display area depending on your needs. Below are 3 typical table configurations.



Vendors must be set up no later than 10am. Late arrivals will not be accommodated.

Stall setups must be kept tidy and clean for the duration of the market. All spare stock, packing materials, cardboard boxes and bags should be kept organized and discreet. Vendors are asked to use clean and professional looking signage. All stall contents and products must be kept in the boundaries of the assigned stall.

No tacks, nails, screws or staples are permitted on walls, chairs, tables, doors or floors. No rice, birdseed, glitter, confetti, sparklers, bubbles, fog machines or open flame candles are permitted anywhere on NewBo City Market property. No music is allowed to be played, as Rotary Hall will have music playing already.

Being Present:

Vendors are expected to be adequately staffed so that someone is in their stall at all times, with the exception of short breaks. You must remain for the duration of the market.

Checkout:

Prior to tearing down, vendors must follow checkout procedures. Locate a NewBo City Market staff member at the NewBo City Beer and Wine Bar to let them know you are ready to tear down and

leave the premises. Checkout will be comprised of three steps that must be completed before you begin tearing down. You may not begin teardown until the following three steps have been completed.

1. Go to the NewBo City Wine and Beer bar and tell the staff person on duty that you are ready to check out.
2. Staff will ask if you have already paid your invoice online or if you need to pay in person. Cash, checks, and credit cards are accepted at the register.
3. Complete the demographic and sales reporting through Marketspread. This must be completed immediately. Collected information will include your sales for the day and your demographic information. When completed, return the sales and demographics slip to the staff person. If you would prefer, there will be paper slips available, as well.

Vendors who violate the checkout procedures will be reminded once as a courtesy, but participation in future weekends will be at risk if violations continue. Checkout procedure compliance is a strict policy.

Teardown:

Teardown begins at 4pm on Saturdays and 3pm on Sundays. If you wish to stay until the Market closes, speak to a NewBo City Market staff member and get an okay.

If you are participating in a Saturday and a Sunday market on the same weekend, you may choose to refrain from the Saturday teardown.

Loading your goods back into your vehicles must occur either through the dock area or the employee entrance from the alley. To use the dock, ensure it is open and move your vehicle to the street adjacent to the dock. Carts will be available to help you move your items from your stall space to the dock where you will be reloading your vehicle but if you are a frequent vendor and require the use of a cart, consider investing in a collapsible canvas wagon to guarantee you have something to help you move.

Before leaving the premises, ensure your space is clean and rented tables have been returned.

Vendor Conduct Policy

The Guest Vendor must comply with federal, state, and local regulations applicable to market participation including business registration, food licensing, tax collection, and sales reporting. NewBo City Market does not verify the existence of your required licensing; we only rent space.

Each vendor is responsible for having their own insurance to cover their own liability for their individual space. NewBo City Market is not responsible for or liable for any merchandise that is broken, stolen, or lost.

All vendors are required to comply with all City ordinances, regulations, and rules together with state and federal laws relating to the NewBo City Market Weekend Guest Vendor Markets and the vendor's

business conducted in the Market. Failure to abide by ordinance, laws and regulations may be the basis for suspension or expulsion. This includes, but is not limited to, assault or abuse directed toward other vendors, customers, market management, employees or the general public.

NewBo City Market may, at its discretion, cancel a lease without a refund or close any stall for any fraudulent, dishonest and deceptive practices, inappropriate conduct, activities or otherwise disturbing the peace by the vendor, or its employees, agents or representatives on the premises.

For health and safety reasons, guest vendors are not allowed to bring pets into the Market. The sale or giving away of animals at the market is prohibited. Exceptions to this policy are made for ADA-certified service animals.

Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive, public manner, and selling products in an aggressive way. Complaints can be made to market staff.

NewBo City Market and the City of Cedar Rapids shall bear no responsibility to the Guest Vendor for damage, theft, loss, personal injury, or consumer injury that they may incur.

NewBo City Market reserves the right to make an exception to rules and guidelines at their discretion.

Thank You!

We appreciate your interest in our Weekend Guest Vendor Markets and we want your experience to be positive and helpful to your business growth. Feel free to reach out to us with any concerns or questions.