

2025 Hallmarket Artist Participation Requirements

General Requirements

1. Participation and Eligibility

- a. All current employees.
- b. Retired employees in good standing as defined by Human Resources.
- c. Not eligible:
 - i. Former Hallmark employees without retiree status.
 - ii. Contract employees.
- d. All participants must complete the online call for participation by Friday, July 11.

2. Cancellation Policy

- a. Cancellations will be accepted up to 14 days prior to the day of the event.
- b. The following conditions will be considered as a no-show:
 - i. Cancellations within 14 days of the event.
 - ii. Vendors who register but do not exhibit the day of the event.
- c. Vendors classified as no-shows may be ineligible to participate the following year.
- d. If a vendor no-shows twice, they may be ineligible to participate for five years.
- e. Special consideration will be made by the planning committee for no show status for vendors who must decline participation within 14 days of the event for extenuating circumstances (i.e. family or medical emergency, injury, COVID-related reasons, etc.).

3. Artwork Requirements

- a. All items must be personal art that has not been created in connection with Hallmark Product & Retail, Hallmark Media, Crayola, Crown Center, Hallmark Corporate Organizations, and/or Halls.
- b. Creation of artwork cannot use any Hallmark Product & Retail, Hallmark Media, Crayola, Crown Center, Hallmark Corporate Organizations, and/or Halls processes or materials.
- c. All work must be produced by a registered participant (not spouse, partner, friend, etc.).
- d. Greeting cards, note cards and edible items are not eligible to be sold or distributed.

Artist Booths

1. Vendor Exhibit Space

- a. Each vendor will have the option of a 10' x 10' booth space, a 6' table display, which will be placed with other 6' table displays in a communal tent, or a shared 6' table display as part of the Hallmarket Collective.
- b. Hallmark will provide tents, permits, and security.
- c. Hallmark will provide one 6' table for each 10' x 10' booth and 6' table display in the communal tent. Hallmark will provide one shared 6' table for each artist in the Hallmarket Collective.
- d. Hallmark will provide up to two chairs for each 10' x 10' booth, 6' table or shared 6' table upon request onsite. Request does not need to be made in advance.
- e. Hallmark will provide signage with artist name and booth number. All other branding and décor are the responsibility of the vendor.

- f. Booth placement will be determined by the Hallmarket Planning Team. Requests for specific booths will be considered but not guaranteed.
- g. Hallmark does not provide private storage space at the venue for vendors. Understand that if you keep your personal belongings and art at your booth, you do so at your own risk.
- h. Hallmark does not provide food or beverages, including water, for vendors. You may bring your own food and beverage items or purchase them from onsite food vendors or local Crown Center restaurants.

2. Set Up and Tear Down

- a. All booth load in and set up must be complete by 9 a.m. Saturday, September 13, 2025.
- b. All booth tear down and load out must be complete by 7 p.m. Saturday, September 13, 2025.
- c. The vendor agrees to hang their own work and is responsible for hanging and taking down securely.

3. Payments and Taxes

- a. All revenue belongs to vendor.
- b. Each vendor is responsible for managing payment for their items, including appropriately accounting for taxes within the state of Missouri. Hallmark does not handle or manage any of the vendors' transactions.

Event Changes

Hallmark reserves the right, in its sole discretion, to make changes to, postpone or cancel based on public health or other considerations.