



Downtown Allentown Marketplace – Presented by the Downtown Allentown Alliance in partnership with the Allentown Chamber of Commerce

Vendor Application

Saturday, November 14th, from 11:00AM - 4:00PM

The DLP Plaza in Downtown Allentown at 835 Hamilton Street, Allentown, PA 18101

Contact Information

Business Name	
Main Contact	
Email Address	
Street Address	
City, State, Zip	
Website	
Cell Phone (required)	
Vendor Category	☐ Retail / Local Business ☐ Food / Beverage ☐ Craft / Artisan ☐ Cultural Goods / Experiences ☐ Community / Nonprofit Other: _____
Description of Business, Items for Sale & Price Point	

Non-Refundable Vendor Participation Fee

- ☐ ***\$15 – Downtown Allentown Vendor (must have an address in Downtown Allentown to obtain this fee)***
- ☐ ***\$40 - General Vendor***
- ☐ ***\$100 Flat Fee – Alcohol Vendor***

Payment due upon acceptance.

Payment is required to hold your space; failure to pay within one business week of acceptance will cause the forfeiture of your space.

Other Costs: All vendors must have a 2026 City of Allentown Business Registration License;

cost is \$35. Link to the form and online payment is attached.

I agree to pay the above cost(s) to be a vendor at DAA Downtown Allentown Marketplace once accepted. Payment required in full upon acceptance.

Signature_____Date _____

**Downtown Allentown
Marketplace
Craft/Exhibitor Vendor
Requirements**

Festival Info

REAL. GOOD. TIMES. AND A LITTLE TASTE OF EVERYWHERE.

Join us for the first-ever Downtown Allentown Marketplace on Hamilton Street on Saturday, November 14, from 11:00 AM–4:00 PM at DLP Plaza in Downtown Allentown!

Presented by the Downtown Allentown Alliance in partnership with the Allentown Chamber of Commerce, this vibrant marketplace will bring together flavors, makers, artists, traditions, and small businesses from Allentown and around the world, all in one unforgettable afternoon.

Come hungry, come curious, and stay awhile. Try something new, discover handmade goods, experience live music and cultural traditions, and meet the people behind the food, art, and businesses that make Allentown so special.

Free and open to all. Family-friendly, pet-friendly, and happening rain or shine!

The Downtown Allentown Marketplace committee will review all applications and select vendors that best align with the event. Space is limited, and submission of an application does not guarantee acceptance.

Applications should be submitted to Emily Brosky at emilyb@lehighvalleychamber.org. Once your application is approved, final payment must be received to confirm your vendor space.

- Please mail to Emily Brosky at Greater Lehigh Valley Chamber of Commerce, 840 Hamilton Street, Suite 205, Allentown, PA 18101 or email using emilyb@lehighvalleychamber.org.

The Downtown Allentown Alliance and the Allentown Chamber of Commerce does not guarantee your financial success at this event and vendor fees are non-refundable for any reason.

Set up for all vendors will begin at 8:00 a.m. on the day of the event. All vendors must be fully set up and ready for the event no later than 10:30 a.m.

Business Liability Insurance is required; please include proof with this application. Please sign and return the Liability Agreement included with this application. Vendors who do not complete the Liability Agreement will not be permitted to operate at Downtown Allentown Marketplace.

All vendors must complete the “City of Allentown Business Registration Questionnaire” through the City of Allentown (City of Allentown, Bureau of Revenue & Audit, 435 Hamilton Street, Room 215, Allentown, PA 18101). See the last page of

the application for the link. You must complete this form and pay the required fee.

Booth Info

Each vendor is assigned to a 10 x 10 space. If additional space is needed, please contact Emily Brosky.

Vendors are required to weight tents. **Please describe your booth setup, including dimensions, special needs, etc. Use separate sheet if needed.**

I have read the above information and agree to all requirements to be a vendor at the Downtown Allentown Marketplace.

Signature_____Date _____



Vendor Liability Agreement:

Vendor, as defined below, wishes to participate as a vendor or associate in 2026/2027's Downtown Allentown Marketplace at DLP Plaza in Allentown PA (the "Event"). Vendor agrees to accept all liability and responsibility for any personal injury, property damage, loss, theft or any other harm suffered by myself or others arising from or otherwise incident to my participation in the Event.

_____ on behalf of its heirs, executors, assignees, and/or successors in interest, and on behalf of any employees, contractors, directors, subsidiaries, affiliates or invitees (the "Vendor") hereby agrees to indemnify, hold harmless and release Downtown Allentown Alliance, the City of Allentown, and its officials, directors, employees, agents, volunteers, sponsors, affiliates and subsidiaries from and against all suits, claims, demands and losses including costs, expenses and attorney's fees incurred as a result of any act or omission, negligence or misconduct of the Vendor during the Event or otherwise arising out of this Agreement.

- If you have liability insurance check here (☐)
- If so, provide certificate of insurance naming the Downtown Allentown Alliance and the City of Allentown as additionally insured.
- What is the amount of your liability insurance? _____ (minimum \$500,000)
- Vendor hereby agrees that it shall maintain liability insurance in the amount and type set forth above throughout the term of this Agreement and during the Event.
- What is the type of liability insurance?

By signing this Agreement, the Vendor/Participant hereby requests the Downtown Allentown Alliances and Allentown Chamber of Commerce to reserve vendor space at the 2026/2027 Downtown Allentown Marketplace event and affirms it has read, understands and agrees to all terms and provisions of this Agreement.

Signed: _____

Date: _____

Print Name: _____



City of Allentown Registration Forms

The following link will take you to the Business Registration Questionnaire and to payment for a City of Allentown Business Privilege License (\$35).

- https://energov.allentownpa.gov/EnerGov_Prod/SelfService#/home

Any questions regarding these applications should be directed to Martha Wittong.

- +1 (610) 437-7760 **x2822**

