



GENERAL MERCHANDISE VENDOR APPLICATION
LA CROSSE AREA HMONG NEW YEAR FESTIVAL
 September 19th-20th, 2026

SECTION A: GENERAL MERCHANDISE VENDOR INFORMATION

This application form is only for GENERAL MERCHANDISE VENDORS (NON-FOOD) to participate in the 2026 La Crosse Hmong New Year festival. The application must be **filled out completely, initialed in all areas in Section B, and signed in Section D.**

An incomplete application will not be accepted.

Process: The New Year Vendor team must receive an application. We will then reach out to the applicant to send in full payment (booth fee + deposit fee). **DO NOT SEND** payment until you've received a confirmation email. Upon our reach out, we will wait only 7 business days to receive the full payment – this is the “holding” period. More information in Section B.

Vendor Business Name:	Vendor status: <input type="checkbox"/> New Vendor <input type="checkbox"/> Returning Vendor	Today's Date:
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Must check ONLY ONE you are applying for as a vendor:

<input type="checkbox"/> Merchandise 10ft X 10ft: \$500.00 Booth fee: \$400.00 + Deposit fee: \$100.00 = \$500.00	<input type="checkbox"/> Merchandise 20ft X 20ft: \$800.00 Booth fee: \$700.00 + Deposit fee: \$100.00 = \$800.00
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All general merchandise vendors are prohibited from selling beverages and cold food, per by the order of the La Crosse Health Department. Any other sales will be considered as a regular food vendor thus inspection and associated fees may apply.

Selling illegal or alcoholic products are PROHIBITED!

Applicant Full Name (must print):	Applicant Primary Phone#:	Applicant Email:
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If applicant cannot be contacted, a secondary contact must be provided (hereby is “Co-Applicant”) information below.

Second Contact Full Name (must print):	Relation to Applicant:	Second Contact Primary Phone#:
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Applicant Residential Address:	City:	State:	Zip:	Same as mailing address? <input type="checkbox"/> Yes <input type="checkbox"/> No
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Mailing address (if different than Residential Address):	City:	State:	Zip:
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Name of whom the deposit refund check will be payable to if eligible:

SECTION B: GENERAL MERCHANDISE VENDOR AGREEMENT TERMS

All General Merchandise Vendor applicants **must review and initial each section in order to submit this application**. An incomplete application is unacceptable.

<p>Application Disclosure</p> <p>Initial below on the line.</p> <hr/>	<ol style="list-style-type: none"> 1. The Hmong Cultural & Community Center (HCCC) & New Year Committee reserves the right to deny any application with or without reason. 2. Applications will be considered on a first come, first serve basis. 3. The New Year Vendor team must receive an application. We will then reach out to the applicant to send in full payment (booth fee + deposit fee). Upon our reach out, we will wait only 7 business days to receive the full payment – this is the “holding” period. 4. If you, as the applicant, are contacted by the Vendor team, we will stay in contact throughout the process and will confirm your status as an approved vendor or not based on payment. 5. If full payment is not received within the holding period, the applicant will be notified, and we will move onto the next applicant. 6. Unregistered vendors who show up onsite during the festival/setup days will NOT be accepted under any circumstances. It may be considered if an approved vendor is a “No Show”; however, it is not guaranteed and the application process along with full payment in addition to the inconvenience fee will be applied 7. Approved vendors must provide a valid copy of identification, and a list of all participants helping at the booth. 8. A booth spot and payment are NOT transferable to another vendor. 9. The information on this application is confidential and will only be used by HCCC and New Year Committee for its intended purposes.
<p>Payment</p> <p>Initial below on the line.</p> <hr/>	<ol style="list-style-type: none"> 1. An applicant must make a full payment (booth fee + deposit fee) within the 7 business days holding period in order to secure his/her booth. DO NOT SEND payment until you’ve received a confirmation email. 2. Acceptable payment methods are: <ol style="list-style-type: none"> a. Venmo at "hccalax", b. Cashier’s Check made payable to “Hmong Cultural & Community Agency”, or c. Cash - only accepted in-person at HCCC. d. NO PERSONAL CHECKS will be accepted. 3. In the event there is an exception for late payment, HCCC and the New Year Committee reserves the right to charge an inconvenience fee of \$250.00 in addition to all other required fees.
<p>Refund Policy</p>	<ol style="list-style-type: none"> 1. This is an outdoor event, if it shall be cancelled by order of a governmental agency for public health and safety reasons due to weather safety, HCCC will refund its full payment to approved vendors.

<p>Initial below on the line.</p> <hr/>	<p>2. Any other refund will be considered based on cancellation policy.</p> <p>3. An approved vendor is required to be inspected at the end of the event on Sunday, September 20th, 2026, by the Vendor Chair to be eligible for their deposit refund.</p> <ol style="list-style-type: none"> Vendors must clean their booth(s) and surrounding areas daily. All trash or waste must be placed in the appropriate receptacles. We expect vendors to leave their booth area as they found it. If the Vendor Chair approves of a clean area, the deposit fee will be refunded, and a check will be mailed to the address listed above. If deemed not passed, the deposit fee is not eligible for refund. If any vendor leaves without the inspection, the vendor will forfeit the deposit fee refund. <p>3. If an approved vendor is a “No Show” for the festival as agreed, he/she forfeits their spot and all fees are non-refundable.</p>			
<p>Cancellation Policy</p> <p>Initial below on the line.</p> <hr/>	<p>Any cancellation request must be submitted in writing to the Vendor team, explaining the reason for cancellation, and as followed by these deadline dates:</p> <ol style="list-style-type: none"> By July 31st, 2026 – Approved vendor forfeits the deposit fee and HCCC will refund 100% of the booth fee. After July 31st, 2026 – NO REFUNDS. Approved vendor forfeits all deposit and booth fees. <p>If an emergency occurs after the deadline dates, proof of the below items must be sent to the Vendor team for consideration for refund on booth fee only, deposit fee is non-refundable. Examples of emergencies include:</p> <table border="0"> <tr> <td>1. The owner is hospitalized - Proof from a Doctor/Hospital letter of its critical condition.</td> <td>2. Death in the immediate Family - Proof from Funeral Home/Death Certificate.</td> <td>3. Other Emergency - must be vendor related (also will need proof of document).</td> </tr> </table>	1. The owner is hospitalized - Proof from a Doctor/Hospital letter of its critical condition.	2. Death in the immediate Family - Proof from Funeral Home/Death Certificate.	3. Other Emergency - must be vendor related (also will need proof of document).
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<p>Violations Policy</p> <p>Initial below on the line.</p> <hr/>	<ol style="list-style-type: none"> Approved vendors may only conduct business within their paid booth space/dimensions. Vendors are prohibited from setting their merchandise outside of their designated space. Approved vendors may be removed, fined, and/or penalized for behaving in a manner deemed to be inappropriate, disruptive, unsafe, disorderly, or illegal by La Crosse County Health Department, Veteran’s Memorial Park grounds, La Crosse/West Salem Police & Sheriff’s Department, and La Crosse/West Salem’s Fire Department. Vendor will forfeit their deposit, payment, and fees associated with their booth(s). Approved vendors are prohibited from removing any fencing and must be parked in their designated areas only. Absolutely no blocking of any emergency exits; if vendor fails to do so, owner of the vehicle will be ticketed and towed at their expense and HCCC and the New Year Committee will not be held responsible and/or liable. 			

	<p>5. Approved vendors are prohibited from having music/mics louder than the Entertainment Stages and competing with vendors next to them.</p>
<p>Fire Safety Initial below on the line.</p> <p>_____</p>	<ol style="list-style-type: none"> 1. Approved vendors are prohibited from parking their vehicles in the designated fire emergency access lane(s) and agree to always keep it clear in case of an emergency. 2. If vendor fails to keep designated fire emergency access lane(s) clear, vehicle will be towed at owner's expense and HCCC and the New Year Committee will not be held responsible and/or liable. 3. Approved vendors with generators must have a fire extinguisher on hand. Vendors are prohibited from using fire extinguishers and/or standpipes to hold any supporting objects to uphold their booth/tent/canopies.
<p>Electricity Initial below on the line.</p> <p>_____</p>	<ol style="list-style-type: none"> 1. HCCC, the New Year Committee, and Veteran's Memorial Park are NOT responsible for providing a power source. 2. It is the approved vendor's sole responsibility to provide their own power source to operate their own equipment. 3. All electrical cords must be hidden or covered to avoid any accidents of tripping.
<p>Safety & Security Initial below on the line.</p> <p>_____</p>	<ol style="list-style-type: none"> 1. HCCC and the New Year Committee will provide security guards and police officers to enforce safety during the festival during the hours of 7:00 am to 5:00 pm. For any emergencies, please call 911. 2. HCCC and the New Year Committee are not responsible for any damaged, lost, or stolen property at this event. 3. Vendors are responsible for their properties of any kind and should not leave valuable properties unattended.
<p>Vendor Parking & Passes Initial below on the line.</p> <p>_____</p>	<ol style="list-style-type: none"> 1. Approved vendors will receive 2 vendor parking passes and are required to display them in their vehicle for all entries. 2. HCCC and the New Year Committee reserves the right to refuse entry and will charge admission fee(s) if an approved vendor does not display the appropriate parking pass. 3. Approved vendors will park their vehicle in designated areas and parking is "first come, first serve" basis. If the parking lot is full, vendors will park in the general parking area(s) that are available. 4. Vendor parking passes must be displayed and visible from the outside. 5. Approved vendors are permitted to park next to their booth when unloading. After unloading, vendors must park in designated parking areas.

<p style="text-align: center;">Citation & Fine</p> <p>Initial below on the line.</p> <hr/>	<ol style="list-style-type: none"> 1. Approved vendors are responsible for any citation(s) and/or fine(s) at their own expense. HCCC and the New Year Committee are not responsible and liable for any citation(s) and/or fine(s). 2. All items sold by the vendors must be inside of their booth(s) or within the designated boundary lines. Vendors are prohibited from setting their merchandise outside of their designated space. 3. Approved vendors are prohibited from dumping waste improperly or causing damage to any property of HCCC or Veteran’s Memorial Park. If vendors are found in violation, they will be cited and fined. 4. Approved vendors will be given three (3) opportunities before being cited and fined: <ol style="list-style-type: none"> a. 1st - Vendor Chair/HCCC will give a verbal warning. b. 2nd - If vendor remains in violation, Vendor Chair/HCCC will give a second verbal warning, and a citation will be issued. c. 3rd - If vendor is still in violation after the second warning, HCCC will shut the vendor down and vendor will be asked to leave the festival. d. A vendor who has reached the 3rd and final warning will be prohibited from being a vendor for future HCCC events. e. All associated fees will be forfeited after the 3rd violation.
<p style="text-align: center;">Weather Safety</p> <p>Initial below on the line.</p> <hr/>	<ol style="list-style-type: none"> 1. This is an outdoor event, it will not be cancelled under wind, rain, or other inclement weather unless ordered by a governmental agency for public health and safety reasons. 2. Canopies must be fire-retardant and must withstand wind, rain, and other inclement weather. 3. All merchandise or displays must be contained inside the booth space. This includes all water barrel anchors, poles, ropes, BBQ pits, etc.

SECTION C: AGREEMENT SUMMARY

1. This agreement is between HCCC and the Vendor. With the consent of both parties, any amendments to this agreement must be documented in writing.
2. Vendor is responsible to read and consult with the Vendor team/HCCC with any questions and concerns.
3. Vendor is responsible for providing a valid copy of their identification card and a list of participants.
4. Vendor assumes all risks in the use and operation of their booth(s) and therefore will take all necessary precautions to protect persons and properties from damage, injury, or illnesses.
5. Vendor hereby agrees to indemnify and cannot hold HCCC and the New Year Committee from claims, liabilities, losses, damages, and injuries because of the vendor’s use and operation.
6. HCCC and the New Year Committee are not liable for any losses due to natural disasters, criminal activities, and/or negligent acts.
7. HCCC and the New Year Committee reserves the right to cancel this Agreement at any time if deemed by any governing agencies that any of vendor’s conducts, goods, and/or services is harmful, unlawful, or unsafe.



8. Applicant is voluntarily and is willingly signing up for the 2026 La Crosse Hmong New Year Festival as a vendor and acknowledges that HCCC and the New Year Committee will not be held responsible for any personal liability, risk, harm, injury, and illness.

SECTION D: AGREEMENT SIGNATURES

By signing this General Merchandise Vendor Application, I certify that all answers listed above are true and accurate and may be subject to verification by HCCC, the New Year Committee, or any governmental agencies.

I have read, understood, and agreed to all requirements set forth by HCCC and the New Year Committee.

Applicant Signature:	Co-Applicant Signature (if applicable):	Date:

Send completed application to
or for questions:

Email: LaxHcccVendor@gmail.com