



2023 Elevation Celebration Vendor Guide

ElevationCelebration.goconifer.com/vendors

Thank you for signing up for the 2023 Elevation Celebration on July 29th and 30th. We are excited to have you as a vendor! Elevation Celebration is a free community event intended to promote local businesses, talented artisans, and local musicians.

Important Days and Times

| Date | Time | Activity |
|----------|--------------|---|
| Fri 7/28 | 4:00-6:00p | Vendor early bird load-in |
| Sat 7/29 | Before 8:30a | Sutton Rd closed for the Elevation Run |
| | 8:30a | Vendor booth load-in (Section A, B, and C) |
| | 9:30a | Vendor booth load-in (Section D) |
| | 10:00a | Event begins, first band starts on East Stage |
| | 7:30p | Event East ends - last band wraps |
| | 8:00p | Festival end of day |
| Sun 7/30 | 8:00a | Vendor booth load-in (Section A, B, and C) |
| | 9:00a | Vendor booth load-in (Section D) |
| | 9:30a | Event begins, first band starts on East Stage |
| | 6:30p | Event ends - last band wraps |

Site map



Know-Before-You-Go

SUPPORT THE CHAMBER!! If you are not already a member, now is a wonderful time to join the Conifer Chamber! A basic chamber annual membership is \$375 or \$525 for corporate businesses with more than five full-time employees and a monthly payment plan is available. If you have questions or need assistance, please call Beth at 303-838-5711 or email director@goconifer.com.

VENDOR CHECK IN is at the corner of Sutton Rd and Dallman Dr (on the east side of Section A) and is the **required first step** for all vendors each day. At check in, festival volunteers can answer questions, register your arrival, and provide important day-of information.

VENDOR BOOTH ASSIGNMENTS will be provided when you check in – either on Friday or Saturday morning.

FRIDAY EARLY BIRD LOAD-IN will be available on Friday afternoon from 4:00p - 6:00p. Feel free to stop by, find your booth, and get acquainted with the site. Vendors are permitted to set up on Friday but must take responsibility to secure all items left overnight. The festival will have limited security patrolling the area, but the Conifer Area Chamber of Commerce is not responsible for any items lost, stolen, or damaged. If you set up a tent, it is advised to add sides, lower the tent as far as possible, and ensure adequate tent weights are attached.

| | | |
|---------------------------|---------|--|
| Friday Early Bird Load-In | Process | <ul style="list-style-type: none">• Vendor Check-in is at the corner of Sutton Rd and Dallman Dr (on the east side of section A) and is the required first stop for all vendors• After checking in, feel free to find your booth, get acquainted with the site and festival layout, and begin set up• Vendors who set up on Friday but must take responsibility to secure all items left overnight• The Conifer Area Chamber is not responsible for any items lost, stolen, or damaged• If you set up a tent on Friday, it is advised to add sides, lower the tent as far as possible, and ensure adequate tent weights are attached |
| | Time | 4:00 - 6:00p |
| | Traffic | Safety first. Pedestrians have the right of way. Make room for others to pass. |

SATURDAY AND SUNDAY MORNING LOAD-IN must be completed in an abbreviated time. Please plan to unload your car quickly and move it to a parking spot. If you are concerned about having enough time to properly set up, it is recommended you take advantage of the early-bird load on Friday.

SATURDAY AND SUNDAY LOAD-OUT - Remember that car access to your booth will not be allowed until pedestrians are cleared from the road (approx. 15 minutes after the last band wraps)

TENT WEIGHTS are required. You will not be permitted to put up any tent up without them. If you arrive at the event with a tent and without weights, you will have to go to Ace Hardware to buy them. **TENT SIDES** and extra tarps are recommended. This is an outdoor event. You should plan for wind and rain.

INSURANCE is required. A Certificate of Liability with the Conifer Area Chamber of Commerce named as additionally insured must be on file at the Chamber before the event. Contact your insurance company.

PARKING is not limited but may not be right next to your booth. To minimize risk to pedestrians, cars are not allowed on festival streets when there are pedestrians. This includes parked cars. Please plan to quickly unload your vehicle.

- Parking is available in the RTD parking lot, at West Jefferson Elementary School, and at West Jefferson Middle School. Please be courteous to the homeowners and businesses in the area
- The Ride Need A Ride free Shuttle runs from the schools parking lots to the event
- Parking is not allowed:
 - **DO NOT PARK** on the local roads.
 - **DO NOT PARK** on Holbrook St.
 - **DO NOT PARK** at the post office
 - **DO NOT PARK** at Aspen Park village shopping plaza
 - **DO NOT PARK** at Advance Auto

INCLEMENT WEATHER may happen - Elevation Celebration is a rain or shine festival. Conifer often experiences monsoon rains in July with frequent, often short, afternoon storms followed by clear skies. Plan for periods of heavy rain and wind. When this happens, it is best to pack up valuables in waterproof bins, put up sides on your tent and wait out the rain. If more serious weather events pop up, instructions will be given on where to go (for example a car or business close by) for safety. You may not be able to pack up your booth until it is safe.

ELECTRICITY and WIFI are not provided in any of the booths. If you need electricity, please plan to bring a generator. Cell service has been reasonably reliable in past years.

Saturday Load-In / Load-Out Schedules

| | | |
|------------------|--------------|--|
| Saturday Load-In | Process | <ul style="list-style-type: none"> • Vendor Check-In is at the corner of Sutton Rd and Dallman Dr (on the east side of section A) and is the required first step for all vendors • Festival volunteers can answer questions, register your arrival, and provide important day-of information • If you arrive before your scheduled load-in time you will be asked to stage in the Aspen Park Shopping Center (south of the Post Office) • Please prioritize safety and help keep the road clear • Please unload and move your car as quickly as possible |
| | Timeline | <ul style="list-style-type: none"> • 8:30 – 9:30: Load-in for sections A, B, and C <ul style="list-style-type: none"> ○ 9:30 – all cars must be removed from the roads in these sections ○ Sections A, C, and east half of B must exit north via S Wright Dr or Holbrook St ○ The west half of section B can exit at 9:30 on Taylor Dr or west on Sutton Rd (after the Elevation Run) • 9:30 – 10:00: Load-in for section D <ul style="list-style-type: none"> ○ This section cannot load-in until the Elevation Run is complete ○ 10:00 all cars must be removed from the road in this section ○ Section D must exit west on Sutton Rd ○ Note: parking in the RTD lot is a short walk to the Section D booths and is encouraged for easier access after registering at Vendor Check-In • 10:00 Event East starts, first band begins to play on the East Stage • 10:30 Event West starts, first band begins to play on the West Stage |
| | Traffic Flow | <ul style="list-style-type: none"> • Sutton Rd is ONE-WAY ONLY from east to west • S Wright Dr and Holbrook St are ONE-WAY heading north • Sutton Rd is closed from Taylor Dr. heading west until 9:30a (Elevation Run) • Sections A, C, and east half of B must exit north via S Wright Dr or Holbrook St • The west half of section B can exit after 9:30 on Taylor Dr or west on Sutton Rd • Section D must exit west on Sutton Rd |
| | Parking | <ul style="list-style-type: none"> • All parked cars must be removed from festival streets before the festival foot traffic starts (9:30 for sections A, B, and C; 10:00 for section D) • Parking is available in the RTD parking lot, at West Jefferson Elementary School, and at West Jefferson Middle School • Please be courteous to the homeowners in the area and do not park on the local roads • Vendor parking is not allowed on Holbrook St |

| | | |
|-------------------|--------------|--|
| Saturday Load-Out | Process | <ul style="list-style-type: none"> • You may leave your tent overnight <ul style="list-style-type: none"> ○ Please secure all your items and add sides to your tents ○ Drop the tent as low as possible and ensure it is securely weighted • The festival will have limited security patrolling the area • The Conifer Area Chamber of Commerce is not responsible lost, stolen, or damaged items • The road will not open for cars until pedestrian traffic has dispersed • Golf carts will not be available for you to use |
| | Timeline | <ul style="list-style-type: none"> • 7:30 - 8:00p pack up can start, if you can transport on foot to your car, you can leave • East Vendors (sections A, east side of B, and C) <ul style="list-style-type: none"> ○ 7:30p last East Stage band ends ○ 7:45 - 8:45p Cars allowed on Sutton Rd from Dallman Dr to S Wright Dr, on S. Wright Dr, and on Holbrook St • West Vendors (west side of section B and section D) <ul style="list-style-type: none"> ○ 8:00p last West Stage band ends ○ 8:15 - 9:15p the remainder of Sutton Rd and Taylor Dr opens for cars |
| | Traffic Flow | <ul style="list-style-type: none"> • Sutton Rd is ONE-WAY ONLY from east to west • S Wright Dr and Holbrook St are ONE-WAY heading north |

Sunday Load-In / Load-Out Schedules

| | | |
|----------------|--------------|--|
| Sunday Load-In | Process | <ul style="list-style-type: none"> • Vendor Check-In is at the corner of Sutton Rd and Dallman Dr (on the east side of section A) and is the required first step for all vendors • Please prioritize safety and help keep the road clear • Please unload and move your car as quickly as possible |
| | Timeline | <ul style="list-style-type: none"> • 8:00 – 9:00: Load-in for all sections A, B, C, and D <ul style="list-style-type: none"> ○ 9:00 – all cars must be removed from the roads in these sections ○ Sections A, C, and east half of B must exit north via S Wright Dr or Holbrook St ○ The west half of section B can exit Taylor Dr or west on Sutton Rd ○ Section D must exit west on Sutton Rd • 9:30 Event East starts, first band begins to play on the East Stage • 10:00 Event West starts, first band begins to play on the West Stage |
| | Traffic Flow | <ul style="list-style-type: none"> • Sutton Rd is ONE-WAY ONLY from east to west • S Wright Dr and Holbrook St are ONE-WAY heading north • Sections A, C, and east half of B must exit north via S Wright Dr or Holbrook St • The west half of section B can exit after 9:00 on Taylor Dr or west on Sutton Rd • Section D must exit west on Sutton Rd |
| | Parking | <ul style="list-style-type: none"> • All parked cars must be removed from festival streets before the festival foot traffic starts (9:00 for sections A, B, and C; 9:30 for section D) • Parking is available in the RTD parking lot, at West Jefferson Elementary School, and at West Jefferson Middle School • Please be courteous to the homeowners in the area and do not park on the local roads • Vendor parking is not allowed on Holbrook St |

| | | |
|-----------------|--------------|--|
| Sunday Load-Out | Process | <ul style="list-style-type: none"> • The road will not open for cars until pedestrian traffic has dispersed • Golf carts will not be available for you to use. |
| | Timeline | <ul style="list-style-type: none"> • Vendors are welcome to start tearing down during the last band. • Vendors who can transport on foot to their cars are free to leave during the last band. • 6:30p last band ends • 6:45 -7:45p (estimated) cars allowed to access booths for load-out |
| | Traffic Flow | <ul style="list-style-type: none"> • Sutton Rd is ONE-WAY ONLY from east to west • S Wright Dr and Holbrook St are ONE-WAY heading north |