

April 30th & May 1st 2027

Tentative Show Hours
Friday 6pm – 10pm
Saturday 4pm – 10pm

THE ROW is celebrating Cinco de Mayo with its 6th Annual La Fiesta de Mayo Festival. You can enjoy this event along the 2nd floor mezzanine from The Eldorado Resort Casino to Circus Circus. The family-friendly event will offer a variety of food, drinks including tequila and beer, Craft Vendors, and live entertainment. You can also enjoy performances from traditional dancers and mariachi bands. We ask you to decorate with the theme of the event. Space sizes vary as they are not a traditional 10x10 layout.

Unless you did shows with us in 2026, no application will be accepted without at least two photos of your work and display! *

There is a 3% additional charge for all credit card transactions with Williams LTD
A 50% deposit is REQUIRED to secure your space and ALL unpaid balances are due 30 days prior to event

Art & Craft, Retail & Pre-Packaged Specialty Food Booth Fees

# of Booths _____ (10 ft of frontage, depth varies) @ $350 flat fee = $_____

City of Reno Business License? Y or N

If yes, Lic. # _____

If no, please add $40 for a one event permit = $ _____

Total Amount Due = $ _____

Name_____ Co. Name_____
NV Resale/Tax ID No. (if you have one)#: _____
Address_____
City_____ ST_____ Zip_____
Phone ( )_____ Cell ( )_____
Email_____
Description of work_____
_____
Request (no guarantees)_____
Visa/MC/AMX/Dis_____Exp_____CVC_____

The undersigned agrees to comply with all conditions set forth by Williams LTD, it's associates, the Eldorado Casino, and the City of Reno, and hold them free and harmless from any liabilities for activities connected with this show. We reserve the right to ask said vendor to remove any misrepresented or non-stated work. The undersigned agrees that the above credit card can be used at any time for any or all outstanding debt. Cancellation Policy: Any cancellations must be 30 days prior to the show date. Any cancellations 30 days or less will be subject to payment in full of the entire show fee (this includes remaining balance and deposits already made).

Full Amount_____
Signature_____ Date _____ 50% Deposit _____

Williams LTD
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