



## 2019 VENDOR AGREEMENT

[www.paisleychristmasmarket.ca](http://www.paisleychristmasmarket.ca)

519-379-7284

Since 2012, the Paisley Christmas Market has been an annual feature of the picturesque village of Paisley. We are a unique, juried market featuring locally handcrafted home décor and gifts, fresh food items and homegrown holiday cheer. The Market runs mid-November to immediately before Christmas.

**Location:** The market is usually found on Queen Street in an empty storefront based on availability. Vendors will be advised of the exact address as soon as it is determined.

**Vendor Space:** Each approved vendor will be allocated space sufficient to their needs and within our means and it is their responsibility to provide all staging material, product and signage to create an attractive display. No minimum space is required.

**Product:** Our Approval Committee will approve a wide variety of quality handmade/locally grown/processed items with limited similarity or overlap. We allow up to 3 vendors with similar products (eg. hats, cookies). Items not approved or without clear labels may be removed by the market manager without consultation.

**Labeling:** Labels must bear a clear vendor name or vendor code (that we indicate on your letter of acceptance). Every item must be clearly priced. Prepared items will include ingredients and bake date as per Doc101\*. All food will have a sign or label that indicates whether or not they were made in an inspected kitchen. Price reduction sales will be indicated on each item.

**Fee Structure:** Each vendor will pay \$125 to participate in the market. This can be divided into 2 cheques if you are planning on taking an assisting role. (\$75 & \$50). The fee includes insurance and does not include a \$15 charge for those requiring electricity. Charitable groups and students can participate at a reduced rate on individual consideration. At the end of the season all vendors will pay 10% of their sales to a maximum of \$200.

**Mini Vendor:** If there are any extenuating circumstances that might prevent you from participating or paying fully, please make a note on your application, and someone from the Application Approval Team will contact you to discuss your situation. We are an inclusive team.

**Assisting Roles:** There is an opportunity to offset the vendor fees by assisting at the market. In fact, it is common to work at least 4 days in the store. 30 hours in the store can pay your vendor fees completely. A list of available roles will be sent with your letter of approval.

**Promotion:** We have a website, Facebook and Instagram account. The market pays for one week of radio advertising before Late Night Social (2nd last Fri in Nov) It is the responsibility of each vendor to provide info and a good photo for the website by Oct 1 and to check that it is acceptable. A link from that page will be sent to your place of choice. We have a social media team who will be managing the content on our sites. Please send any photos you have to the team, and they can decide whether or not to use them on our page. The team will create multiple new posts each week using these photos and ones taken on site. Vendors will be tagged. You are EXPECTED to create at least 4 posts for yourself during the season on your own page. Please tag our social media team to give them the opportunity to share it on our page. Please share our posts of your items and items of others on group pages you are affiliated with. ( even if they are not local) The market provides flyers for you to hand out at shows that you go to during the year. We encourage you to participate in the Paisley Parade. These two things will be key to our 2019 success.

**Supplies:** The Paisley Christmas Market will supply shopping bags and a sales/tracking system that ensures daily awareness of activity for each vendor. It is possible we may have a table or shelving unit for you to use, but please be prepared to bring your own set up.

**NEW VENDORS:** We request that new vendors have someone help them with their checklist and that they work at least some of their hours in the first two weeks. No new vendors working on opening day.

**Set Up:** We will set up by appointment Mon-Wed prior to opening. That leaves Thursday for last minute changes and a photo shoot of our new store. We hope to host a meet & greet for vendors in advance where you will have opportunity to tell fellow vendors about your wares and get familiar with the store. We hope to have a shopping opportunity for vendors only.

**Store Hours:** The Paisley Christmas Market will operate Tues-Wed 10-4, Thurs-Sat 10-6. We will be open until 10 for Late Night Social and until 9 for the Santa Clause Parade. Our last two days will be Sunday, December 22, and Monday, December 23. We will close at 4 pm on the final day.

**Pay Out:** You may be paid out at anytime during the market in cash or by cheque with the approval & at the convenience of the market manager except the final two days of market. Final cheques will be written in time for the Success Celebration Potluck. If you cannot attend the potluck, your cheque can be mailed to you or money e-transferred.

**Clean-Up:** No table will be packed up until 4 pm on closing day. A clean up schedule will be created by the clean up team.

**Success Celebration Potluck:** We will celebrate our success in January. At that time, you will be asked who you would like to thank for helping you create your personal success so please keep your eyes open during the event.

If you are interested in participating in this year's market, please complete the online [2019 Vendor Application](#).