

The Shed Row Market

RE: The Shed Row Market

A Benefit for the New Stride Thoroughbred Adoption Society

We are very pleased to invite you to participate in our Shed Row Market Fall Event on the weekend of October 1-2, 2011. Our goal is to feature the best that the Fraser Valley has to offer. This weekend event will focus on everything you need for your Thanksgiving Feast and more. Once again, we are inviting local artisans and food producers to join us in creating this "boutique-style" market that will help us raise money for the New Stride Thoroughbred Adoption Society.

The New Stride Foundation works diligently to find homes for retired or injured racehorses. As a tribute to our thoroughbred stallion, Musing, we feel it is important, for our store as well as for our working horse and flower farm, to assist New Stride by raising money and help these less fortunate horses find great new homes.

Promotion:

- We have set up a website - www.theshedrowmarket.com - as well as a Twitter account - @shedrowmarket. We will be actively talking to people via our own social media accounts as well as The Shed Row Market feed.
- 11"x17" posters are available for you to place in your store. Additionally, we will have an electronic version that we strongly encourage you to send out to your customer database.
- We will be sending out flyers for the event to the South Langley area.
- The success of this market depends on the vendors promoting the event to their customer database. We will provide you with a PDF of the poster to send out.

Fees:

- There is no booth fee, however the producer of the event will take 10% off your sales for the day
- We are able to accept credit cards through the central cash system. Should your customers choose to pay with this method, we will be passing along the 2.8% fee to you. This will be deducted from your day's sales.

Logistics:

- **Market Hours are Saturday 9:30am - 5:00pm and Sunday 10:00am - 5:00pm.** The market is held at Fields and Flowers Farm with space both indoors and outdoors.
- To make it easy for our customers, we will operate **three central cash stations.** We will be able to accept credit cards with supporting ID.
- Vendors are required to bring everything they need for their booth. There are no chairs, tables or other supplies available on-site.
- To create a truly boutique-market environment, **please restrict your displays inside the Shed Row to 8' wide with a shallow depth of 2'.** Most tables will back right up to the wall.
- We request that all large signage go behind booth displays to leave sight lines as open as possible.

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- **Booth areas will be assigned**, however, due to the intimate nature of this event, there really is no bad display area and as a result we will try to mix food, art and artisans to create an interesting shopping flow.
- **Upon arrival, please check in with Maryanne Lechleiter or Kristine Carrick.** They will direct you to your assigned booth area and collect the required forms from you.
- **Food Sampling must conform to all Fraser Health rules** with gloves, sample cups, etc. We will provide a portable wash-up area and strongly recommend that all food is prepared off site and stored as well as sampled under Food Safe conditions. Please let us know if you need a copy of the latest regulations provided by Fraser Health.
- We encourage you to have the **appropriate insurance coverage for your products**, as we cannot be held responsible for any lost or stolen items or monies. You will be asked to sign a "hold harmless" agreement on your arrival for this event.
- **Set-up** will be available for all vendors on **Friday afternoon/evening from 4:30 - 7:00 and Saturday morning from 8:00-9:00am.** We will make every effort to have extra help available to unload cars and make setup/teardown as efficient as possible.
- While we love dogs, this event has a **no animal (except for the horses and assist dogs) policy.**

What we need from you:

- Your completed Vendor Agreement form (below) signed indicating you accept the terms and wish to be a Shed Row Market vendor.
- Your signed Indemnification form.
- Forms can be returned via email to maryanne@urbanlifemedia.ca or by mail to:
Urban Life Media
#1 - 6280 202nd Street
Langley, BC
V2Y 1N2
- Please email your logo and contact info to maryanne@urbanlifemedia.ca as the Shed Row Market website will have a Vendor Page where we will promote your business to all those visiting the Shed Row website.

We look forward to having you as a Shed Row Market vendor. We know there are many market options and we will strive to ensure that this market is one you look forward to each year. Should you have any questions please call me at 604.510.5456 or email maryanne@urbanlifemedia.ca.

Sincerely,

Maryanne, Barb & Kristine



Vendor Cash Procedures

As we operate the market with a central cash system which ALL VENDORS are required to use, we have put the following procedures in place to track your sales as well as prevent theft:

- Each vendor will be **assigned a sales receipt book that is coded** so your sales can be tracked
- Provide your customer with a detailed receipt and keep a copy for your records.
- Vendors with an HST number are asked to **build the HST into their pricing**. Cash stations will NOT be adding HST to items and The Shed Row Market is NOT responsible for collecting or remitting taxes on behalf of the vendors.
- To combat theft, vendors who would prefer to confirm payment prior to releasing the purchased item to the customer should mark the customer's sales receipt as **Goods Not Received (GNR)**. Please ask the customer to pay for the item at one of the central cash stations.
- Central cash stations have different receipt books and will provide the customer with a receipt that is marked paid. The customer will bring that paid receipt back to your booth to pick up their product.
- Vendor payouts for sales, less the agreed upon 10% and credit card fees (if applicable), will be processed and mailed out to you no later than Tuesday, November 23, 2010. Arrangements may also be made to pick up your cheques rather than having them mailed.

General Vendor Guidelines:

- To help our customers, please let them know that they can shop for all their items and then pay ONCE at a central cash station. They do not need to pay for each item individually.
- While we do everything possible to prevent theft, The Shed Row Market can not be held responsible for any theft of your product or any product that has not been paid for through the central cash system.
- **There is a NO PET policy for the market.**
- Please note that there is NO PROVISION for preparing or heating any food on-site for your lunch.
- We would ask vendors to be respectful of other vendor's samples as they are provided to market their product to customers and do cost the vendor.



Vendor Agreement

Business Name: _____

Cheque payable to:

Business Name YES _____ NO _____

Other (please indicate) _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

Give us a brief description of the products you will be selling:

By signing below you are indicating that you understand and accept the terms of The Shed Row Market and wish to be a vendor.

Signature

Date: _____