



STALLHOLDER INFORMATION AND AGREEMENT

2019 WATERFRONT MARKET DATES

- Saturday 26 October 10am-2pm
- Saturday 21 December 10am-2pm

LOCATION

Transvaal Square, 1 Yarra Street Geelong.

STALL COSTS

\$120	Ready to Eat (RTE) Savoury Food &/or Beverage Stall
\$80	RTE Dessert Stall
\$70	General Stall
\$50	Not-for-Profit Stall
\$5	Access to power

CANCELLATIONS

- Due to Council not allowing ANY changes to the stall list once submitted in early September, THERE WILL BE NO REFUNDS ISSUED FOR ANY REASON.
- Furthermore, postponement to the following market will not be permitted.

TEAM CONTACTS

- Krista – 0410 985 927
- Lexi - 0413 142 613

MARKET TIMING

- The market commences trade at 10:00AM and concludes at 2:00PM
- BUMP IN TIME: from 8:15AM
- BUMP OUT TIME: from 2:00PM

BUMP IN/OUT

- Our Bump In/Out procedure is very simple... stall locations are allocated in order of arrival. All efforts are made to ensure you are happy but we suggest you arrive early should you have very specific requirements. When you arrive you will be greeted by one of our team who will direct you to a stall site. We're the ones in high vis!
- The market ceases trade at 2:00PM. We kindly ask that NO Stall Holders pack up earlier than 2pm and leave, irrespective of traffic/trade. Begin pack up at 2pm, no earlier.

WHAT YOU CAN EXPECT FROM US

- A marketing post for your business that will reach 3000 followers on Facebook and Instagram combined.
- We will be contactable on our mobiles, 4pm – 8pm the week of the market, and all day on market day (numbers above).
- Streamlined Bump In/Out.
- Ample free parking.

WHAT WE EXPECT OF YOU

- To abide by the Rules and Regulations stipulated in the Stallholders Agreement above.
- To adhere to the timings as per the 'Bump In and Out' schedule.
- To contact us if you have any questions.
- To report any incidents and injuries, and any behaviour you feel goes against our policies.
- To advertise your presence at Geelong Vegan Lifestyle Market via your Facebook and Instagram social media pages using the logo we will send you. This benefits everyone!

WHAT TO BRING WITH YOU ON THE DAY

- All general equipment – includes marquees*, table coverings, sunshades/umbrellas, tables, displays, point of sale, weights, racking, and power leads (if power requested/required).
- There is no ATM on site so if you have a square or EFTPOS machine please bring it with you on the day so that customers are able to make purchases electronically.
- Remember to bring your positive vibes, a smile and great energy!

*Marquee is mandatory for the outdoor waterfront markets.

WHAT CAN & CAN'T BE SOLD AT MARKET

This is a 100% vegan market, which means **strictly no** feathers, silk, leather, wool, lanolin, dairy, eggs, honey or animal products. It also means no products that have been tested on animals.

If you turn up on the day with any animal products you will be asked to leave without a refund and you will not be allowed to come back and trade again.

- We currently have a maximum of two stalls with same/similar product or category policy.
- Preference and priority is always given to our regular stallholders, and businesses' that are 100% vegan over businesses that are going vegan for the day.

BOOKING A SPACE/STALL

- Please submit the [Stallholder application](#) form.
- Once we receive and review your application, you will receive an email confirming your booking along with an invoice to be paid in full by the due date.

- Once paid, you will receive a receipt and market information email.
 - One of our team will call you during the week leading up to the market to answer any final questions you may have.
 - By booking with us, you agree with all that is stipulated/contained herein.
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FOOD STALLS

- Food vendors are required to follow council guidelines and have a wash station and food sanitary products at the store. This is a plastic free event so please do not bring plastic cutlery takeaway food containers or single use bags. When registering with street trader just put down " Transvaal Square".
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STALL SET UP/VISUAL MERCHANDISING

- Visual Merchandising (VM) standards apply to all Stall Holders.
 - VM plays a huge role at the Market, it is not only to benefit the overall look and feel of the market as well as maintain a standard, but it will essentially & more importantly benefit you, in sales.
 - All tabletops MUST be covered with a full drop to cover the whole table to conceal your excess stock and/or clutter.
 - Your stall is to be well presented and that it is visually merchandised to a standard that is neat, tidy and draws attention to your product.
 - We (Market Organisers) reserve the right to advise how your items or stall is to be merchandised/displayed.
 - NO Rubbish/Boxes or Clutter should be visible to customers.
 - All Stallholders are responsible for cleaning up after themselves ensuring all rubbish in and around your space is disposed of in the large bins onsite.
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PUBLIC LIABILITY INSURANCE

- The market has Public Liability Insurance.
 - It is a requirement for all stall holders to also have their own 'Product Liability Insurance'
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We hope you have found all the above information helpful & sufficient, however if there is anything you are unsure of, or not mentioned herein, please do not hesitate to call Krista or email us at: geelongveganmarket@gmail.com

We look forward to having you with us! See you soon! Geelong Vegan Lifestyle Market Team! ☺