



## **MARKET @ MEDALTA WELCOME PACKAGE**

The purpose of this market is to connect the community to local food producers and high quality handcrafted products in a unique atmosphere. We aim to ensure vendor success, healthy competition and customer satisfaction.

The yearly market schedule is as follows:

June-Aug every Thursday, 4:30-8:30pm, Sept-May every Thursday 4:30-7:30pm, January no Market

The following information will tell you a bit more about the market so you know what to expect. Please read through to understand the market processes.

Please note, no person may sell at the market until an application to sell has been accepted by the Coordinator and Friends of Medalta Society Management.

### **VENDOR SELECTION & PRODUCT MIX**

Applications are processed based on quality, uniqueness, available space, seasonal needs and an 80/20 ratio of homemade/resell products. The market strives to have at least 80 percent of their vendors making, baking or growing their product. This ensures the market is an outlet for farmers and small producers to sell directly to customers. All items sold at market must be new—no flea market or garage sale items are allowed.

The Market @ Medalta has the right to deny access to any vendor who does not meet these requirements or any regulations imposed by the federal, provincial, and local bodies. Vendors who do not present themselves in a professional manner or who do not contribute to the spirit or integrity of the market will receive a warning after which they will be subject to dismissal. Friends of the Medalta Society reserves the right to change, interpret, and enforce these policies and guidelines as deemed necessary to maintain overall market vitality.

It benefits the market to have many vendors and a variety of products available. There may be vendors selling similar products, which has the effect of increasing potential customers. Market @ Medalta works to ensure diversity and balance within our products.

Medalta staff determines the location and placement of the tables. The table layout is organized for the best overall shopping experience which includes rotating vendor table locations.

### **SCHEDULING & PAYMENT**

Table sign up is done seasonally. The Market Coordinator will send an email with a link listing the dates of all the markets in that period. Vendors may sign up for as many dates as they like.

Once market dates are scheduled, vendors are responsible for attending those dates. If unable to attend, the Market Coordinator must be notified no later than 4 p.m. the Tuesday prior to market day. If the Coordinator is not notified, the vendor will be responsible for the cost of the table rental for that day.

## Set Up / Take Down

Set up	2:30-4:30pm
Market	4:30-8:30pm (June-Aug), 4:30-8:30 (Sept-May)
Take down	8:30-9:30pm

- Vendors may start arriving at 2:30pm.
- Entry is through the courtyard (black gates) at the back of the Medalta. No loading/unloading is allowed through the front doors.
- Tables are labelled with vendor names
- Vehicles must be unloaded and promptly parked outside of the courtyard. No vehicles are to be parked or hitched to trailers in the courtyard.
- Vendors must keep their displays up until the market closing time at 7:30/8:30pm.
- Vendors are collectively responsible for taking down and putting away all tables/chairs at the end of the market. If you have physical or medical reasons why you are unable to do so, we understand, please just let the Market Coordinator know.
- Vendors who do not put away their table are subject to a \$10 clean up fee per market.

## Payment

Table payment is due by 7:00 pm the Thursday evening of each market. Payment can be made to our front desk by cheque, cash or credit card.

Bundle pricing: Contact the Market Coordinator to book at least 6 markets within a season (June-Aug or Sept-May) and receive a 10% discount (when paid in advance).

## MEDALTA & VENDOR COLLABORATION

### Roles of Medalta

- Ensure vendors carry \$2,000,000 liability insurance and food safety certification (when required)
- Monitor product mix to support vendor success and customer satisfaction
- Ensure the market is a positive experience for customers, vendors and event staff

### Roles of Vendors

- Ensure products are produced, transported, displayed and sampled safely
- Ensure necessary storage and preparation instructions are given to the consumer
- Observe the policies outlined by Market @ Medalta
- Ensure insurance, licencing and certifications are up-to-date and that the Market Coordinator is made aware of any changes

## Co-Promotion

Medalta publicizes & promotes the Market every week through social media, radio, print ads and our website. To ensure the best reach of these materials, it is important that vendors contribute to cross-promotion. Some ways that vendors can contribute are:

- Requesting print materials to distribute in community spaces (flyers, yard signs)
- Sharing or re-tweeting Medalta posts on Facebook, Twitter or Instagram
- Creating your own social media posts and tagging the Market @ Medalta. (Type @MarketAtMedalta so that it automatically links to our page. This ensures we see it and can re-post.)

Please follow us on these channels so that we can follow you back!:

- [facebook.com/TheMarketAtMedalta](https://www.facebook.com/TheMarketAtMedalta)
- [twitter.com/MarketAtMedalta](https://twitter.com/MarketAtMedalta)
- [instagram.com/MarketatMedalta](https://www.instagram.com/MarketatMedalta)

## Vendor Meetings

Medalta hosts occasional vendor meetings, as a way for vendors to build stronger connections to each other, offer feedback to Medalta, and help inform the direction of the market. We strongly recommend vendors attend these meetings whenever possible.

## INSURANCE INFORMATION

Vendors carrying high-risk products (as outlined in the application) must carry their own liability insurance. All vendors must have the applicable licences, certifications, insurance, and liability waiver by the time they attend their first market. Vendors are responsible for submitting up-to-date documents to the Market Coordinator. If there is a significant change or addition to a vendors line of products, the Market Coordinator must be notified.

Vendors should discuss with their insurance agents what level of coverage is right for them. Vendors are at risk of being sued at anytime by anyone for any reason. A lawsuit can be extremely costly to defend and can leave the vendors bankrupt if they are not insured.

**Please call your insurance provider and make sure you are prepared to pay the cost of insurance should your product fall into the required category.**

You do not need to purchase the required insurance until you are approved.