



STALLHOLDER

INFO PACK



New Rags Market

Showcasing the talents of creative people

Welcome to New Rags Market, I am thrilled you're thinking about having a stall. Here is all the information you should need, but if you have any questions please don't hesitate to contact me.

When and where

We aim to hold a market three times a year, with the possibility of extra 'pop up' stores throughout the year. Our standard markets are from 10am – 3pm at the Genesis Energy Recreation Centre, 2 Dixon Street, Masterton.

The dates for **2016** are:

May 7th - Mother's Day Market

September 3rd - Spring Market

December 3rd - Christmas Night Market

The dates for **2017** are:

May 13th - Mothers Day Market

September 2nd - Spring Market

December 2nd - Christmas Night Market

Book your stall

To book your stall visit www.newragsmarket.co.nz and fill in the application form. Please include a detailed description of what you intend to sell. It is very important that you list all of the products you are bringing with you in your application, due to the lack of space. You will also be required to email photos to newragsmarket@gmail.com.

We reserve the right to select stalls that fit the standards of the market. We will contact you to let you know if your application has been accepted.

Note: Your stall is not booked until you have paid your fee and received confirmation.

Stall fees and payment

Once we have confirmed that your application has been accepted you must pay for your stall to secure your spot. Your stall fee can be deposited into account AT & JL Thornburrow 06 0222 0156502 05

When depositing your fee use the name of your stall as a reference, and print out confirmation of payment to bring with you on market day.

All stalls must be paid for three working days before each market otherwise your spot will be given to another stall holder.

If for any reason you are no longer able to attend the markets you must notify us within five days of the event. If your stall fee has been paid you will receive a credit that can be used towards other events we hold. A full refund is at the discretion of the New Rags Market.

How much does a stall cost?

You can choose from two stall sizes:

- Large (3 meters by 3 meters) - \$40.00
- Standard (2.5 meters by 1.5 meters) - \$30.00
- 1.8m Table hire - \$20

The Night Christmas market is a set size:

- Christmas Market (2.5 meters by 2 meters) - \$50.00
- 1.8m Table hire - \$20

The stall charge includes advertising, power and rent of the hall for the day.

The table hire covers the cost of the table as well as the delivery and pick up fee.

All stalls come with a chair.

What you can sell?

You can sell almost anything, but there are some exceptions. Products you may not sell are:

- Live animals, fish or birds
- Copies or 'fake' designer brands
- Offensive or counterfeit unauthorised products
- Weapons
- Items associated with the illegal use of drugs
- Products commercially produced for mass distribution, not created by the stall holder.

Food stalls

Food stalls are in high demand so availability is limited. You will need to discuss any potential food products with the market curator. All food stalls need to be registered a minimum of seven days before the market to ensure there is enough time for compliance.

All stall holders must trade in accordance with the Food Hygiene Regulations 1974.

It is the sole responsibility of the stall holder to comply with all the specific legal requirements of the products that they are selling, including all relevant consumer legislation and any local authority health requirements.

What happens on market day?

To ensure the smooth running of each market please follow the rules set out below:

- The hall will be open from 8am on the day of the market for set up – you must be present by 9.30am at the latest, but it is better to arrive with plenty of time for set up
- All stall holders are required to stay for the full market unless otherwise arranged. If you need to leave earlier your stall will be placed in a less disruptive location
- Our market community is a small community so it pays to stick to the space you've been allocated and get to know your fellow stall holders – you might be seeing a bit of them!
- At the end of the day please take all the rubbish that has been generated by your stall.

Presentation of your stall

We want a professional looking market for our customers, but we also want your product to have the very best chance of selling well. There is no point perfecting your product if it's not displayed to the best advantage on the day.

Here are some ideas to make the most of your stall:

- Customers need to know who you are, make sure your company name / stall name is clearly visible
- Ensure you have professional looking signage – bad graphics and handwritten signs can be off putting
- Signage is more effective when people can see it, height is key
- Try to display your items at eye level, with everything easily accessible and clearly priced
- Bring flyers that give customers more information and be creative with your displays – an eye catching stall attracts customers
- It's hard competing with fellow stall holders for business when you have a similar product. Try and think outside the box... branded fans on a very hot day can be effective as customers using them provide free advertising and drive other potential customers to your stall to get a free fan too
- Have an emergency box packed with things like baby wipes (for all that dirty money you'll be handling), panadol, water, snacks, business cards, blue tack, pins for your table cloth etc
- A notebook and pen can be handy for capturing people's comments, what your hottest product on the day are, what people have requested that you don't have and potential sales to follow up on
- Though it's tempting to bring a book or paper to read if it's a slow day you'll sell more if you look interested and engaged. For that reason, we've found that a chair should only be used if you're having a break.

Last but not least, talk to your customers – find out what they like, how they use it and what they want more of. They are a great free source of market research. They will also be your best source of free advertising.

How is New Rags Market advertised?

The market will be advertised on facebook, also posters and flyers will be distributed.

The facebook page is (www.facebook.com/newragmarket). On this page we will let people know who will be at upcoming markets and what you have to offer – you may upload to this page whenever you wish.

If you would like to do a press release please contact me, I am more than happy to help and can provide you with the correct New Rags Market logo.

We welcome any suggestions or feedback around how we can gain more attention and recognition for the markets.

The legal stuff

New Rags Market is managed in compliance with the Masterton District Council. You will need to follow the directions of the New Rags Market curator to ensure you meet these requirements. Any breach in our conditions may see the termination of your stall.

New Rags Market reserves the right to postpone or cancel any given market due to unforeseen circumstances. This is entirely at their discretion.

Contact us

If you have any questions or suggestions please contact the Market Curator, Jo Thornburrow, on 027 3383833 or email newragsmarket@gmail.com