



Christmas Village Market

Old Quebec Street Shoppes

VENDOR APPLICATION INFORMATION

EVENT DATES AND HOURS OF OPERATION

Friday December 7th to Sunday December 9th, 2018

Friday: 12pm – 8pm

Saturday: 10am – 6pm

Sunday: 11am – 5pm

About the Christmas Village Market

The **Christmas Village Market** is co-organized by Old Quebec Street Shoppes and the Downtown Guelph Business Association.

The Christmas Village Market will come alive within the charm and distinct European atmosphere at Old Quebec Street Shoppes in Downtown Guelph. This Market honours a cherished European tradition with international flair and the local heritage of Guelph. We seek to attract high quality, hand crafted and unique items showcased in an elegant environment while providing attendees an exceptional holiday experience..

Event Management Support

The **Christmas Village Market** has an experienced Event Team who will oversee the planning, delivery and management of the event. They will provide vendors with regular updates via newsletters and conduct all administration and financial support as well as providing guidance by email and phone during the planning stages.

Marketing and Publicity

The **Christmas Village Market** is committed to extensively advertise, publicize and promote the Market to ensure high attendance. Local media and news outlets will be made aware of the event through press releases.

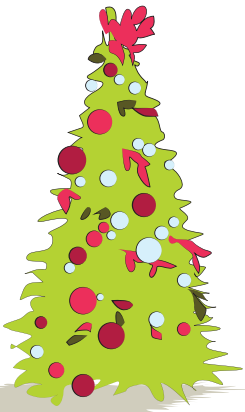
Free vendor listings and general vendor information will be included in social media campaigns. Vendors are expected to share images on their own social media platforms.

Security and event support

Professional security staff are on site during Market operating hours. The Event Team will be present and able to assist where necessary.



The chalets are purpose-built :



Chalet and Table Rental

Vendors have a choice of either a chalet or a table. These are available on a first come first serve basis (i.e. based on when the vendor application was submitted).

Tables are: 72" x 30" Both chalets and tables are \$275 (+HST) for the entire 3 day market and include a full red skirt, garland and mini lights.

Hydro is not available at all booth locations. If you would like to request hydro, add \$35.00 (+HST).

Only one table or chalet is permitted to any one vendor.

Payment schedule

Payments are not to be included until acceptance is confirmed. Your booth fee can be paid by e-transfer, cheque or money order. Should your application be successful, you will be notified by Friday June 29th. Full payment must be received by Friday July 27th to guarantee your spot.

OLD QUEBEC STREET CHRISTMAS VILLAGE MARKET 2018

Refunds

In the event of cancellation, 50% of the \$275 fee will be refunded up to Friday October 5th. No refunds will be issued after this date.

The Selection Process

The **Christmas Village Market** is a juried show. Please be aware that applications from vendors will only be considered if they are accompanied by a detailed description and photographs of the items that are intended to be sold.

Please ensure the description of your product in the application form is clear and concise and does not exceed the 30 word limit. This will be used for marketing and social media descriptions for all successful applicants.

Acceptance Criteria

The retail quality, uniqueness and mix of products on offer at the **Christmas Village Market** plays an important role in the overall appeal of the event. The following criteria will be considered:

Handmade:

Products that are handmade by the vendor are given priority over those that are manufactured or handmade abroad.

Retail mix:

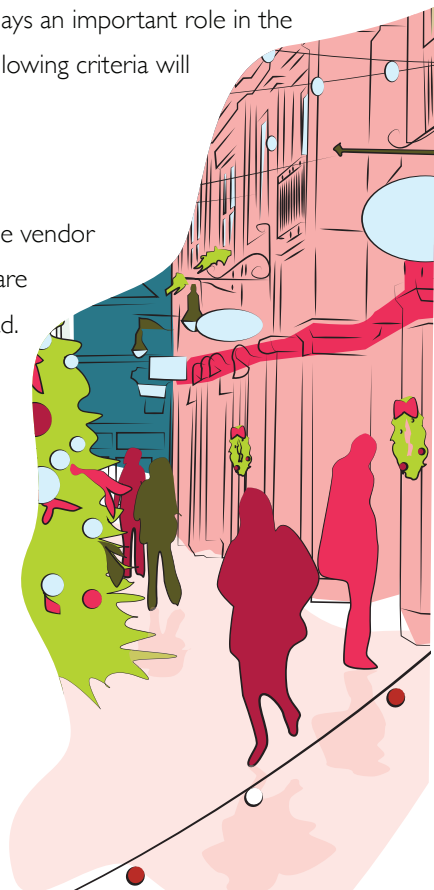
We are looking for a wide range of product types and encourage new and innovative products.

Quality:

Products must be finished to a high standard.

Price Range:

We are looking for a range of variously priced products so that





customers with all budgets can satisfy their Christmas needs (vendors are asked to state minimum and maximum prices of products on the application form).

Setting Up and Vehicle Access

Load-in bays are available at Old

Quebec Street Shoppes off the MacDonell Street entrance and will be available for delivery on Friday, December 7th.

Expectations from Vendors

The cooperation from all vendors is required to achieve an optimal overall appearance and atmosphere. Every vendor is responsible for designing their chalets or tables in an attractive manner. The chalets and tables provided come complete with table coverings, skirts, garland and mini lights. Vendors are encouraged to add their personal touch to their table or chalet that best reflects their merchandise.

All shelving, lighting and anything else to best display merchandise is the responsibility of the vendor. No shelving, temporary structures or display stands are permitted outside of the footprint of any chalet or table. Only white lights are permitted and may require a battery pack at locations without hydro access.

Business name

All vendors are expected to display a sign bearing their business name. No advertising banners are permitted.

Offers and Discounts

Due to the nature of the event, we do not allow advertised

sales and discounted offers. If vendors wish to offer discounts, these should be done discreetly with customers.

All vendors will honour the **Downtown Guelph Employee Discount Card** whereby downtown workers, upon production of a card, receive 10% off of any purchase. This card is given to the 5,000 people who work and shop downtown to use in the run up to Christmas. The Market will feature prominently on the card, along with over 70 downtown businesses who also offer a 10% discount. The Downtown Guelph Employee Discount Card is a very valuable promotional piece and is a great incentive to attract many more people to the **Christmas Village Market**.

Heating Appliances

No heating devices are allowed at the event. Naked flames, candles etc are not permitted as part of your display.

Perks

Light refreshments, hot and cold drinks will be provided as well as support staff to booth sit for breaks.

Free parking - One vehicle per vendor can be parked in the West Parkade or other City Parking Lot based on availability, free of charge (reimbursements will be issued upon the production of receipts) for the days and hours of the event. There will be a variety of **live music** in Old Quebec Street Shoppes scheduled each day of the event.

The market is **FREE** to attendees.

Sunday is **Family Day** featuring Santa, Mini Makers Market, Balloon Animal Artist and more.

Food vendors are being sourced as an added attraction, as is a free gift wrapping service.

* IMPORTANT DATES *

Deadline for Application – 4pm, Monday June 11th

Notification of Acceptance - by Friday June 29th

Deadline for receipt of full market fee – Friday July 27th



Should you have any further questions, please do not hesitate to contact us.

Karen Johnson and **Sam Jewell** (info@OldQuebecStreet.com or events@downtownguelph.com)

The Christmas Village Market Event Team