



## Old Quebec Street Shoppes VENDOR APPLICATION INFORMATION

### ABOUT CHRISTMAS IN THE VILLAGE & MARKET:

Returning for the 4<sup>th</sup> year with a few exciting changes. This highly admired event is a co-organized by Old Quebec Street Shoppes and the Downtown Guelph Business Association. Christmas in the Village is not just a Market but a family friendly Festive experience running for three weekends in December.

The Market is upscale and free to attend with plenty of parking for guests. Enjoy the festive live music, whimsical selfie opportunities and the ever popular Christmas train that circles the giant decorated tree.

We are seeking high quality, hand crafted and unique items displayed within the backdrop of an elegant environment while providing visitors an exceptional family holiday experience. During the month of December on Saturdays and Sundays leading up to Christmas, visitors and vendors can enjoy the charm and distinct European atmosphere at Old Quebec Street Shoppes in the heart of Downtown Guelph.

### EVENT MANAGEMENT SUPPORT:

Our experienced event management team will oversee the planning, delivery, management and marketing of this signature event. They will provide vendors with regular updates via newsletters and conduct all administration support as well as providing guidance by email and phone during the planning stages.

### MARKETING AND PUBLICITY:

Christmas in the Village 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.

Vendor listings and information will be included in social media campaigns at no charge. Vendors are required to share campaign posts on their own platforms.

### DATES AND HOURS OF OPERATION:

Saturdays & Sundays in December before Christmas  
Dec. 5<sup>th</sup> & 6<sup>th</sup> Dec. 12<sup>th</sup> & 13<sup>th</sup> Dec. 19<sup>th</sup> & 20<sup>th</sup>

11 am – 5 pm daily

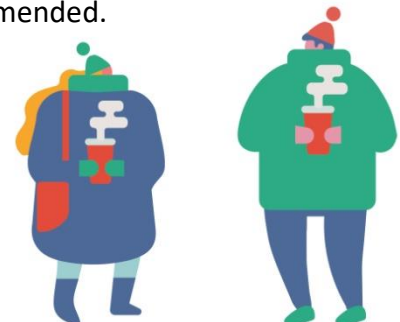
Vendors may choose from 1 – 6 days to participate. If 3 or more dates are selected, a 10% discount will apply.

### SECURITY AND EVENT SUPPORT:

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

**COVID-19 PROTOCOLS:** Vendors and visitors must wear a mask/face covering and social distance at all times. We have sanitization stations at each entrance and one way directional paths throughout the Market.

The Old Quebec Street Shoppes floor plan is expansive to allow for social distancing practices. Exhibitors are required to have sanitizer or wipes on hand to use after customer interaction. Touchless pay is recommended.



## CHALET AND TABLE RENTAL:

The Market floor will be a combination of Chalets and Tables, both decorated festively to include a full red skirt, red table covering, garland and white fairy lights. Tables and chalets are 72" x 30" for a fee of \$60.00 (+HST) per day. Hydro is not available at all booth locations. If you request hydro add \$25.00 (+ HST). Discount applies when booking 3 or more days.

Only one Chalet or Table is permitted to any one vendor.

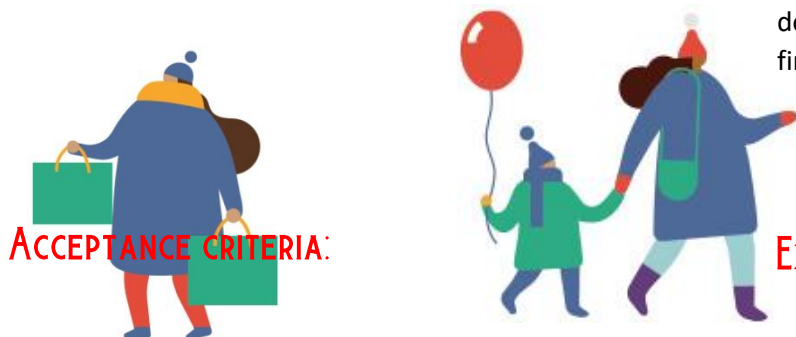
### The Chalets are purpose built:



## SELECTION PROCESS:

Christmas in the Village is a juried market. Please be aware that applications from vendors will only be considered if they are accompanied by a detailed description and colour photos of their work and one of your display. We limit the number of exhibitors in any given category. Acceptance and Rejection emails will be sent to all applicants.

Please ensure the description of your product in the application form is clear and concise but 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 Market plays an important role in the overall appeal of the event. We will limit the number of vendors in any given category. 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. We reserve the right to limit categories per day.

### QUALITY:

Products must be finished to a high standard.

### PRICE RANGE:

We are looking for a range of variously priced products to ensure customers with all budgets can satisfy their needs. Vendors are asked to state minimum and maximum prices of products on the application form.

## 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 email within 8 business days of receiving it.

## REFUNDS:

In the event of your cancellation, 50% of the fee will be refunded up until October 31, 2020. If the event is cancelled due to Covid-19, 100% of the fee will be refunded.

## SET UP:

A load-in bay is available at Old Quebec Street Shoppes off the MacDonell Street entrance and will be available each morning of set-up. For your convenience, carts and dollies are available in the receiving area on a first come first serve basis.

## EXPECTATIONS OF 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 and garland. Vendors are encouraged to add their personal touch to their table or chalet to best reflect 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 foot print 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.

### **HEATING APPLIANCES:**

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

### **PERKS FOR YOU:**

Our Event team is on hand to provide *table sitting* and to retrieve *complimentary light refreshments* for you. In addition there is *plenty of parking* in the adjoining covered parking lot, **West Parkade**, that charges a flat rate of only \$2.00 on Saturdays and is free on Sundays. An *ATM* machine is onsite for the customer's convenience.

### **CONTACT:**

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Applications: <https://oldquebecstreet.com/christmas-village-market-vendor-application/>

