



Main Street, Wellington
Saturdays 8:00 am – 1:00 pm
Sundays 12:00 pm – 4:00 pm
Tuesdays 3:00 pm – 8:00 pm
May 19 to October 6, 2018

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Wellington Farmers' Market

- Spaces are approximately 10' x 10'
- Vendors are to provide their own chairs, tables, display memorabilia and tents
- Hydro and water hook-ups are not available
- Vendors are invited, without restriction, to sell a variety of goods and services
- **The market does not provide exclusivity to vendors, but we strive to ensure all parties have the opportunity to be successful**

Participating in **Wellington Farmers' Market** has many advantages for vendors:

- Low seasonal cost
- Increased face to face time with customers
- Build brand recognition
- Reach hundreds of customers each day
- Form professional relationships with likeminded vendors
- Build a client base to draw from during the off-season
- Promotion of products in print media
- Promotion of products on Facebook
- Be a larger part of the County community!

The Wellington United Church has provided the use of their space for the 2018 **Wellington Farmers' Market**. The vendor fees collected are used to sustain and promote the activities of each market. This includes, but is not limited to:

- Cost of entertainers, buskers & musicians
- Garbage bags and bag tags, garbage cans and recycling bins
- Professionally produced marketing material (posters and pamphlets)
- Membership in Taste Trail, the Wellington BIA, Ontario Farmers Market Association
- Social media and newsprint advertising
- Signage on site

EXPECTATIONS

The **Wellington Farmers' Market** will actively promote and advertise the market within the Prince Edward County community. Through marketing materials, newspaper advertising, social media and networking, these efforts are designed to attract both tourists and local consumers.

The **Wellington Farmers' Market** will endeavor to source as diverse a market place as the community will provide. We will seek vendors who create, make, fashion, construct, and produce the goods which they sell. Including, but not limited to art, prepared food, crafts, textiles and similar items. By offering a diverse grouping of products, we hope to provide customers with a unique experience that they will return to regularly.

The **Wellington Farmers' Market** will support the Wellington United Church by ensuring the venue is respected and returned to its original state at the end of each market day.

1. Pylons will be placed at each entrance at the opening of the market day and removed at the close of the market day. This provides a safe site for vendors and customers alike. **NO VEHICLE TRAFFIC IS PERMITTED WITHIN THE MARKET DURING HOURS OF OPERATION.**
2. Vendors are asked to complete set-up by the start of the market day. Upon set-up, please park your vehicle outside the market area. We recommend the parking lot at the elementary school, or at the town hall. **PLEASE REFRAIN FROM PARKING ON THE STREET.** The easier it is for customers to find parking, the easier it is to attract more customers.
3. As a courtesy to fellow vendors, please do not remove your site earlier than the close of the market day. If you are unable to stay a full day, please make arrangements for someone else to staff your space until closing. No vehicles are permitted in the market during hours of operation.
4. Garbage cans and recycling bins have been provided. Garbage and recycling receptacles provided are not to be used for disposal of product or bulky items. Take your own garbage with you for disposal at the end of the day.
5. As a courtesy to fellow vendors and customers, smoking is not permitted on the market grounds.
6. The goal is to create a market environment that is suitable to all participants, as such; spaces are allocated at the beginning of the season in a fair and reasonable manner based on receipt of market fees. It is at the discretion of the market coordinators to rearrange spaces if extenuating circumstances require that adjustments be made.
7. Each market day one space will be available for the use of a non-profit organization within the Prince Edward County area at no charge. Space is first-come, first-served and can be arranged through the market coordinator a week in advance.
8. Each vendor is required to obtain any necessary license and to comply with all regulations and by-laws. When required, sanitary procedures must be followed and health/safety requirements met.
9. Two cheques are required to secure your space. A 50% deposit due upon registration, and a post-dated cheque for the balance dated June 1, 2018. Space is at the discretion of the market coordinator.
10. Vendors who disrespect fellow vendors, volunteers, or associated service providers will be asked to leave the market and will forfeit their fees. One warning will be issued in writing. This policy is at the discretion of the market coordinator.

Company Name: _____

Vendor First and Last Name: _____

Fee Paid: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Signature: _____ Date: _____

To ensure a diversity of products, please list the items that you intend to offer at market. This list will be referenced throughout the season, so please be as detailed as possible. We hope to avoid product saturation, and can accomplish by sourcing vendors who specialize in a particular area.

FULL SEASON RATES

Vendor (South side) – Saturday May 19 – October 6 (8am – 1pm)	FULLY BOOKED
Vendor (North side) – Saturday May 19 – October 6 (8am – 1pm)	\$325.00 ()
Student Vendor (North side) – Saturday May 19 – October 6 (8am – 1pm)	\$210.00 ()

****NEW** TUESDAY + SUNDAY MARKET DAYS**

Vendor (North side) – Tuesday July 3 – September 4 (3pm – 8pm)	\$150.00 ()
Student Vendor (North side) – Tuesday July 3 – September 4 (3pm – 8pm)	\$100.00 ()
Vendor (North side) – Sunday May 20 – October 7 (12pm – 4pm)	\$300.00 ()
Student Vendor (North side) – Sunday May 20 – October 7 (12pm – 4pm)	\$210.00 ()

Vendors will receive a 10% discount when booking all three market days. Please speak to Naz about availability.

All seasonal rates are subject to 13% HST.

Please note: Registration is NOT complete until you receive confirmation from the WFM and a 50% deposit has been received.

ADDITIONAL INFORMATION

Farmers – In an effort to be more accessible to farmers from within the **Prince Edward County** region, **growers** and **producers** may be eligible to receive a 10% rebate on full-season rates. Please ask for details.

Occasional vendors – New vendors are encouraged to participate in the market whenever possible. The Wellington Farmers' Market strives to foster entrepreneurship within the community, and provides a daily rate to new vendors who would like to try their hand in the market. Rates are as follows:

Regular season Saturday - \$25
Long-weekend Saturday - \$50
Tuesday - \$20
Regular Sunday - \$20
Long-weekend Sunday - \$40
(Occasional rates include 13% HST)

Students vendors – youth are encouraged to participate in the entrepreneurial atmosphere of Wellington, as such students are provided a reduced rate of \$10 per market day (plus HST).

South side – is defined as the parking lot of Wellington United Church

North side – is defined as the front lawn of CML Snider School

Cheques can be made to **PEC Markets Inc**, and mailed to:

4 Lake Street, Picton, ON K0K 2T0