

Dear Sunday Artisan Market Vendor,

You've been accepted as a vendor at the Sunday Artisan Market in Ann Arbor. We hope this letter will answer some questions you may have. Many people at the market are willing to assist you. We want you to succeed and come back week after week!

BEFORE YOUR FIRST DAY AT THE MARKET

MAKE A LIST OF THINGS YOU WILL NEED. Visualize being at the market and setting up your booth. Visualize each step, from the time you begin setting up your booth until the market closes at 4 p.m. Make a list of everything you can think of that you'll need for your display and for setting up your booth. On the last page of this letter are some things you might want to bring.

BOOTH SPACES: Space sizes vary. You may wish to consider doing a trial setup at home. Most of the market spaces are 7.75' wide and 5' to 6' deep, depending on location.

If you don't live far away, it might help to come to the market on a non-market day or on a Sunday when you don't want to set up your display. Bring a measuring tape. Look at the market layout and the various spaces. There is a market map on our website, www.sundayartisanmarket.org, under **Info for Vendors**.

- **Key questions to ask yourself:** Can I fit in one space? What size tables will be the best? Do I need sun or shade? (Do you have a product that you want to sparkle in the light, or do you have a product that might fade if exposed to sunlight?) Do I need parking behind my booth, or doesn't that matter? You will have more options if your display is flexible (for example, three smaller tables are more flexible than one large table). A 6-foot table will fit in a booth, but an 8-foot table is too long. 3'-x-3' card tables and 2'-x-4' tables are ideal.
- **Do some planning ahead of time.** If your estimation was wrong, you can always change it, but any advance planning you can do ahead of time will save you time and stress on market day.
- **Pack your merchandise in waterproof tubs/bins**, if possible. If it rains, your stuff will be safe and dry. If you have "backup stock," consider putting it in plastic bags to protect it and keep it dry.
- **Table covers (or table skirts) are required.** With a table cover, you can keep things hidden under your table, and your display will still look neat. Table covers should cover the table top, front, and 3 sides.
- **Make a sign for your business.** A good sign will answer most of the "W" questions: **Who** (are you), **What** (do you sell), **Where** (do you come from). Don't worry about "when" and "why." Large signs can be hung from the market roof. If you don't have a sign for your first day, you can get ideas from other vendors.
- **Price your merchandise.** This is critical. No one wants to ask how much something costs. You can use hang tags or stickers, or price things in groups (for example, "*Large Dolls: \$15*"; "*Small Dolls: \$10.*") and eliminate individual price tags on each item.
- **Supplies to Bring:** Consider basic things like pens & paper, markers, rope, tape, scissors or knife, clamps, table(s), table cover(s), a chair, and towels and tarps (or plastic) in case it rains. If you have a dolly (handcart) and have room for it, bring it. Carts are available at the market and can be used to help you transfer your things to/from your vehicle and booth. A list of supplies is on the last page of this letter.
- **Business Cards.** At some point, you may want to have business cards made. Consider "branding" your business (and your products!) and provide customers with your contact information so they will know how to reach you. Business cards should have the name of your business, your name, and contact information so customers can reach you (phone number, email address, website, Facebook page).

SPACE RESERVATIONS, SPACE ASSIGNMENTS, & CANCELLATIONS

SPACE RESERVATIONS: Space reservations are required for each Sunday you plan to set up at the market. Please read the [Attending the Market](#) section in the New Vendor Welcome Letter you received via email. Space reservations must be made to the market manager by **Friday at 5 p.m.** in order to pre-assign your space(s) for that Sunday.

SPACE ASSIGNMENTS: Final space assignments are completed Friday after 5 p.m. after space reservations have been received. Final space assignments are emailed to all vendors on Friday evening, 2 days before market day on Sunday.

CANCELLATIONS: To cancel a reservation, call the market voice mail at **734-913-9622** before 9 a.m. Sunday. [Please do not cancel a reservation via email.](#)

YOUR FIRST DAY AT THE MARKET

PARKING: When you arrive at the market, please park in the lot closest to Fourth Avenue. You can move your vehicle after confirming with the market manager where it's best for you to park.

VENDOR SETUP TIME: You may arrive and begin to unload and set up your booth any time after 7am. Your booth and display should be set up and ready by 11 a.m. when the market opens for business.

LATE ARRIVALS: If you are going to be later than 9 a.m., call the market voice mail at **734-913-9622** and leave a message with your expected arrival time.

PARKING: Not all booth spaces have adjacent parking. When making your space reservation for any Sunday, let the market manager know what your parking needs are. If your space does not come with parking, you may park in either of the two market lots. If you don't need to park behind your booth, you will have more options for desirable booth spaces. Parking is free on Sundays.

MARKET HOURS: Operating hours for customers are **11 a.m. to 4 p.m.** You may begin selling as soon as your booth and display are set up in the morning.

SETTING UP: Prioritize your job of setting up your display and merchandise. Try to get the big things done first so that your booth will look good as early as possible. Small tasks like fine-tuning your display, rearranging products, etc., can be done at the last minute or throughout the day.

Set up your most important products first. It might be useful to have someone help you set up in order to get done by 11 a.m. or earlier. Customers walk through the market before we open at 11, and you'll want to be able to sell to them, even if your display is not completely finished.

If you forgot something, don't worry – you can usually borrow essentials (table covers, tarps, other supplies) from fellow vendors.

WEATHER PROTECTION: The market is covered by a roof that helps protect us from rain, snow, and sun. On a rainy day, it's good to bring tarps or something that is water-resistant to help protect your products. White tarps are available to purchase from one of our vendors, and we can show you how to hang them. Tarps or plastic sheeting are important, even if there's only a small chance of rain in the forecast. Rope is an important essential. Some vendors bring their own step stools or short ladders, and there are ladders in the office corridor that you can borrow for use at the market. If you use a ladder that belongs to the market or to another vendor, please return it as soon as you're done using it.

FOOD: There are restaurants in the area, and the Kerrytown™ Market & Shops building (next to the market) has plenty of food options. If you prefer to bring food, bring a cooler packed with ice, food, and beverages. A microwave is available in the market office for heating food or beverages.

OTHER CONVENIENCES: The market has running water and rest rooms for vendors (porta-johns are available for customers in the market parking lot, and there are rest rooms inside the Kerrytown Shops building). Electricity is available at most stalls. If you need electricity, be sure to tell the market manager when making your space reservation. Bring a heavy-duty, 25-foot extension cord if you need electricity. Make sure that your extension cord is affixed to your display table, a nearby post, or the sidewalk (with duct tape) in order to prevent a trip hazard.

Because the market is outdoors, being a vendor can be challenging in the summer and winter months, but you can warm-up or cool off in the market office. During colder months, you can bring an electric blanket or propane heater (open flames are prohibited at the market). During the summer, you can bring a fan or other cooling device to help stay cool in your booth.

DURING THE DAY: Be attentive to people walking through the market area. If people are in the aisle in front of your booth and you catch their eye, greet them. A friendly greeting is like an open door. Everyone is a potential customer. If you spend the day talking to your neighbor, reading a book, texting, or talking on the phone, you may be disappointed at the end of the day with your lack of results. It's not a good idea to read a book, as it tells people (non-verbally) that you're not interested in talking to them. During the day, if you find yourself with nothing to do, some activities can interest and engage customers: work on your product, sketch, tidy-up or arrange your booth, etc.

THE END OF THE DAY: The market closes at 4 p.m. You may start packing up at 4 p.m., not before. Customers are confused and disappointed if vendors are packing up before the market ends. The office closes at 5:30 p.m., so if you have to use the rest room or return the market ladder, please do so before 5:30.

THE WEATHER: In November & December, vendors who have done the market for years know how to dress. Some suggestions:

- **Warm socks and good shoes or boots** are critical. If your feet get cold, you are finished.
- **Hats, scarves, and gloves** are essential. Keeping your "extremities" warm will help keep the rest of your body warm.
- **Dress in layers.** You can buy hand or toe warmers. We have electricity, so heaters can be used.

For most of us, if the temperature is above 30 degrees, we manage just fine. You get used to it, believe it or not. Blowing snow or rain can be very difficult. High winds are a problem for many vendors if their products are lightweight and/or breakable.

OTHER THINGS YOU NEED TO KNOW

SAFETY AND CONSIDERATION: A few things to be aware of:

- Anchor everything, especially displays and products. A display that falls over can cause an injury. Tie your display to the vertical metal roof supports, the overhead beams, or your vehicle. Many vendors also use weights to anchor their tarps or displays.
- If you back-up your vehicle, have someone outside the vehicle watching, and back up slowly. There are people and small children walking everywhere.
- Don't use chemicals or other things to which people might be allergic or sensitive. Examples are spray paint, solvents, and perfumes.
- The use of fire/open flames (*e.g.*, blow torches) is prohibited at the market by Ann Arbor fire code.
- Smoking and alcohol are prohibited on market property.
- "Hawking" is not allowed. (Hawking is calling out things like, "*Come and get your candles, folks!*")

In short: Be considerate.

MENTORS: Please take advantage of the experienced vendors and the market manager. If you need advice on your products, your setup, pricing, or your selling strategy, we're glad to help. The market manager knows who these experienced people are, and your neighbor is usually glad to help.

ANNUAL AND DAILY FEES: You can decide any time to be an annual vendor and pay the annual fee. The annual fee gives you a designated booth space and saves money if you plan to be at the market regularly.

If you decide to become an annual vendor after your first three market days as a daily vendor, we will apply the first 3 daily payments toward the annual fee. You may wait to decide. If you'd like to continue as a daily vendor, you'll pay the daily booth fee each day you set up at the market.

PAYMENTS: You will get a receipt for each payment you make to the market. Please keep your receipts for filing your taxes or for other purposes. The market manager will collect your booth fee during market hours.

“ANNUAL” VS. “DAILY” STATUS

Annual vendors have the following advantages:

- You know where your space will be every week. You may, however, request a different space when you make your space reservation.
- You'll save money if you come often. If you plan to come more than 14-15 times, you will break even - it will be cheaper to be an annual. The number of market days varies each year, but there are usually 36-37 Sundays in a market season (April-December).

Daily vendors have the following advantages:

- If you know you will only come a few times in a year, it makes sense (economically) to be a daily vendor.

Whether you are an annual or daily vendor, it is your decision when to attend the market.

ATTENDANCE: Keep a record of the days you set up at the Market. Though the market maintains attendance records, you should also track your attendance.

At the end of market season, annual vendors must have attended at least 10 days in order to maintain their seniority and keep their spaces — or choose a different one — for the following year. This does not mean you cannot be an annual vendor if you don't attend at least 10 times in a season; it only means that you must attend at least 10 days in order to retain your space and your seniority for the following market season.

VENDOR SENIORITY: Seniority is based on start date (the first day you set up at the market). Daily vendors must set up at the market at least 3 times in a season in order to maintain their seniority.

WE ALL PROMOTE OUR MARKET. We have handouts that you can use to promote the market when you are at other markets and shows. There are promotional materials on our website that you can use as needed. Social media is important. Post your market participation and our events on Facebook and Twitter, and “like” and “share” market posts. You might also add the market's website address and Facebook page to your own website. Our website is **www.sundayartisanmarket.org**. Our Facebook page is **Sunday Artisan Market**.

EVENTS: We may create and participate in several events during the market season. These will be announced in advance and will be listed on our website and Facebook page. The events take effort and we welcome help with them. We need all of our vendors to help promote the market and its events.

DO YOU HAVE QUESTIONS AND IDEAS? We're always looking to make your experience better, boost our social media footprint, and improve communication with our vendors. If you have any suggestions, please let us know. We welcome your input. Market contact information is listed under **Market Contacts**, below.

CONCERNS OR OTHER ISSUES?

1. At the market, please speak to the market manager immediately if you have a problem, complaint, safety issue, or other concern.
2. If you see an emergency — a fire, accident, dangerous/threatening person, etc. — call 9-1-1 immediately.

MARKET CONTACTS

1. You can reach the market manager by email at **tsamanager@gmail.com**.
2. You can reach the vendors on the market board of directors. For this information, visit our website at **www.sundayartisanmarket.org**, under **Info for Vendors > Board Members & Committee Chairs**.
3. Our voice mail phone number is **734-913-9622**. This is voice mail only; please leave a message.

MARKET RULES & REGULATIONS

Visit the market website — www.sundayartisanmarket.org — under **Info for Vendors** and read the **Rules & Regulations**. We suggest you also read the bylaws for an understanding of how the market operates.

SUPPLIES YOU MAY NEED

Below are things various vendors bring with them to the market; some of these things may not apply to you. Make your own list.

- Tables (folding)
- Cash box or money pouch with coins and paper currency. Please keep your cash box or money pouch out of sight. You may wish to keep it under your display table so that it's hidden from view. You may also wish to cover your cash box/money pouch so that it's not visible to the public.
- A box or toolbox to contain little things you may need (listed below)
 - » pens, markers
 - » paper, notebook, note cards
 - » rubber bands
 - » tools - screwdriver, scissors, hammer
 - » rope, bungee cords
 - » tape (duct tape, other tape)
 - » cable ties (zip ties) - very useful! 7" or 8" (You can buy cable ties in bulk online or at places like Home Depot or Lowe's.)
- Table covers
- Your business sign
- Supplies for taking card payments (Square reader, etc.)
- Tarps, sheets of plastic
- Clamps (large/small). Useful for affixing your table cover and products to your display in the event of wind.
- A dolly/handcart for transferring your items to/from your vehicle and booth
- Weights/sandbags. Useful for adding weight to your display/booth in the event of wind.
- Business cards
- Flyers/handouts for your business/for the market. Market business cards and postcards are available from the market manager.
- Bags for merchandise when you make a sale
- The market phone number **(734-913-9622)**. **Voice mail only; please leave a message.**
- A copy of your Michigan sales tax license (required to have on hand while you're selling at the market)
- Receipt book (if you give receipts to customers)
- A calculator (for calculating total purchase amounts and tax, if you charge tax)
- Towels (for cleanup if it rains or if you spill something)

Personal and Clothing

- Eyeglasses and/or sunglasses if you need them
- A change of clothes and shoes (a sweatshirt if it gets cold or a T-shirt if it gets hot)
- Extra shoes in case it rains and your shoes get wet
- Hat
- Work gloves
- Raincoat
- Comb/brush
- Cooler/food - snacks, lunch, drinks
- Water (there is running water on site)

We look forward to seeing you at the market. Please let us know if you have any questions or need assistance before you set up at the market on your first day.

Sincerely,
The Sunday Artisan Market
Manager and Board of Directors