

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. 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 plan 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 planning you can do will save you time and stress on market day.
- Pack your merchandise in waterproof tubs/bins. If it rains, your stuff will be safe and dry. Store papers in plastic Ziploc bags.
- 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 2 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 for individual items, or you can price things in groups (for example, "Large Dolls: \$15"; "Small Dolls: \$10.")
- Brand Your Business: Identify your business and product line with a logo, unique font, color, etc.
- Business Cards. At some point, you may want to have business cards made. Business cards should have the name of your business, your name, and contact information so customers can reach you.

ITEMS YOU MAY NEED

Below are things vendors may 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 bills. Keep your cash box or money pouch out of sight. Most vendors keep their cash boxes under their table.
- 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)
 - » scissors and/or cutters
 - » 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 (should be long enough to cover the top, front, and both sides of your table)
- 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.
- Bungee cords (can be used to attach a sign or grid to your table or to the post in your booth)
- Business cards
- Flyers/handouts for your business. Market postcards and business cards are available from the manager..
- Bags for merchandise when you make a sale
- The market phone number: **734-913-9622**. Voicemail only; please leave a message.
- A copy of your Michigan sales tax license
- Receipt book (if you give receipts to customers)
- A calculator
- Towels (for cleanup if it rains or if you spill something)

Personal and Clothing

- Eyeglasses and/or sunglasses
- A change of clothes and shoes
- Extra shoes in case your shoes get wet
- Hat
- Gloves
- Raincoat
- Comb/brush
- Phone/device charger
- Food/cooler - snacks, lunch, drinks
- Water

BOOTH RENTAL FEES & PAYMENTS.

Booth fees are collected by the market manager on Sundays during market hours. A receipt will be issued for each payment made to the market.

- Daily-vendor booth fees: \$20 - One booth space \$40 - two booth spaces
Daily vendors pay their booth fees on the days they attend the market. They cannot pay ahead.
- Annual vendor fees: Annual vendors pay \$300 per space (max. 2 spaces) for the year. Annual-vendor installment payments can be made at the market or mailed to the market's post-office box.

Payment Types: The Market cannot accept electronic payments.

Payments can be made by cash or check or money order payable to The Sunday Artisan Market.

Exact change for cash payments is appreciated.

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 reserve your space for that Sunday.

SPACE ASSIGNMENTS: Space assignments are completed Friday night and emailed to all vendors.

CANCELLATIONS: To cancel a reservation, call the market voice mail at **734-913-9622** before 9 a.m. Sunday. Do not cancel a reservation via email.

“MARKET DAY” INFORMATION

VENDOR SETUP TIME: You may arrive and begin to unload and set up your booth any time after 8 a.m.. Your booth and display should be set up and ready by 11 a.m. when the market opens for business.

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.

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: The market is open for business from 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 the task 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 things like table covers, tarps, bungee cords, or other supplies from fellow vendors.

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 return a ladder, stool, or other item borrowed from the market, please do so before 5:30.

WEATHER PROTECTION: The market is covered by a roof that helps protect us from rain, snow, and sun. On a rainy day, it's a good idea to bring tarps or something that is waterproof 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.

DRESSING FOR THE WEATHER: As a vendor, you'll be outside for several hours. It's important to dress appropriately during hot and cold days at the market.

- Cold Weather — It's important to stay hydrated, even in the winter. Wear shirts, pants, and socks in layers to help trap heat. Wear a hat, gloves, and warm boots — keeping your feet warm is critical. You can bring an electric blanket or small electric or propane heater (open flames are prohibited at the market).
- Cool Weather — Keep a jacket or coat in your vehicle in case you get chilly.
- Hot Weather — Stay hydrated. Keep a thermos on hand and drink plenty of water. To help keep your body cool, wear light, loose-fitting clothing.

AMENITIES AT/NEAR THE MARKET

- Food — There are restaurants in the area, and the Kerrytown™ Market & Shops building (next to the market) has a variety of food options. If you bring your own food & beverages, you may wish to bring a cooler. A microwave is available in the market office for heating food or beverages. See the manager if you need access to the office to use the microwave.
- Restrooms — The market has restroom facilities for vendors and customers. Restrooms are also available inside the Kerrytown Market & Shops building.
- Electricity — Electrical outlets are 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 secured to your display table, a nearby post, or the sidewalk (with duct tape) in order to help prevent a trip hazard.

OTHER THINGS YOU NEED TO KNOW

SAFETY AND OTHER CONSIDERATIONS

- Even on days when there is little wind, wind can potentially cause damage to your products or your display. 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 (if you park right behind your booth). Many vendors also use weights to anchor their tarps or displays.
- If you back-up your vehicle, have someone outside the vehicle watching while you 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 perfume.
- The use of fire/open flames is prohibited at the market by Ann Arbor fire code.
- Smoking and alcohol are prohibited on market property.

“ANNUAL” VS. “DAILY” STATUS

Annual vendors pay a flat fee for the year and are assigned a permanent space. Advantages to being an annual:

- You know where your space will be every week. You may, however, request a different space when you make your space reservation for any Sunday.
- You'll save money on your booth fee if you come more than 14-15 times in a year. There are usually 36-37 Sundays in a market season (April-December).

Daily vendors pay their booth fee each day they set up at the market. Advantage to being a daily vendor:

- 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 up to you how often you attend.

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. Vendor fees can be paid by cash or check (payable to The Sunday Artisan Market). The Market cannot accept card payments.

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 that year 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.

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 Market 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 participate in other markets and shows. Social media is important. Post your market participation and our events on Facebook, and Like and Share Market posts. You might also add the market's website address and Facebook and Instagram pages to your own website. Our website is www.sundayartisanmarket.org. Our Facebook page is [Sunday Artisan Market](#); our Instagram page is [TheSundayArtisanMarket](#).

EVENTS: We may create and participate in events during the market season, including Flower Day in May. 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.

MARKET RULES & REGULATIONS

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

MENTORS: We have a lot of experienced vendors at the market, and a market manager. Please feel free to ask for 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 fellow vendors are happy to help you.

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 911 immediately.

MARKET CONTACTS

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

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 as a vendor.

*Sincerely,
The Sunday Artisan Market Manager and Board of Directors*