

12/12/2011

Dallas Farmers Market Handcrafter Information



2011



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The Handcrafter Must Be the Seller. DFM Administrator or appointee must approve all items prior to sale, no exceptions. Artist/ Handcrafter must demonstrate the making of all items to be approved for sale either at Dallas Farmers Market (DFM) administration office or DFM Administrator or appointee can schedule a workshop visit. All merchandise displayed and sold must be in good taste and appropriate for an open-air, public market.

To be approved to sell in the Handcrafter category, the vendor must first meet the following qualifications:

- Handcrafter must be the approved vendor and must be present on market days as the seller.
- The handcrafted component must dominate the commercial component. The commercial component must be transformed in a way that makes the work original and unique.
- Handmade clothing must list fabric content and care instructions.
- Handmade jewelry must list all metals used in the creation of the product.

Items not allowed for sale in this category:

- Anything you did not make or alter yourself.
- Anything you are selling on consignment or have purchased wholesale.
- Anything commercially produced, assembled from commercial parts, plans and/or kits.

Fees:

- If accepted there is a \$25.00 space fee.
- All fees must be paid by 9a.m. the date you are at the market. No exceptions.

Application Process:

- Vendors will be required to submit 3 photographs, showing different angles, of the items they intend to sell.
- These photographs will not be returned and may be used for advertising or marketing purposes if vendor is accepted.
- In order to be considered the vendor must fill out the entire application.

Setting Up:

- Vendors will be supplied a 10x10 space on site at the Dallas Farmers Market.
- Division between you and the vendor next to you will be your responsibility. You will be allowed to use tables, soft walls, pegboards or grid walls.
- No tents will be provided. If you have a 10x10 tent you may bring it to set-up in your space. Your tent must be properly weighted down. All structures will be inspected by the DFM Administrator or appointee.
- No electricity will be provided.
- Vendors will not be allowed to enter prior to 7:00 a.m. or exit before 3:00 p.m.
- You must be set up and ready to sell 30 minutes prior to Handcrafter Market opening and may not tear down early for any reason.
- Any decision to alter this time frame will be made by Dallas Farmers, DFM, Administrator or appointee on a case by case basis.
- Set up will be the morning of the Handcrafter Market and tear down will be the evening of. We estimate 1 and one half hours for set-up and 1 hour for tear down.

Frequently Asked Questions

- **What is a Dallas Farmers Market Handcrafter Market?**

The DFM Handcrafter Market provides a marketplace for an exclusive segment of specially skilled and artistic merchants. The Handcrafter Markets are a quality Handcrafter Marketplace for today's talented and inventive creators, designers, and artists who are interested in exhibiting and selling their quality merchandise to the public.

- **How are the DFM Handcrafter Market Exhibitors chosen?**

A complete application including product photographs are required for acceptance in the DFM Handcrafter Market. All merchandise that will be displayed in your booth must be included. Criteria for acceptance include originality, quality, imagination, and design. Management reserves the right to accept products or companies that add variety and interest as well as compliment other vendors. Acceptance to the DFM Handcrafter Market is at the discretion of the DFM Administrator or appointee.

- **Once Chosen how are DFM Handcrafter s placed?**

Placement of vendors will be based on two criteria; preference will be given to crafters that sign a full season contract and also by product mix.

- **How are DFM Handcrafter Market contracts accepted?**

Acceptance is based on availability and category as well as many other factors including but not limited to: Overall quality and professionalism of product/display, account standing, and the date the contract is received.

- **How many available exhibitor spaces are in each DFM Handcrafter Market?**

The maximum Handcrafter Market size is 24 exhibitors; the minimum is 14 exhibitors.

- **What if it rains?**

The Handcrafter Market is rain or shine.

- **What is the space/booth fee?**

The smallest booth space we offer is a 10x10. The fee is \$25.00. If you want a 2 spaces the fee would be \$50.00.

- **When are booth fees due?**

Booth fees are due the date you attend the market. Payments may be made by check, cashier's check or cash. No refunds are available after fees are paid. Any extenuating circumstances must be discussed with the DFM Administrator or appointee.

- **What if you are placed on the waiting list?**

If a Handcrafter Market is sold out of space in your category when your contract is processed, and you are accepted otherwise, you will be placed on the waiting list for that Handcrafter Market. If there are cancellations, we may contact you and at that time you will be under no obligation to accept at that time. Because we do not know when cancellations will occur, this might be 4 months prior to a Handcrafter Market, or 2 weeks out - but again, this is the vendor's choice whether or not to participate.

- **What is necessary to add new items to the booth?**

We understand that goods are always changing. Changes and additions within your accepted lines are encouraged. However, DFM Management must be notified before any new type of items can be sold in your booth at the Handcrafter Markets. New products will not be accepted without prior approval. It will be necessary to send in pictures of the new items with a full

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description including what percentage of your booth the new merchandise will occupy. Any unapproved or unacceptable items are subject to removal by Management.

- **What are the booth requirements?**

Booth Space: Vendors are required to stay within their assigned 10x10 space. You should physically and visually separate your booth from the booths beside yours.

Booth Sign: A booth sign large enough to be seen and bearing your name adjacent to is required. It must be attractive, professional looking and compliment your booth.

Tables & Chairs: Tables and chairs must be provided by the vendor. They must fit within your assigned 10x10 space and be of sound construction. Any equipment deemed unsafe by the DFM Administrator or appointee will be removed by vendor.

Appearance: Your booth must be neat and orderly at all times. All back stock, boxes, and personal items should be kept out of sight. Remember, it is a proven fact that a quality booth and quality products in a quality Handcrafter Market result in more money in your pocket!

Promptness: Your booth is expected to be completely ready at Handcrafter Market opening and you are expected to be in your booth at least 30 minutes before the Handcrafter Market opens at which time DFM management will conduct a walk-through. Any vendors coming in after the set up period must hand-carry their items to their assigned space. No exceptions.

- **How is electricity handled at DFM Handcrafter Markets?**

At this time there is no electricity available at the DFM Handcrafter Markets.

- **What are Handcrafter Market hours?**

Saturday 9am – 3pm

- **What are Set-up hours?**

Saturday 7am – 8:30am

- **What are Tear-down hours?**

Saturday 3pm – 4pm

- **How to contact us?**

Dallas Farmers Market

1010 S. Pearl Expy

Dallas, TX 75201

Phone number: 214-670-5879

Fax number: 214-939-2252

E-mail: laura.roland@dallasfarmersmarket.org

Website address: www.dallasfarmersmarket.org

- **Questions may be directed to the following:**

Laura Roland

Office: 214-670-5879

E-mail: laura.roland@dallasfarmersmarket.org

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2011 Handcrafter Application

Vendors Name: _____

Name of Business: _____

Address: _____

City: State: Zip Code: _____

Would you like your phone # given out? _____

Phone Number: _____ Cell Phone: _____

E-Mail Address: _____

Web Site Address: _____

Address and detailed directions to your workshop: _____

Vehicle information - license, model, color, year: _____

Employee's Names: _____

Please list all items you intend to sell.

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

Payment Information: (Placement preference will be given to Full Season Crafters)

___ 2011 - \$25.00 Per 10x10 Space per day Date of Market: _____

___ Check #

___ Cash

___ Money Order

Once/If you are accepted you will be asked to:

- Provide 3 photographs showing a sample of items you will be selling.
- Photographs will not be returned and may be used for advertising or marketing purposes.

Vendor's signature on this document verifies that the vendor has carefully read, understands, and agrees to all provisions in the 2011 Crafter Handbook. No guarantee of exclusivity of products are made or implied.

Signature: _____ Date: _____