

MELBOURNE CHEEKY MONKEY MARKET

Stallholder Set Up and Bump in Package

Thank you for your booking to join the Melbourne Cheeky Monkey Market. Within this document you will find market set up guidelines, information and regulations that must be followed for each market and event.

Please take your time to read over the set-up instructions and tips for the event you have selected from the Melbourne Cheeky Monkey Market line up.

Please Note: We are trading inside Shopping Centre's and a high standard must be withheld.

MARKET CONTACT DETAILS:

Email: admin@melbournecheekymonkeymarket.com

Phone: 0413 021 492

Website: www.melbournecheekymonkeymarket.com

Facebook: /MelbourneCheekyMonkeyMarket

Instagram: @melbournecheekymonkeymarket

*****Don't forget to follow us on social media*****

MARKET SET UP INFORMATION:

***MARKET MAPS:** Please note given that the shopping centres have updates and changes in the centres, maps are not provided until a couple of days prior to each event.

***MARKET SET UP TIME:** Each stall holder needs to arrive to set up stalls 1 HOUR prior to market and shopping centre opening – Each pop-up stall must be ready to trade at minimum 15 minutes prior to centre opening hours – final touches to be made to stall during this time.

***MARKET EQUIPMENT:** As Per Booking Form – Equipment Tables provided vary from each centre.

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TRADING TERMS:

*Market set up time is strictly 1 hour prior to trading – please note: If you have not set up 30 minutes prior to trading commencement time, your stall will be removed and you will be asked to cease trade. A refund will not be given in this instance.

*All market stalls are allocated a site number either prior to the market date via email or on the morning of the market. These site names are marked with a coloured cone at your designated stall location. Please DO NOT move your stall site as these are depicted by each centre

*FLOOR LENGTH Table Cloths are required to trade at each event, unless advised otherwise. This will also hide any excess stock, packaging or storage boxes underneath your table for the days event. You are not able to trade without a floor length table cloth, sides of tables that are also visible to shoppers must also be covered to the floor. This can easily be achieved by using 2 table cloths. Below is an example of table cloths that can be purchased online – lots of ebay sellers have these for approx. \$30-\$40. *Please avoid using plastic table cloths.*



*Management will inspect each designated site for any improvements required to stalls

*NO Marquees are to be set up inside the centre

*Signage is allowed, however, must be under 1.5mt in height restriction. NO Banners or signage of any kind is to be stuck or pinned or attached to any centre signage or property.

*You are permitted to bring one side rack or side stand that is no larger than 70cm side or 1.5mt in height to use in addition to our 1.8mt x 70cm trestle table that is provided by MCM – space and centre permitting

*Market Stalls must be staffed at all times, often your neighbour in the next stall can mind your stall while you pop to the toilet

*Market stallholders MUST stay for the full duration of the Market event. Stalls that pack up early will be able to return to future markets

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*Melbourne Cheeky Monkey Market and Centre Management take no responsibility for theft or accidental damage to products, so please STAY VIGILANT

*All Stallholders must park their cars at their own risk, using car parks near their allocated stall positions. Ensuring that you are observing all car parking rules and tie restrictions

*As we are trading under the Shopping Centre banner all stallholders must adhere to their strict trading terms and guidelines – these are subject to change without warning and all centre management requests must be adhered to on the day of the market

*NO Shopping trolleys belonging to the centre are to be used. The centre can and will issue on the spot fines to traders caught using trolleys on the day. You are, however, permitted to bring your own trolley to set up your stall. These can be purchased from Bunnings and Officeworks and are generally foldable for easy transportation and storage

*Smoking or being under the influence of drugs and/or alcohol within the centre while staffing stalls is not permitted

*Stallholders are to display their Logo, Company and/or Trading Name using business cards, name badges and Uniforms where possible

*A-Frame Signage and easels are not permitted due to safety concerns; however, pull-up signage is permitted under the height of 1.8mt

*Balloons are NOT permitted in the centre – other than the Balloon art

*Stallholders should not inhibit, restrict or obstruct the view of any shop fronts in the centre

*Stallholders must ensure that their stalls are tidy hygienic and do not obstruct traffic flow. Food, drinks, boxes, packaging, signage containers and staff possessions ((including jackets and bags) are to remain out of public view at all times

*Stallholder must remove all equipment and/or rubbish associated with their stand at the end of the day within 1 hour of market closure. Cleaning bills will be issued to those that leave rubbish behind

*Shoppers should NOT be heckled, harassed or intimidated in any way by stallholders

*Stallholders should remain neat and professional levels of personal presentation which is appropriate to their cause

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TIPS & STALL IDEAS – Best Tips from Stallholders, Customers & Organizers

We all know that market days can be long and exhausting, however, at the end of the day stallholders are there to make money and promote their brands. Here are some handy tips to help increase your sales for the event

*Try to avoid sitting down being your stall, why not have someone relieve you instead so you can take some time out

*Try to avoid eating behind your stall

*Don't use your phone behind the stall except for uploading snaps to social media of your stall and location and/or special offers for the event

*Offer MARKET DAY SPECIALS – Toda Only deals and packages i.e buy 1 get 1 free, market day sales

*Collect Marketing data to create and generate a marketing funnel you can continue to use after the event. You can do this by offering a free product or service or competition and collecting email details or mobile numbers on the day by passing customers.

*Network with fellow stallholders but don't sit around and talk to much during the event as you may look unapproachable to customers when you are busy talking to fellow stallholders

*Smile and be approachable it sounds simple, however, is often forgotten 😊



*Creating height at eye level generates stall interest and may assist sales

*Individual Pricing Increases Sales

