

MELBOURNE

CHEEKY MONKEY MARKET

Welcome,

Thankyou for choosing Cheeky Monkey Market to showcase your business.

Take the time to read through our Stallholder guidelines, should you have any questions please don't hesitate to contact us prior to Market day.

BUMP IN : Market set up is strictly 1 hour prior to Trading. Should you not arrive 30minutes prior to Trading time commencing, your site will be removed for the duration of the event. There are no refunds issued for late arrival.

BUMP OUT : Market pack down is strictly at closing time of the centre. Under centre guidelines packing up early poses a OH&S concern for our centres and patrons and is not allowed.

FINDING YOUR SITE: Market sites are marked with a site number you will find this on a coloured cone on the leg of you table if applicable or in your designated site. Please do not move these sites. Where you are allocated is where you must stay for the event. These have been carefully depicted by management.

STALL PRESENTATION: You are trading in a shopping centre so the presentation of your stall is of up-most importance. Floor length table cloths are a MUST! All surplus stock must be out of site. Be creative use a colour that makes your items pop. Think about Marketing your business on the day, what's going to make shoppers STOP! Use Flowers, Colours and Sign-age. Create interest and be sure your stand clearly shares your key message. Use height with boxes and small stands on your table to create depth and interest. Stallholders must ensure their stands are tidy, clean and hygienic and do not obstruct the flow of traffic.

SIGNS : Sign-age and stands are permitted if under 1.6 m heigh and 70cm wide. If you are having a Sign or bull up banner please be aware that A frames are not permitted and that this will replace your allowance for a clothes rack or side stand.

SITE ALLOWANCE: Your site space is 1 x 1.8mt Trestle Table you also have the room for one side stand clothes rack or pull up banner no greater than 1.6mt heigh and 70cm wide.

www.melbournecheekymonkeymarket.com

MELBOURNE

CHEEKY MONKEY MARKET

Continue....

STAFF: Market stalls must be staffed at all times, Uniforms and badges make your stand more attractive and provide a clear and reliable message to shoppers. Please advise staff not to drink or eat behind their stand and to be sure that all valuables including jackets, phones and bags etc. are secured and out of site. Smoking is not permitted within centre. Logo, company or trading name are to be displayed where available. Staff must remove all rubbish at the end of the day. Cleaning bills will be issued by the centre should rubbish be left behind.

Melbourne Cheeky Monkey Market take no responsibility for property loss, damage or theft so please be vigilant.

All stallholders park their cars at their own risk and must observe car parking rules and regulations in accordance with vic roads.

As we are trading under the centre banner we must trade in accordance to their strict trading terms and conditions. These are subject to change without warning at any time. All centre management requests are to be adhered to on the day of the Market.

Shopping centre trolleys are not to be used on the day of the market, some centres may impose a individual fines to stallholders using them to load and unload stock.

Shoppers must not be heckled, harassed or intimidates in any way by a stallholder.

Helium Balloons are not permitted within centre.

Stallholders are not permitted to inhibit or restrict or obstruct the view of any shop front within the centre.

Management will visit each Market stall prior to commencement of trade. Should adjustments need to be made you will be advised on the day to make the event successful and safe for all.

MARKET MAP : Please note that given that the shopping centres have frequent changes in centre Maps are not given until a few days prior to events.

MARKET SET UP TIMES : 1 hour before Trading Commences

www.melbournecheekymonkeymarket.com

MELBOURNE

CHEEKY MONKEY MARKET

TOP TIPS FOR STALLHOLDERS

We know market days can be long and exhausting. The Customers dont think about that they only remember the 5 minute interaction you have with them so lets make it a great one.

Stand behind your stall, Sitting can be uninviting and make you seem unapproachable.

Have someone come and relieve you so that you can walk away from your stand have something to eat and a stretch or perhaps check your phone. Our stallholders are very accommodating in helping out with this after all we are all in the same boat.

There is nothing worse than loosing a sale because the customer didn't want to interrupt you when you had your nose in a good book or a game of candy crush!

Get EFTPOS facilities! So many sales are lost without these facilities lets face it who has cash on them? None of us are selling toilet paper so we all need those impulse buys.

Offer something special on the day a buy one get one free or a buy this go in the draw for X! Some sort of token to create a marketing funnel where you can obtain email addresses and phone numbers that you can later market specials and promote what market you will next be at. This is a great way to build your clientele reach and make organic sales in the future.

Make sure your stall set up shares a clear message. Be sure that it is appealing to the eye. Price your items customers are often too scared to ask how much something is.

Smile and be approachable simple but so often forgotten.

Stay Cheeky.....

Bianca Patsalis

Market Organizer

www.melbournecheekymonkeymarket.com