

SHOP SMALL FORT WORTH HOLIDAY MARKET EVENT

VIP Preview Event: Thursday, November 8th from 6:00 p.m. - 9:00 p.m.

Friday, November 9th, from 9:00 a.m. – 6:00 p.m.

Saturday, November 10th, from 10:00 a.m. – 6:00 p.m.



STOCKYARD STATION

131 E. Exchange Ave., Fort Worth, TX 76164

Shop Small Fort Worth gives local craftsmen, artisans and small businesses an open forum to sell, advertise and offer their services. We created this organization as a way to support small Fort Worth businesses and provide a place where they can share their passions, ideas, creative concepts and handmade items and gain exposure to launch their new businesses or continue to grow their client base.

The Shop Small Fort Worth Market is a curated market for buyers to shop these artists and locally-owned businesses. The experience is so much more than just a market. It's an event full of shopping, networking, fun and entertainment that emanates the love we and the people of Fort Worth have for all things local.

Our Thursday evening VIP Preview Event will be a function that is exclusive to our VIP customers and ticket holders. We will have drinks, food, special onsite giveaways, swag bags, child care activities and fun entertainment along with exclusive shopping provided for our VIP ticket holders for this evening.

The **Holiday Market** will be open to the public on Friday from 9:00 a.m. until 6:00 p.m. and Saturday from 9:00 a.m. until 7:00 p.m. We'll have swag bags, cash bar, child care and other activities and tons of fabulous shopping available for our guests on these days!

VENDOR INFORMATION

VENDOR ELIGIBILITY

1. Must be local to Fort Worth or nearby surrounding cities.
2. Must create/design your own goods or own your small business.
3. MLM businesses (Lularoe, Stella & Dot, Beautycounter, etc.) are ineligible to participate in our markets.
4. Find more details on vendor eligibility below.
5. Vendors must provide proof of registration with the State of Texas. If you need to obtain a Sales Tax Permit ID, go to the website for the Texas Comptroller of Public Accounts (<http://www.window.state.tx.us/>) and look for the link to "Apply for a sales tax permit". The sales tax rate at this event is 8.25%.

VENDOR APPLICATION DATES TO REMEMBER

- Vendor Applications Open: Friday May 11th
- Vendor Applications Close: June 15th
- Vendor Acceptance Emails Delivered By: June 20th
- Vendor Payment Deadline: Invoices will be sent via PayPal within 48 hours of the acceptance email. Invoices will cancel if not paid within 72 hours and your space will be forfeited.

DEFINING ELIGIBILITY

Shop Small Fort Worth began as a Facebook group that gave local craftsmen, artisans and locally-owned businesses an open forum to sell their goods and offer their services. Since then we've grown and now built this website as a place where you can search for local goods and business that may have just the item you are looking for.

Below is a list of questions for you to review and answer that will help you to determine if your business is eligible to participate at our Holiday Market. If you ever have a question, please don't hesitate to reach out to us at Marketing@ShopSmallFortWorth.com.

- Is your business headquartered in Fort Worth or the nearby surrounding areas?
- Is your business registered and pay taxes in the State of Texas?
- Do you pay all your own marketing, rent and other business expenses (without assistance from, or payment to, a corporate headquarters)?
- Is your business part of a multi-level marketing business? We have a number of members who sell Rodan & Fields, Lularoe, BeautyCounter, Thirty One, Avon, etc.

While many local residents use these products, they were conceptually designed and created outside of Fort Worth. Our events are intended to support and promote small local businesses and therefore these types of businesses and other MLMs are ineligible.

DEFINING LOCAL

Who's eligible to list on Shop Small Fort Worth or participate in our local events? Sometimes determining which businesses are local and independently owned can be difficult. How about a locally owned fast food franchise or an insurance agent with a national company and a local office? Many businesses that contribute to our local economy are like this, yet they are often required to participate in cooperative marketing and follow certain guidelines set forth by a larger company. **We define a locally owned business as one where the community member has full autonomy and local decision-making authority with respect to his or her business practices.**

If you answer yes to ALL of the questions below, then you qualify to participate at our Holiday Market and other events.

- Is the business privately held (not publicly traded)?
- Is the business registered in the state of Texas, with no corporate or national headquarters outside of Fort Worth, Texas?
- Can the business make independent decisions regarding the name and look of the business, as well as all business purchasing, practices, and distribution?
- Does the business pay its own rent, marketing expenses, and other expenses (without assistance from a corporate headquarters)?

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APPLICATION AND PAYMENT DETAILS

Shop Small Fort Worth is a juried event and applying does not guarantee acceptance. The Shop Small Fort Worth event committee reviews each application and handpicks the makers and small businesses that are best fit for the event as well as the mission of the business. We also do our very best to make each vendor different from the next, and grant an even amount of businesses in various categories. Space is limited so make sure to reserve your spot quickly! Acceptance emails will be sent out by Sunday, November 10th. Selected vendors will receive a PayPal invoice, and must submit their payment within 72 hours or the invoice will be cancelled and your space will be forfeited and offered to a vendor on the waiting list. If you must cancel for any reason we MUST receive a written cancellation notice via email to marketing@shopsmallfortworth.com at least 15 business days before the show or else the booth and any rental fees are forfeited. All cancellations are subject to a \$50 non-refundable administrative fee.

Once payment is received, vendors will be asked to submit a logo that will be uploaded onto the **ShopSmallFortWorth.com** website. This will be linked to your website or social media account and will be used to promote your business as a vendor for the upcoming market and on the Holiday Market Vendor List page on **ShopSmallFortWorth.com**.

THE VENUE

We are so excited to have this year's Holiday Market in the historic Stockyards at Stockyard Station in Fort Worth's Northside off Exchange Street. The history of Fort Worth & the Stockyards is a colorful composite of cowboys, cattle drives, railroads, packing houses, western music, clothes, art and architecture.

The Fort Worth Stockyards will offer our Holiday Market guests an exciting opportunity to experience the Old West in an authentic but modern setting while supporting our small businesses.

BOOTH FEES

Booth Fees are as noted below. Electricity is included. Tables, tablecloths and chairs are not provided unless requested below. Booth Fee must be paid within 72 hours of receiving invoice or you will forfeit your space.

All booth fees include your name listed on our Vendor page and linked to your business website. All marketing material for the Holiday Market will remain up on our site for a period of time after the market has ended.

We heavily promote our Holiday Market which every year draws more and more supportive Fort Worth buyers excited to shop from small local businesses! This can also lead to future sales, word-of-mouth advertising, wholesale orders, press, networking, collaborating and more!

Booth sizes vary based on their location. Booth fees below are for Thursday VIP Preview Night, Friday and Saturday full day market.

- 10 X 10 Standard Booth \$550
- 10 X 20 Double Booth \$995

ADDITIONAL OPTIONS- LIMITED:

- Premium Entry Corner booth: Additional \$125 - There are 2 booths available upon entry.
- Entry Corner Booth \$125 - Only Two Available
- Vendors with Trailer Boutiques please email us for more information, marketing@shopmsmallfortworth.com

***Booth fees include your space, linked logo on our website, water and coffee. The following are available to rent for the duration of the event: Folding Chairs (\$5.00/ea), 6' x 30" tables (\$20.00/ea) and/or white tablecloths (\$12.00/ea) and will be delivered and set up at your booth space upon arrival.**

When selecting your booth space, please consider the amount of products, displays and tables you will have and be sure to select a space that will allow shoppers to walk around it comfortably. We strongly suggest measuring out your space in advance to see how much of your product/display the size you have selected will accommodate without crowding your neighbor.

Wall space is limited, but we will do our best to accommodate all vendor requests. Only choose this option if you have heavy pieces or structures that need to lean.

LUNCH ACCOMMODATIONS

Stockyards Stations has a variety of restaurants to choose from for lunch/snacks during the market inside of the "Mall" area or throughout the Stockyards. Find a link [HERE](#) to browse what is available in the area. You are also more than welcome to bring in your own small cooler for lunch or snack.

ALCOHOL

****DUE TO CONTRACTUAL OBLIGATIONS WITH STOCKYARD STATION YOU ARE NOT ALLOWED TO BRING ANY ALCOHOLIC BEVERAGES OF ANY KIND INTO THE MARKET.****

****CANCELLATIONS****

If you must cancel for any reason we **MUST** receive a written cancellation notice via email to marketing@shopsmallfortworth.com at least 15 business days before the show or else the booth and any rental fees are forfeited. All cancellations are subject to a \$50 non-refundable administrative fee.

BOOTH FEE INCLUSIONS

- Your allotted booth space and any rentals you requested
- Pipe and Drape Partition along the back of floating vendors.
- Refreshments (coffee/water) will be provided in a designated vendor hospitality area.
- Your 125 x 125 logo linked to your preferred website or social media channel to appear on the Market Vendors page on **ShopSmallFortWorth.com**.
- Select artists will also be featured in our social media and advertising leading up to and during the event.
- Benefits of the Holiday Market promotional efforts, including online and social media paid advertisements, local print media and community awareness campaigns by the **Shop Small Fort Worth** team leading up to the event.
- Opportunity to participate in giveaways leading up to the event and adding promo materials into our swags. More details will be provided closer to the market.

BOOTH DECOR REQUIREMENTS

Tables, chairs and linens are available for purchase for the event at an additional fee. Vendors are welcome to supply their own 6' tables, chairs and **white or cream** tablecloths. Tablecloths **MUST** touch the ground and cover any extra inventory. The standard size for a 6' table (72"x 30") would be 132" x 390".

- Folding Chairs (\$5.00/each)
- 8' x 30" tables (\$22.00/each)
- 6' x 30" tables (\$20.00/each)
- White tablecloths (\$12.00 for 6 ft. table/each) (\$14.00 for 8 ft. table/each)
- Electricity is included with your booth purchase. You must provide your own cords and use a surge protector.

To keep the feeling of the market upscale and cohesive, linens must be covering ALL tables and **must be white, cream or natural** in color (light cream, painter cloths, or similar etc. are acceptable). Tablecloths **MUST** go to the floor for a clean and presentable vendor space. The addition of a colored table topper that flows with your brand and presentation is acceptable. Indoor booths may use tent bases for their set-ups to hang lights or inventory in a presentable way, but please do not use the canopy.

CHECK-IN & SETUP

- We will have allotted time to select from beginning on the morning of Thursday, November 8th for set up. If accepted as a vendor you will receive more information on vendor set up day and a schedule of available install times to choose from.
- All vendors must check-in at the designated area **BEFORE** unloading & setting up. We will have assistance to help you unload if needed. There are **no** loading docks available at this venue. There is a wide loading entry to the vendor booth site located off of the designated vendor parking lot.

- Please allow yourself enough time to create an inviting & eye-catching display.

THURSDAY, NOVEMBER 10 VIP PREVIEW NIGHT EVENT

- Your booth must be ready for guests by start of our event that evening. More details to follow.
- Booth should be manned during the entire duration of the event.

FRIDAY, NOVEMBER 11 - OPENING DAY HOLIDAY MARKET

- Your booth must be ready and manned for shoppers by the start of the event at 9:00
- Booth should be manned during the entire duration of the event.

SATURDAY, NOVEMBER 12 HOLIDAY MARKET

- Your booth must be ready and manned for shoppers by the start of the event at 9:00.
- Booth should be manned during the entire duration of the event.

You **MAY NOT** tear down early for any reason. This is inconsiderate to fellow vendors, attendees & organizers. If you tear down prior to the end of the events, you will be subject to a fine and not allowed to participate in future Shop Small Fort Worth events.

VENDOR ASSISTANCE

If accepted to the Holiday Market, you will receive an email with setup times and a signup sheet. This will include a space to add names of ALL parties present each day to assist you at your booth. Both vendors and booth assistants will receive a badge for identification. Assistants will need to check in at the venue entry to receive their badge before entering the venue.

VENDOR PARKING

Vendors setting up on Thursday will be able to use the vendor lot next to the loading area of the venue for unloading purposes only. Once unloading is complete, all vendors must move their cars to the nearby parking lot specified. Please be conscious of your allotted unloading time and other vendors waiting to check in. On Thursday through Saturday, we ask all vendors to park in the vendor parking area that will be specified at time of Check-In.

All parking is **FREE** of charge to our vendors. There will also be a designated vendor lot next to our loading area.

ADDITIONAL INFORMATION

- **The Shop Small Fort Worth** event committee reviews each application and handpicks the makers and small businesses that are best fit for the event as well as the mission of the business. We also do our very best to make each vendor different from the next and an even the amount of businesses in various categories. We take a LOT of time to create a well thought-out floor plan so that there is a good traffic flow and similar vendors are not located next to each other. If you have any questions or concerns, please let us know and we will do our best to accommodate your needs.
- Vendors will be advised of their space location prior to the market event days. We do our best to space related vendors apart and not have too many of the same type of vendor.
- We will provide pipe and drape along the backs of floating vendors. You are allowed to clamp signage and banners from the top, but please do not pin or hang or lean any heavy objects onto or against the drape as they are only meant to separate your spaces. Vendors are responsible for replacing any damaged property. Vendors shall be obligated for creating any side walls or separating yourself from the vendor booths next to you. You may not exceed the measurements of your marked off space.

- Booths spaces will be marked off and labeled for easy identification. The back of each space will either be a venue wall or pipe and drape partition to provide a clean backdrop. You may **NOT** lean, nail or stick/tape anything on the venue walls or any structures. In other words **NOTHING** may lean on/or against the walls in this venue per their instruction! You must attach signage to your tables or display with an easel or sign stand.
- Vendors keep 100% of their individual market earnings.
- Vendors or assistants are **REQUIRED** to stay with their booth for the duration of the event on all three days, and may **NOT** pack up booths until the event has ended. This is inconsiderate to fellow vendors, attendees & organizers.
- When selected, vendors are also committing to having a booth that is manned sufficiently for both market days.
- Vendors are encouraged to decorate their table to represent their merchandise. Think of your booth like a blank canvas that is yours to do with what you will, as long as it fits inside your designated booth space. The presentation of your booth space and merchandise will directly reflect on your sales so we highly recommend that you create a welcoming and professional presentation.
- Please be mindful when constructing displays to minimize any disturbance to the other vendor operations. Vendors will be responsible, at your cost and expense, to repair any damage and disruption caused at the Event or to other vendor booths or property.
- Be considerate of your neighboring vendors when constructing displays. Do not obstruct views in anyway that would be rude or unneighborly to the vendors next to you. You may use a tent with the canopy removed as long as it does not obstruct the view through the venue. Also, be be mindful of the overall aesthetic of the event in considering display, items, materials, props, etc. Displays will be limited to 8' in height.

- Vendors are responsible for supplying bags for customer purchases, items needed to run credit cards, check, and cash purchases, and promotional materials.
- Electrical will be available to all booth spaces at no charge. Vendors are responsible for providing their own cords and use surge protectors.
- Food items need to be packaged for off-site consumption. You are responsible for having your own permits for handling and selling food at this function. City Inspectors may stop by at any time unannounced.
- Vendor shall be solely responsible for observing all the parking requirements in the area during the setup and access to the venue. Vendors will accept full responsibility for any parking violations or citations.

We will do our best to accommodate as many applicants as possible, but space is limited.

SECURITY

The venue will be secured at the end of each day. Doors will be locked to each venue and a security guard will be onsite each night (Thursday and Friday). If you have items that you are uncomfortable leaving overnight, feel free to take those items with you at the end of the day.

Shop Small Fort Worth or Stockyard Stations are **not** responsible for any loss, theft or destruction of property during event set-up, break-down, or during the weekend of the event.

JANITORIAL SERVICES

Janitorial Services are provided by the venue each evening after the market. We ask that you pick up your area and take trash to the designated vendor cans at the end of each day for a quicker and easier clean up.

SWAG BAGS AND SCAVENGER HUNT

The first **50** attendees on both Saturday and Sunday will receive a **Shop Small Fort Worth** shopping bag full of free goodies and discounts from participating vendors. If you would like to contribute promotional items and/or samples to help us fill these bags, you may turn them into us by noon on Thursday, November 8th, install day, or mail them ahead of time to **Shop Small Fort Worth**. Please email for coordination of early mail in/drop off.

PHOTOGRAPHY/VIDEOGRAPHY

Shop Small Fort Worth team members may take photos or videos of your booth space and/or products to be used online. By applying, you are agreeing to allow us to use photos of you, your booth set-up, and/or your products.

EXPECTED MARKET ATTENDANCE

We do our very best to heavily promote the show through social media, paid ads, vendor sharing and local media. Our efforts draw in members of the community who are excited to shop local and support small local business! We are still a fairly new market with the attendance growing every year but we had around 2,400 at our previous holiday market. We do all we can on our part to get the word out and appreciate your efforts to advertise the event as well. Do your very best to merchandise your booth and present your products in a professional and attractive way -- you never know what connections might lead to future sales, wholesale orders and press opportunities! In order to maximize your sales we encourage you to have a fully-stocked, well-displayed and visually appealing booth. Creating a welcoming space by using rugs, furniture, bright colors, art/signage, lighting, etc. will draw customers into your space. We have put together a Pinterest board with various vendor booth concepts, DIY display ideas and visual presentations. You can view it here:

<https://www.pinterest.com/shopsmallfw/ideas-for-market-vendors/>

If a vendor has the ability to do on-site presentations, have an interactive booth (offer make & take items, live demos, mini classes, etc.), or the ability to customize/personalize on site, we are encouraging you to consider creative ideas to draw customers to your booth. We have had a great response to the make and take concept and live demos at our last markets! Getting to participate in your craft is exciting to attendees and personalized items will always be in high demand especially during the holiday season. If you have ideas you would like to chat with us about or thoughts on how we can help create a successful concept please feel free to email us at marketing@shopsmallfortworth.com.