

# St. Mark Catholic Church Christmas Bazaar

## Vendor FAQ

I've lost my original Vendor Application form and need the details!

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Keep for your reference

### Indoor Booths

**Friday, November 18, 2011 –**  
4:00 – 8:00 p.m. Setup

**Saturday, November 19, 2011**

7:30 a.m. Setup  
8:30 – 3:30 p.m. Doors open to public  
4:30 p.m. Vendors must be out of building

### Outdoor Booths

**Friday, November 18, 2011 –**

4:00 – 8:00 p.m. Setup tents only – we cannot be responsible for outdoor items left overnight.

**Saturday, November 19, 2011**

7:00 a.m. Setup – Your booths will be marked off and you will know where your assigned spot is in advance.  
8:30 – 3:30 p.m. Doors open to public. You must be set up and ready for business. There is too much sidewalk traffic for you to bring in items once we are open for business.  
4:30 p.m. Vendors must be out of their booth area so that we can clean up.

**Special note to outside vendors** – Please do not block the sidewalk during setup or breakdown. There will be a great deal of traffic (people and carts) using the sidewalks during this time. We must keep the path open at all times.

### Location -

14740 Stumptown Road  
Huntersville, NC 28078  
Phone: (704) 948-0231

### Details and guidelines:

- 1) Given that this is a fundraising event, all vendors are expected to have product to sell the day of the Bazaar. Cash and carry businesses generally do the best at this event. We are able to keep the booth rental fees low by basing a portion of it on your sales. Our overall success is directly tied to your sales that day. ***This is not the appropriate venue for marketing purposes only.*** We have a variety of sponsorships available for those only wish to market their services.
- 2) All proceeds go to St. Mark Debt Reduction campaign which is a non-profit. *For many businesses, the booth fee is tax deductible, making it even more affordable.* ***Be prepared to settle the bill on Saturday prior to your departure.***
- 3) The St. Mark Catholic Church Christmas Bazaar staff reserve the right to accept or deny certain applications, either due to space limitations or because the items for sale are not consistent with the wholesome family atmosphere of our event.
- 4) We only accept one vendor per company brand name.
- 5) To accommodate as many vendors as possible, each vendor will be limited to one booth.
- 6) Once your Vendor Application is accepted, your Registration Fee is nonrefundable.

- 7) Door prize donations are appreciated but not mandatory.
- 8) Since there are a limited number of booths, they will be reserved on a 1<sup>st</sup> come 1<sup>st</sup> serve basis of **paid Vendor Application forms. Please note, this is the only way to reserve your spot.**
- 9) All booth locations will be assigned by the Christmas Bazaar committee.
- 10) Participants are expected to be set up and open for business by 8:30 a.m. Saturday.
- 11) Participants are expected to bring their own tablecloth, which should completely cover the table but not be adhered to the table. No merchandise can be placed on walls.
- 12) We suggest limiting the number of workers to 2 per booth; otherwise it can be distracting.
- 13) We also do not recommend two vendors sharing a booth – spacing becomes very tight.
- 14) **There is no electricity available at booths.** No open flames are allowed in the building.
- 15) Any relevant taxes are the responsibility of each individual.
- 16) St. Mark Catholic Church and the Christmas Bazaar Committee are not responsible for any loss, theft or damage. However, the room will be locked when unattended.
- 17) If you are unable to participate, please notify us as soon as possible.
- 18) There will be a contest and prize for the best booth.
- 19) **Any vendor not complying with these guidelines may not be invited back next year.**

For questions, see our Vendor FAQ on the website or contact: [Christmas.Bazaar@StMarkNC.org](mailto:Christmas.Bazaar@StMarkNC.org)

## Booth Layouts

### Outdoor Booths

**Tent booths** are approximately 10'x10' (unless you were otherwise notified upon registration.) The booths are in the grass. The sidewalk must be kept accessible for attendees, so no tables or display items go on the sidewalk.

**Sidewalk booths** have 10-12' of aisle space. Those that have 10' will have a room for a chair behind the table. Those will 12 feet, will need to sit beside their table as opposed to behind it, because there is not enough depth on the sidewalk to allow for traffic flow for you to sit behind the table. However, these spots are partially covered. (Assignments will be made in the order that the registration was received.)

\*\*\*\* \*

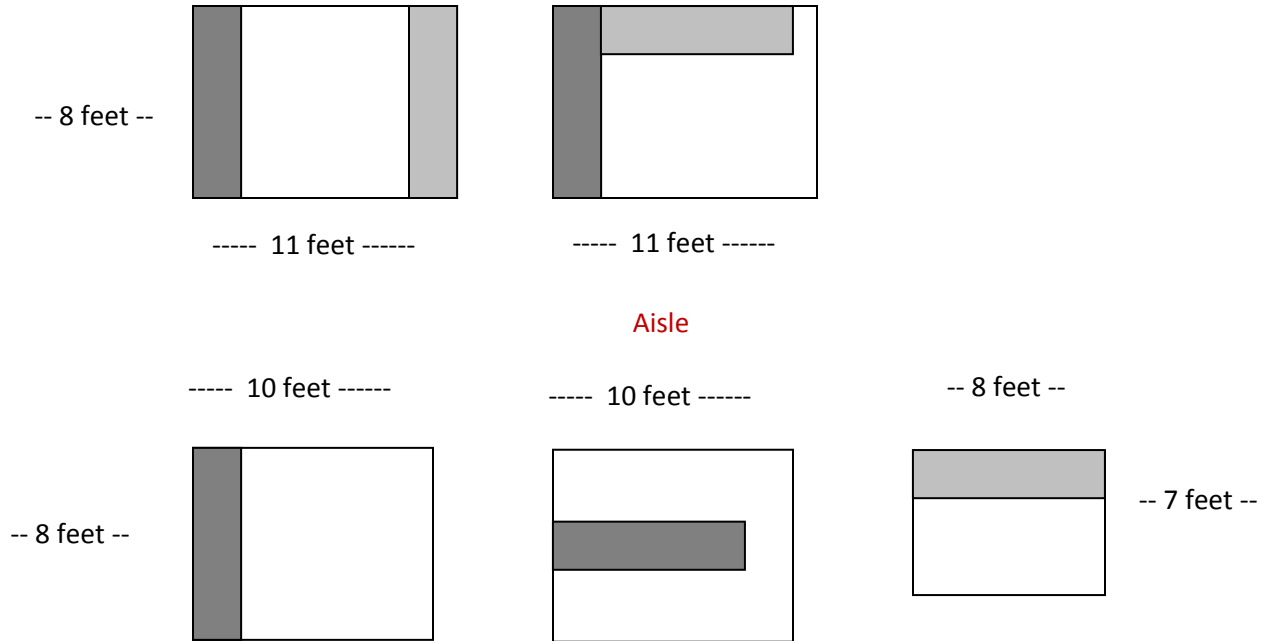
### Indoor booths

Please only rent a booth with 2 tables if you really need them. If too many people have 2 tables, we will need to rent them adding expense.

You are welcome to bring your own table or display items.

Also, in order to avoid any confusion about possible booth layouts and how the tables can fit within the booths, please review the diagrams below.

The longest sides of the booths face the aisles. The gray rectangles represent 8' x 2' tables.



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### What is the Bazaar's objective?

The St. Mark Christmas Bazaar is a fund raiser for our Debt Reduction Campaign which is helping to pay off the mortgage of our sanctuary. Therefore, our overall goal is to raise money through the combination of vendor booth rental and sales, parishioner run booths and holiday events held in conjunction with Bazaar.

Because the proceeds are going to a not-for-profit fund, vendors are provided a receipt at the end of the event that may be tax deductible depending on your individual situation. This can be an extra benefit of participation in our show.

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### How many people attend the Bazaar?

We generally have 1,000+ attendees every year. We attract customers from the Lake Norman and North Charlotte areas.

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### **How much does a booth cost?**

We strive to keep your fixed costs as low as possible. Therefore, our booth prices are comprised of a fixed base price plus a percentage of your sales for the day. This means if you do well, we do well.

We have 3 booth configurations –

- 8x11 with two tables = \$40 + 15% of your gross sales for the day
- 8x10 with one table = \$30 + 15% of your gross sales for the day
- 8x7 with one table = \$20 + 15% of your gross sales for the day

Because our success depends on your success, we actively promote the event through both traditional and social media. In addition, your contact information can be listed on our website until July of the following year. Based on Internet analytics, our website attracts visitors all year long. In fact, we first created the web site due to the volume of follow-up requests we received for customers wanting to contact vendors they met at the Bazaar.

All Bazaar proceeds go to St. Mark Debt Reduction campaign which is a non-profit. This means that *for many businesses, the booth fee is tax deductible, making it even more affordable.*

We do expect our vendors to be prepared to settle the bill on Saturday prior to their departure.

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### **When does registration open?**

Registration for new vendors generally opens mid-late August for St. Mark Parishioners. Generally it opens to the public 1-2 weeks later. We are generally sold out by the first week of September.

Specific dates are posted on the Vendor tab of the web site in July. Click on the Vendor Application for the current year's dates.

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### **How can I get on the Wait List?**

If you visit our site and registration is already closed, then you can request to be added to our wait list. Our wait list operates like our registration – first come/first serve. So should we have a cancellation, we will contact vendors in order of their addition to the wait list.

To date, we've only ever had a couple of cancellations and our wait list is often very lengthy. However, the one advantage to being added to the list is that we will attempt to send you an email next year alerting you of the date of the Bazaar as well as the date that registration will open. If (Note – Sometimes these emails wind up in your Junk Mailbox.)

If you wish to be added to the Wait List, email – [Christmas.Bazaar@StMarkNC.org](mailto:Christmas.Bazaar@StMarkNC.org). Please include your name, company name, phone and products you sell.

Those vendors that aren't able to rent a booth this year should consider becoming a Goody Bag Sponsor. It's a great way to ensure that at least 500 of our customers go home with your contact information. (See the FAQ [How do I put something in the Goody Bag?](#) question below for more information.)

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### **How is booth placement decided?**

The Christmas Bazaar Committee assigns booth placement based on a number of factors:

- Booth size
- A vendor's past sales
- The order that registration was received

- Product line – Our goal is to not have direct competitors next to each other, but this is not always possible.
- Donations – While not required, it is very helpful to our overall effort when vendors support the Bazaar’s efforts with door/raffle prizes. It also provides vendors will a little extra advertising both on our website and onsite.

It is our experience that customers walk the entire Parish Hall (at least once!), so there really isn’t a “bad” booth location.

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### **Can I request a specific booth location?**

Often times we receive vendor’s request for specific booth locations. These requests obviously make the layout process more difficult. We ask that you do not make requests unless there’s a real need for it.

We try to be a very vendor friendly show. While we strive to fill as many special requests as possible, *understand we cannot always accommodate all requests, so you should not rely on having electricity or being against a wall, etc.* You should have a “backup plan” in mind because the final layout isn’t available until a week before the show.

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### **Is there electricity available?**

Our vendor application clearly states there is no electricity available. We have always tried to accommodate special requests for electricity but it is not always possible. Therefore, if electricity is critical to demonstrating your product, you should consider whether or not this is the right show for you.

If electricity is important for your success and you do register, you should have a “backup plan” in mind because the final layout isn’t available until a week before the show.

Note – There’s never electricity available for any 8x7 booths.

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### **Is there Internet access available?**

The St. Mark Bazaar does not supply Internet access.

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### **How are vendors selected?**

Vendors are registered on a first come/first serve basis of the receipt of a completed Vendor Application accompanied by the Vendor Registration fee. (Note – The applications must be mailed or delivered to the address on the application – not the church itself.)

We reserve the right to reject any vendor whose product line is not consistent with the wholesome family atmosphere of our event.

We occasionally receive requests from multiple individuals selling the same product line (Pampered Chef, Mary Kay, etc.). We will only accept the first application for each company.

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### **Is this a juried show?**

This is not a juried show. Vendors are selected on a first come/first serve basis.

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### **Can I sell from a catalogue in my booth?**

We discourage catalogue sales at this event. We are looking for vendors that provide cash and carry products. Catalogue sales can supplement the overall sales of the booth, but they shouldn't be the main focus.

This is not an event where the focus should be booking "parties" or future "workshops." This is a fundraiser and booth fees are based on the sales of the day of the Bazaar.

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### **I sell a service; can I have a booth?**

Unfortunately, because our booth fees are based on your sales for the day of the Bazaar, this is not an event that is appropriate for marketing a service in one of our booths. Most of our customers are shopping for Christmas gifts. Our vendors are expected to have items available for purchase on the day of the Bazaar.

If you do wish to market your business, we have a several options. We have several sponsorship options available. (See the [Sponsor tab](#) of the website for a current listing of available options.)

Additionally, you could become a Goody Bag sponsor and 500 people will go home with your advertising materials. (See next question for more details.)

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### **How do I put something in the Goody Bag?**

The first 500 attendees of the St. Mark Christmas Bazaar are provided with a free Goody Bag. Various businesses provide us with promotional material and for a \$25 fee their items will be placed in the Goody Bags.

Promotional materials can vary greatly – business cards, flyers, candy, product samples, magnets, water bottles, pens, note pads, etc. (See the [Sponsor tab](#) of the website for all the details.)

Note – Our booth vendors may also choose to include their items in the Goody Bags. We do not limit the number of vendors from a company/type of business for inclusion in the Goody Bags.

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