



Vendor Guidelines

2019/20 America's Best Flowers Winter Market
Sundays 9am until 1pm

The ABF Winter Market is a Wisconsin Producer-Only market.

While we do not require the producer to be present at the market, we do encourage it.

Tolerance: The ABF Winter Market does not discriminate against vendors or potential vendors, on the basis of sex, religion, color, national origin, ancestry, age, handicap, marital status, physical characteristics, source of income, arrest record, conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status.

Booth Confirmation – The Winter Market will be located indoors. Please note that we cannot guarantee placement until we have a final list of accepted vendors.

How much set-up space will each vendor have available? Each vendor will have space for one 3' X 8' table (or two 8' tables if you purchase a double booth). There is additional space provided behind each vendor table with additional space for extra items.

What product will be accepted to be sold at the Winter Market? Locally produced products made by the vendor selling them at market will be the main products sold. For example: in-season produce and storage-type produce, cheese, milk, eggs, jams, pies, breads, cookies, juice, salsa, wine, meat, honey, canned goods, prepared foods, Christmas & other holiday plants, dried flowers & soaps and other locally produced items. We will have limited space available and the primary focus of the market is locally produced items.

How will the Winter Market be promoted? We have signage and flyers made for interested vendors to display at market and to distribute to their current Summer market customers. The promotion will be distributed throughout the city and tri-county area through Facebook, *Dane Buy Local*, *Cottage Grove Chamber of Commerce*, *Monona East Side Business Alliance*, and flyers distributed to local businesses. The info will also be included in email newsletters and notifications distributed to thousands of recipients and available on our website. A freshly updated e-newsletter is distributed to our market email list with lists of vendors, a vendor-highlight article and updates for the week every Monday.

ABF Winter Market
4311 Vilas Hope Road
Cottage Grove, WI 53527

Please make checks payable to America's Best Flowers.

For questions, please email michele@americasbestflowers.com.



Vendor Application

2019/20 America's Best Flowers Winter Market, Sundays 9am until 1pm

Fill out completely and type or print all information clearly.

Please review the ABFWM Guidelines before completing.

Applications must be RECEIVED by **September 23, 2019** to be reviewed by the Market Team.

Priority will be given to applications received by this date.

Vendor Information

Name _____

Business name _____

Address _____

Phone number(s) _____

Email _____

Website _____

Product Information

Please list ALL the products you plan to sell at the farmers market (add extra page if needed):



Please choose one:

I will be present at the market

I will not be present at the market, and I have informed my representative of the rules and expectations for selling at America's Best Flowers Winter Market.

Market Information:

Date & Time

Sundays, October 6 through February 23 from 9am-1pm

Location

America's Best Flowers 4311 Vilas Hope Road, Cottage Grove WI 53527

Fees (check your selected option)

Full season vendor (20 weeks)

Oct 6, 13,20,27 **Nov** 3,10,17,24 **Dec** 1, 8, 15, 22 **Jan** 5,12,19,26 **Feb** 2,9,16,23

\$100 payable upon acceptance and prior to October 5th.

Early Season season vendor (12 weeks **Oct** 6, 13,20,27 **Nov** 3,10,17,24 **Dec** 1, 8, 15, 22)

\$120 payable upon acceptance and prior to October 5th.

Holiday Season vendor (7 weeks **Nov** 10, 17, 24 **Dec** 1,8,15,22)

\$105 payable upon acceptance and prior to October 5th.

Late Season vendor (8 weeks **Jan** 5,12,19,26 **Feb** 2,9,16,23)

\$40 payable upon acceptance and prior to January 4th.

Daily \$20/day* (as space is available and with an application on file)

payable prior to set-up day of market.

Liability Insurance

Vendors are required to provide proof of liability insurance as a condition for selling at the America's Best Flowers Winter Market. Your insurance agent can give you a one-page "Certificate of Insurance." It must show coverage of no less than \$100,000 and list the vendor's name and address. This certificate should be included with your application. No vendor will be permitted to vend without this Certificate of Insurance. Please see example on website.



Covenant to hold harmless

The vendor agrees to indemnify and save America's Best Flowers harmless against and from any and all claims, damages, costs and expenses, including reasonable attorney's fees, arising from the conduct or management of the business conducted by vendor at the America's Best Flowers Winter Market.

Loss or damage of property

America's Best Flowers shall not be liable for any damage to property of vendor or of others located on the leased stall, nor for the loss of or damage to any property of vendor or of others by theft or otherwise.

Please initial each of the following statements to confirm that you have fulfilled each

- _____ I have read and agree to comply with the Winter Market vendor guidelines.
- _____ I have attached a copy of my Certificate of Liability Insurance.
- _____ I possess/have applied for all necessary licenses/permits for the products I plan to sell.

_____ Date: _____
Vendor Applicant Signature

Please print this form and send it with your vendor fee and a copy of your certificate of liability insurance (and fee if applying for full or partial season) to

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