



Dear Prospective Farmers Market at Pumpkinfest Vendor:

The 27<sup>th</sup> Annual South Lyon Area Pumpkinfest is excited to welcome The Farmers Market at Pumpkinfest to this year's two-day event! The Farmers Market at Pumpkinfest Tent hours of operation will be Saturday, October 1, 2011 from 10:00 AM to 7:00 PM and Sunday, October 2, 2011 from 11:00 AM to 5:00 PM.

Only 16 8' x 10' spaces are available in the 30' x 80' enclosed tent situated in downtown South Lyon amongst the Pumpkinfest-ivities and may be reserved on a first-come-first-paid basis. The fee for the 2011 two-day event is \$100.00 per space.

If you are interested in participating, please:

1. Read the rules and regulations.
2. Complete the attached application, include a self-addressed stamped envelope and mail\* your \$100.00 check payable to "Pumpkinfest of the South Lyon Area" to PO Box 696, ATTENTION: PFEST MARKET, South Lyon MI 48178.

*\*To hand-deliver your application, SASE and check, please contact RoseAna Twitchell at 248-974-3121 to make arrangements.*

Sincerely,

RoseAna Twitchell  
The Farmers Market at Pumpkinfest Coordinator for 2011  
C/O: Pumpkinfest of the South Lyon Area  
PO Box 696  
South Lyon MI 48178  
248-974-3121  
[asaeventplanning@live.com](mailto:asaeventplanning@live.com)

## **2011 The Farmers Market at Pumpkinfest Rules and Regulations**

The Farmers Market at Pumpkinfest (“the Market”) has been created to provide event attendees a farmers market shopping experience that complements the event theme celebrating pumpkins with offerings of fall décor and artisan foods and crafts.

### **1) 2011 The Farmers Market at Pumpkinfest**

**Market Dates and Times:** Saturday, October 1, 2011 from 10:00 AM to 7:00 PM and Sunday, October 2, 2011 from 11:00 AM to 5:00 PM.

**Set Up:** Saturday 8:00 AM to 9:30 AM and Sunday 9:00 AM to 10:30 AM.

**Tear Down:** Saturday 7:00 PM to 8:00 PM and Sunday 5:00 to 6:00 PM.

### **2) Location of the Market/Tent**

Lake Street (aka 10 Mile) west of the traffic light at the intersection of Pontiac Trail (aka Lafayette Street).

### **3) Check-In Requirements**

Vendors must arrive to the market no later than 8:00 AM Saturday and 9:00 AM Sunday. Vendors are to be set up by 9:45 AM Saturday and 10:45 AM Sunday for market opening times of 10:00 AM Saturday and 11:00 AM Sunday.

Vendors who will be late should notify the Market Coordinator as soon as possible. Due to safety concerns and accessibility restrictions, vehicles will not be allowed in the event area. At 8:30 AM Saturday and 9:30 AM Sunday, unclaimed and unoccupied spaces will be made available for use by other vendors or for purchase from stand-by vendors.

### **4) Products to be Sold**

The Market Coordinator, in conference with the Pumpkinfest of the South Lyon Area, will determine, on an annual basis, the overall size of the market in terms of the number vendors. Based on this number, the Market Coordinator will select all vendors with a priority towards produce, florists, food items and handmade arts and crafts with an emphasis on those that are event theme related, Michigan-made and/or locally-owned.

The selection process will take into consideration the needs of the community, objectives of the market, quality, display and originality while minimizing product duplication. The Market Coordinator will notify approved vendors to confirm their status.

#### **Produce:**

**Grower/Producer:** To encourage economic growth in Michigan, the Market will favor vendors that produce items in Michigan. These items will be approved at the discretion of the Market Coordinator. To complement sales and address demand, selective resale of agricultural products marked with known farm of origin are permitted.

**Fruit and Vegetable Reseller:** The Farmers Market at Pumpkinfest recognizes the fact that there are very few local fruit and vegetable growers, and that the Market needs resale produce vendors to ensure there is an adequate supply of produce. The Coordinator will allow such vendors, selected by their ability to acquire quality product and inform customers, by labeling, as to the origin, buy fresh Michigan grown products when in season, willingness to work with the Market Coordinator and give precedence to actual local grower produced product that is in adequate supply, and grow some product themselves.

**Flowers and Plants:** Please note, vendors selling flowers and plants are allowed to bring plants to Market purchased from a wholesaler.

**Food Items:** Includes baked goods, eggs, honey, jellies, jams, cider, sauces and other prepared foods. These items must have the appropriate licenses to be sold at the Market.

**Food Sales:** Includes food intended for consumption while at the market. Vendors wishing to sell food items must be in compliance with the Oakland County Health Department prior to set up at the Market and obtain any necessary permits, licenses, etc. It is the responsibility of individual food vendors to learn and adhere to all regulations and standards in accordance with all requirements.

**Original Art Work:** Examples are jewelry, ceramics, oils, water colors, photography, metal-smithing, iron works and mixed media. These are to be offered to sale by the artist/producer of said goods or their designated representative.

**Crafts/Other:** Craft items produced by the vendor include, but are not limited to: dried flowers, wreaths, baskets, garden décor, woodwork, soaps, and clothing.

### **6) Prohibited Products**

Resale and mass-produced items are prohibited.

### **5) Fee Structure**

**The two-day fee for an 8' x 10' space in an enclosed 30' x 80' event tent is \$100.00**

## **6) Space Allocation Requirements**

Only 16 8' x 10' spaces are available in the 30' x 80' enclosed event tent situated in downtown South Lyon amongst the 2011 Pumpkinfest-ivities. Spaces are reserved on a first-come-first-paid basis.

Vendors are required to provide their own tables, chairs, display needs and signage to fit comfortably within the 8' x 10' space.

A vendor may request to purchase more than one space. Decisions will be based on space availability and with preference of the vendor's product and how it relates to the event theme.

## **7) Application for the Market**

All interested vendors **must** submit a completed application to be considered for participation in the Market. If you are accepted as a vendor, you will be assigned a space in the event tent. The Market Coordinator will assign spaces to create a balanced flow to the event tent.

Vendors must be paid in full upon acceptance. Once accepted, fees are nonrefundable. Vendors will receive a receipt the day of the event. Checks from vendors not accepted to participate in the 2011 event will be returned in the self-addressed stamped envelope that accompanied their application.

## **10) Rights Reserved by the Market Coordinator**

a) The Market Coordinator reserves the right to reject a vendor application if, in the Market Coordinator's judgment, the goods and merchandise are not compatible with the overall concept of the market or its theme.

b) The Market Coordinator reserves the right to immediately deny a vendor the privilege of selling at the market. Reasons may include misrepresentation of products, poor quality of products or produce, nonpayment of fees, disorderly conduct or failure to heed the Market Coordinator's direction.

c) Fees are nonrefundable and will be enforced whether the vendor shows or not. This includes any early closing of the market due to inclement weather, under the direction or advisement of the Pumpkinfest Board of Directors, their designated representative or any other unforeseen emergency situation.

d) The Market Coordinator shall have the authority to oversee and enforce the market rules and has the right to refuse a vendor's participation at any time for any reason that the Market Coordinator feels appropriate.

## **11) Vendor Responsibilities**

a) Vendors are responsible for their own sales taxes, licenses, permits and fees required for operation and will abide by all local, state and federal laws.

b) Food shall be clean, wholesome and safe for human consumption and shall be handled, stored, transported and offered for sale in a sanitary manner as established by the Oakland County Health Department.

c) Food products can be cut or opened for displays at the market if properly wrapped, but cannot be sold. Free samples may be given to customers in accordance with county health regulations.

Disposable utensils (i.e., napkins, toothpicks, etc.) will be provided and disposed of by the vendor.

d) Each vendor is responsible for keeping his or her own space clean and attractive and staying within his or her designated area. Failure to maintain space upkeep and cleanliness may result in event expulsion. Upon closing of the market, spaces are to be cleaned and swept by the vendor.

Vendors are responsible for bringing their own equipment/utensils for clean-up. Trash is to be hauled away from the market site by the vendors. **Market trashcans are not available for vendor use.**

**Absolutely nothing will be left in any trash cans or on the market premises. Failure to completely haul away all items will result in a \$25.00 fine (payable to Pumpkinfest of the South Lyon Area) for each offense.**

e) Vendors must supply their own sales equipment; tables, chairs, display racks, display signs, bags for customers and money for change. There is no electrical available at the market location.

f) Vendors are required to display a license or permit, price list and a sign posting their name and location of their farm. Signage is subject to the approval of the Market Coordinator.

g) Vendors are prohibited from attracting attention to items for sale by outcries in a loud or annoying, rude or offending manner.

h) Each vendor may set his or her own prices. Prices should be set in keeping with customer satisfaction and consideration of other market vendors.

- i) Each vendor is encouraged to provide scales of demonstrative accuracy and price and sell products in an easily understandable manner: by weight or by the bushel, quart, pint or individual piece. Inaccurate or deceptive measurement practices will result in forfeiture of the vendors permit.
- j) Vendor will occupy and attend assigned space for market's entirety, from the opening bell to its scheduled closing. A consistently full market is vital to its success and growth. The expectation of the public is that the market ends at 7:00 PM Saturday, October 1, 2011 and 5:00 PM Sunday, October 2, 2011. Only the Market Coordinator or his representative can close the market at any time other than that which is scheduled. Vendors are to end sales at as noted and must vacate the market area by 8:00 PM Saturday, October 1, 2011 and 6:00 PM Sunday, October 2, 2011. Early pack-up or departure not approved by the Market Coordinator may result in denied future participation.
- k) The Market encourages a 'team' philosophy and a cooperative spirit. Vendors are strongly advised to refrain from openly criticizing or challenging other vendor's products, displays, pricing, etc. Any questions regarding another vendor's participation must be directed solely to the Market Coordinator. Failure to comply may lead to suspension and or dismissal.

#### **12) Market Coordinator and Pumpkinfest of the South Lyon Area Responsibilities**

- a) If the decision is made to change a market rule, vendors will be notified in a timely manner in accordance to their circumstances.
- b) The Market is not responsible for product liability or the paying of sales taxes by individual vendors. The Market is not held responsible in any way for any loss of vendor property by theft, vandalism, weather or anything outside of the control of the market administrators. Vendors agree to indemnify and hold harmless the Market Coordinator, Pumpkinfest of the South Lyon Area, the City of South Lyon and the South Lyon Downtown Development Authority and assignees from and against all liability, claims, demands, losses, damages, levies and causes of action or suits of any nature whatsoever, arising out of or related to activities at the Market.



## 2011 Farmers Market Vendor Application Form

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Name of Business

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Name of Primary Seller

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Address

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City/State/Zip

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Phone

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Alternate Phone

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Email

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Website

- Check this box if you will allow your phone number and/or email to be given to customers who may wish to contact you directly with inquiries about product availability.

### Fee Structure:

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### Space Allocation Requirements:

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Vendors are required to provide their own tables, chairs, display needs and signage to fit comfortably within the 8' x 10' space.

A vendor may request to purchase more than one space. Decisions will be based on space availability and with preference of the vendor's product and how it relates to the event theme.

**Product Information (check all that apply)**

- Vegetables
- Fruit
- Honey
- Jam
- Syrup
- Eggs
- Herbs
- Spices
- Tea
- Coffee
- Perennials
- Vegetable Plants
- Annual Plants
- Decorative Herbs
- Trees
- Shrubs
- Fresh Cut Flowers
- Dried Flowers
- Wreaths
- Baskets
- Woodwork
- Ceramics
- Garden Art
- Leather Goods
- Artwork
- Other (listed below)

*Please include 3 photos for items other than produce or foods.*

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**Please be sure to list all of the items that you intend to sell at the market. Items not listed, may not be sold at the market without the Market Coordinator's approval. Add an additional page if necessary.**

**Please read and initial:**

\_\_\_\_ I have read and agree to abide by all of the 2011 The Farmers Market at Pumpkinfest Rules and Regulations.

\_\_\_\_ I agree that the Market Coordinator, the Farmers Market at Pumpkinfest, Pumpkinfest of the South Lyon Area, the City of South Lyon and the South Lyon Downtown Development Authority and their respective officers, employees, agents, and consultants are not liable for any injury, theft or damage to either the buyer or the seller, or their property arising out of or pertaining to preparation for or participation in the Farmers Market at Pumpkinfest: whether such injury, theft, or damage occurred prior, during, or after The Farmers Market at Pumpkinfest, Business/Farmer agrees to indemnify, defend and hold harmless the Market Coordinator, the Farmers Market at Pumpkinfest, Pumpkinfest of the South Lyon Area, the City of South Lyon and the South Lyon Downtown Development Authority and their respective officers, employees, agents, and consultants for and against any claims such as injury, theft or damage.

Applications will be accepted on a first-come-first-paid basis and preference will be given to vendors that will enhance the variety and event theme of the market. Checks, from vendors not accepted to participate in the 2011 event, will be returned in the self-addressed stamped envelope that accompanied their application.

**Signature of Primary Seller:** \_\_\_\_\_ **Date:** \_\_\_\_\_