



## Street Market Vendor Application

### COMPANY INFORMATION

Company name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Website: \_\_\_\_\_

Contact name: \_\_\_\_\_ Cell #: \_\_\_\_\_

E-mail address: \_\_\_\_\_

### BOOTH REQUIREMENTS

(Please **complete** or **CIRCLE answers** as appropriate)

How many booths do you want? \_\_\_\_\_

Which location would you like?  
(See note 2 and accompanying layout)      \_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
First choice      Second choice      Third choice

Will you be bringing your own tent(s)?    Yes      No      If yes, how many? \_\_\_\_\_

Do you want to rent a tent from us?    Yes      No      If yes, how many? \_\_\_\_\_  
(Tents are available to rent @ \$85 each – see note 3)

How many tables do you want?  
(There is an additional charge for more than one table per booth - see note 4)      \_\_\_\_\_

How many chairs do you want?  
(Chairs are included at no extra charge)      \_\_\_\_\_

What set-up time would you prefer?    7:30 a.m.    8:30 a.m.

DETAILS OF GOODS OFFERED FOR SALE

Description of items to be offered for sale (include photos unless website shows items adequately):

---

---

---

---

---

---

---

---

Price range (approx): min \$ \_\_\_\_\_ max \$ \_\_\_\_\_ average \$ \_\_\_\_\_

Please note that we reserve the right to restrict the range of items you bring to the Market based on our view of what will be most successful at the Street Market and also the offerings of other vendors already accepted into the Market at the time your application is considered.

The application deadline is **Friday, August 12<sup>th</sup> 2011**

Please mail your application and supporting documentation to:

Pace Academy 2011 Street Market  
c/o Libby Smith  
387 Garden Lane NW  
Atlanta, GA 30309

**This application should be read in conjunction with the accompanying notes.**

## Street Market Vendor Application Notes

### 1 GENERAL INFORMATION

All applications need to be fully complete and accompanied by a \$50 refundable application fee made out to Pace Academy Parents Club. All applications will be juried. Your application may be accepted or rejected. The Selection Committee will meet shortly after the application deadline, August 12<sup>th</sup>, 2011. After this meeting, you will be advised if your application has been successful and which of your chosen booth space categories you have been allocated. If your application is accepted, our \$50 application fee will be deposited and applied towards your remaining booth fee. If your application is not initially successful, you may be put on a wait list. If your application is rejected, the application fee will be fully refunded.

Following a successful application, allocation of booth locations will be made based on the **date of receipt of your application**, so notwithstanding the August 12<sup>th</sup> deadline, you are encouraged to get your application in as soon as possible to ensure you get the location you want.

Within the same product line, priority is given to previous vendors, subject to their application being received in a timely manner. However, prior participation in the Street Market is not a guarantee of future participation and the jury team reserves the right to offer booth space to whichever businesses they deem most appropriate to the Street Market's customer base, regardless of prior participation.

### 2 BOOTH CATEGORIES

The pricing structure has been altered this year to give access to as broad a range of vendors as possible and also to try to take into account the flow of traffic through the Street Market. The higher the booth price, the higher the foot traffic we expect past that booth.

Refer to the Layout Map for locations of booths in the different categories. Booth location categories are as follows:

Category A	\$300 per booth	2 available
Category B	\$275 per booth	2 available
Category C	\$225 per booth	12 available
Category D	\$200 per booth	4 available
Category E	\$175 per booth	16 available
Category F	\$150 per booth	12 available

Please note that, although we have applied categories to the best of our ability based on previous years' experience, it is not necessarily reflective of how actual foot traffic will flow on the day.

You are given the opportunity to indicate a first, second and third choice for location category. Choices will be awarded based on the date of receipt of your application, so you are encouraged to submit your application as soon as possible to stand the best chance of getting the location category you want. Please note, there is no scope to choose the actual booth location, only the location category. We reserve the right to allocate spaces within the location categories as we think most beneficial to the market as a whole. In doing so, we will make all attempts to ensure vendors in the same product category (i.e. jewelry or t-shirts) are not located next to each other.

### 3 TENTS & TENT RENTAL

A tent is required in all booth spaces. You may either bring your own tent or rent one from us. We are able to rent 10' x 10' tents to you at a cost of \$85 each (subject to availability). This cost includes set-up, break-down, weights, tax and delivery. The tent will already be up in your booth space when you arrive and will be taken down after your departure. \* Please note, tent rental is for the canopy only – if you require sides on your tent, please contact us separately.

If you bring your own tent, please ensure that it is no bigger than 10' x 10'. We also recommend weights – the set-up is on tarmac and there is no way to peg tents down.

### 4 WHAT'S INCLUDED IN THE BOOTH FEE?

Booth spaces are 10' x 10'. The area is marked out on the ground. You must ensure that your display is contained within this space.

The booth fee includes one table, if required (no reduction if no table is required). Additional tables are available at a cost of \$20 each. Chairs are included in the price of the booth. **Please indicate on the application form the total number of chairs and tables you want in your booth(s).**

One on-site parking space will be provided per booth space. This space will accommodate a regular-sized car or minivan. Any larger vehicles will have to be parked off campus.

We offer a hospitality tent with beverages and light refreshments for vendors. This also serves as a "Shop & Drop" facility where your shoppers can leave their purchases while they enjoy the rest of the Fall Fair.

## 5 PAYMENT

There is a \$50 refundable application fee that will only be deposited, after August 12th, if your application is accepted. Once accepted, the \$50 fee will be applied toward your allocated booth fee. You will then have two weeks to pay the remaining balance and any other amounts owed. If payment is not received after this time, you will forfeit your spot, the \$50 application fee, and the booth will be made available to another vendor on the wait list.

## 6 SET-UP & BREAK DOWN

The Fair takes place at Pace Academy, 966 West Paces Ferry Rd, Atlanta, on Saturday, October 15th, 2011. It opens at 10am and closes at 4pm. Set-up will begin at 7:30am. All vehicles must be moved off the Pace campus by 9:15am. You may not begin breakdown of your booth until 4:15pm.

Please note that there will be **absolutely no entrance or exit from campus between 9:30am and 4:30pm** due to children running around campus.

## 7 RAINY DAY PLAN

Unfortunately, in the event of rain, we do not have the scope to move the Street Market indoors. In the event of significant rain, the Street Market will be cancelled and your booth fee will be returned. In this event, you will be advised of the cancellation prior to 10am on the day of the fair via email and/or phone. Please note that if you are renting a tent through us, (as this is being done through a third-party), we will be only be able to refund your monies to the extent that the rental company will refund them to us. We will do what we can to negotiate a refund from them but cannot make any guarantees in this regard.

## 8 ADDRESS TO SEND APPLICATIONS

Please mail your application and supporting documentation to:

Pace Academy 2011 Street Market  
c/o Libby Smith  
387 Garden Lane NW  
Atlanta, GA 30309

### Questions?

Jamie Martin	404-661-4935	<a href="mailto:jamiemartin1@bellsouth.net">jamiemartin1@bellsouth.net</a>
Libby Smith	404-849-4746	<a href="mailto:libbylabelsmith@yahoo.com">libbylabelsmith@yahoo.com</a>

**Website:** [www.paceacademy.org/fallfair](http://www.paceacademy.org/fallfair)