

# Fall Peddlers' Market

*An artfully and tastefully curious faire*

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HELLO!

Thank you for your interest in Zeeland's Fall Peddlers' Market! Following another successful Spring Peddlers' Market in May, this Fall market is the fourth of this semi-annual event hosted in Downtown Zeeland, drawing shoppers to kick off the Autumn season with décor, food, flowers, apparel and more. Please read the following information before applying. The application that follows is for: vintage furniture & décor; household goods & gifts; architectural salvage; farm to table treats; fresh flowers & botanicals; repurposed finds; handmade specialties; artwork; apparel and accessories; other curiosities. Pop-up shops encouraged to apply (please note: direct sales companies or multi-level marketing companies are not allowed in the market).

## IMPORTANT DATES & DETAILS

Date // Saturday, Sept 16, 2017

Time // 9am to 3pm \*please note this time has changed\*

Location // downtown Zeeland (Church Street)

Applications open // until August 8, 2017

## QUALIFICATIONS & CRITERIA

This is a juried market; each applicant will submit photos of their products as well as a description of the goods that they will be selling. A committee will then review the application based on, but not limited to, several different factors including the qualifications listed below. Approved applicants will be notified by August 4.

### PRIMARY QUALIFICATIONS FOR THE JURIED PROCESS

- Your products fit within the vision of Fall Peddlers' Market, this means they are unique, tastefully crafted, trending and cheerful items.
- Your products are of quality material.
- Your work is overall consistent.
- The average price of your items falls within what is typical of the rest of the market (\$1-\$250).

# Application

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## COST TO PARTICIPATE IN THE MARKET

Each approved applicant will be provided with a 10 X 15 space. If additional space is needed, two booths can be purchased next to one another, allowing double the space. The cost per space is \$50. This is a non-refundable fee that is required to be submitted within one week of receiving your approval of your application. The cost to participate in the market provides you with a 10 x 15 space, along with promotion for the event. Any additional items that you need to display your products are up to you to provide, such as: tables, chairs, tents, signage etc.

## HOW TO APPLY TO THE MARKET

Below is the application that must be filled out and returned by August 8 in order to be considered for the market. You will be notified by August 11 (if not before) if you have been accepted into the market.

*\*Required Fields*

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**BUSINESS NAME\***

*Please enter your business name EXACTLY as you would like it to appear on promotional materials*

http://

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**WEBSITE\***

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*First*

*Last*

**PRIMARY CONTACT\***

**EMAIL\***

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**STREET ADDRESS\***

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**CITY\***

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*Address Line Two*

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**STATE\***

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**ZIP CODE\***

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(       )       -

**PHONE NUMBER\***

First

Last

SECONDARY CONTACT (if applicable)

EMAIL \_\_\_\_\_

STREET ADDRESS

CITY

Address Line Two

STATE

ZIP CODE

(       )       - \_\_\_\_\_

PHONE NUMBER

Share links to your social media pages here:

\*In ten words or fewer, what do you make/ sell?

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\*Price Range: \_\_\_\_\_

\*Do you need access to electricity? Y / N

\*Do you intend to bring a trailer for your set up? Y / N

\*if so, how long is your trailer? \_\_\_\_\_

Special Notes:

## APPLICATION SUBMISSION

- To submit the application by mail, print off application along with 10 photos and mail to:
- Zeeland City Hall, c/o: Kerri VanDorp 21 South Elm Street, Zeeland, MI 49464.
- To submit via email, fill in the application and paste up to 10 photos into a 2 page word document or PDF, and send to:  
[kvandorp@ci.zeeland.mi.us](mailto:kvandorp@ci.zeeland.mi.us).
- For any additional questions, please contact Kerri VanDorp, City Events Coordinator at: [kvandorp@ci.zeeland.mi.us](mailto:kvandorp@ci.zeeland.mi.us) or 616.772.6400 x 2252.