



THE GATHERING

ROOTED IN GOOD

WHAT TO KNOW

Before applying

A guide for vendors





Thank you for your
interest in being a
vendor at The
Gathering!



Requirements for participation

Please note: each event will have specific requirements and fees conducive to its location. A rate card for all scheduled events will be provided upon approval.

Acceptable: Clean white canopy, specialty umbrellas, and mobile units including trucks, trailers, and unique specialty units

Products: Provide a photo(s) of product(s).

Creative Booth Display: Provide pictures, video, or Instagram images of complete setup.

Application: The application must be completed and signed by an authorized representative of the company. Please submit your application through our web link or to thegathering.craftmarket@gmail.com.

All applications will be reviewed with specific criteria conducive to the location. This includes handmade products, specialty imports, visual presentation, permits, and insurances.

ACCEPTANCE

Vendors accepted into "The Gathering" will be notified via e-mail and or phone call. We will then request the following:

- Business License
- Seller's Permit
- Health Permit(s)
- Event Insurance

The Gathering will provide an official Welcome Packet that includes final Rules and Regulations, visual merchandise requirements, and specific notifications to locations.

The Gathering will confirm vendor participation date with payment submission (Venmo @Antoinette-Valdespino). Payment must clear all Venmo fees or PayPal fees. This means the payment must include any fees incurred by Venmo or PayPal.

A final site plan with entry/exit details will be provided via email on one day prior to participation date.

BUSINESS LICENSE:

A current Business License. Each city may require a license from their city.

SELLER'S PERMIT:

Participating vendors must have a current seller's permit; this document is FREE of charge and can be obtained by the Board of Equalization at <https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm>

INSURANCE:

All vendors are required to have \$1 million liability insurance. Additional insured entities will be provided depending on location of participation.





FEES, RATES, *and Payment Options*

Booth rates are modified through the year (promotional periods, 4th quarter/holiday) and are location specific. All rates are based on a 10ft x 10ft space (canopy or specialty umbrella)

Mobile units including trucks, trailers or unique specialty units are a *specialty fee.

Private events are priced per scope of event. Please inquire for details.

The Gathering at Victoria Gardens - Morning Farmers and Craft Market

\$55 per day 10ft. x 10ft. Jan-Oct

\$65 per day 10ft. x 10ft. Oct-Dec (Closed black Friday)

\$2 daily agriculture fee for all vendors on participation dates

Certified Farmers fees are 10% of sales for the day

The Gathering continues to explore new and exciting locations to propagate and enrich communities. Once a location is secured, our team will negotiate an ideal agreement on behalf of The Gathering family. As soon as a location is set, we will list our fees and open up for participation.

Special rates are determined after review of unit and are determined based on size, length, uniqueness, versatility of unit and consistency.



Cancellations:

Fee is forfeited when vendor fails to attend on the prepaid date for all reasons. NO Refunds are offered at this time. Fee is pushed forward when the Market Managers cancel show due to state or county regulations (ex: COVID), inclement weather conditions, changes in schedule or as deemed necessary by management.



Week in Advance Payment is required:

Payment must be paid one week, 7 days prior to participation date to be considered week in advance payment. If participant requests to pay and attend with less than one week of participation in the market, 2 weeks of payment will be required to be accepted as week in advance payment.

1st payment will cover immediate participation day, second payment will be vendor's choice of participation day within 3 weeks. Vendors cannot move payments to later period.

Payment Methods:

- Cash
- Money Order or PayPal (invoice required from AV & Company and will include PayPal fees)
- Venmo @Antoinette-Valdespino (may include Venmo fee's – clearance of full payment is due)



SUPPLY RENTALS

+ If your power or lights do not work during the market, you will be required at your cost to rent the needed items.

- White Canopy rental fee is \$50.00 per use
- 6ft. Black Fitted Table Cloth \$10 per use
- Weights \$10 per use 4qty
- LED Market Lights \$20 per use 40 ft. black string lights – vendors must have a battery pack to connect lights. (vendor to provide a battery pack for string rental lights)
- Battery Pack \$20 per use.

Advance notice required to secure use or may be required on site if yours are not running.

BOOTH DISPLAY

The Gathering requires clear direction in the aesthetics of its program. Each booth must be individually creative but collectively uniform in line with The Gathering's brand.

- All vendors must provide a CLEAN WHITE 10' x 10' canopy OR Featured Trendy Umbrella - 7-9ft. OR Boutique Truck, Trailer or Specialty Unit. Branded Canopies accepted for prepared food vendors.
- All mobile units must adhere to operable safety standards.
- All tables must have table cloths no higher than 2" above the ground on all four sides of the table.
- At this time electrical outlets are not available. Self-sustaining power source or battery pack is required for night markets. Specific model market lights for night events are required.
- Creative Displays are mandatory and use of props is highly recommended and should be considered a necessity for participation. AV & Company and The Gathering team members can provide consultation to assist if needed.



RECAP

Thank you again for your interest in being part of The Gathering! We are continuously looking for committed vendors interested in growing their business, joining our market, and being part of a collective of artisans in our community.

Here's a recap of what to do to get started:

Step #1. Submit an application with photos of your product and setup. No need for proof of licensing, permits or insurance at this time.

Step #2. If approved, we will notify you of acceptance and request the following documents: business license, seller's permit, liability Insurance, and health permit(s).

Step #3. Determine start date and payment. We will provide a welcome packet with the Rules and Regulations.

Step #4. We will follow up with final details after payment is received. This includes site spot, entry and exit requirements, and specifics for the day.

We look forward to seeing what you have to offer! Feel free to contact us if you have any questions. We also encourage you to visit our Instagram account @thegathering_byavandco

xo Antoinette