



## MARKET INFORMATION

The Organic & Sustainable Market is Adelaide's only 100% certified organic market providing local fresh produce and sustainable design. Your participation at the Organic & Sustainable Market will give you the opportunity to be exposed to a highly appreciative audience and be part of a vibrant and friendly community.

### WHEN AND WHERE

Every Saturday 9am - 1pm  
Henley Beach Primary School  
Burford Road, Henley Beach South

### THE OPPORTUNITY

The market will offer you the opportunity to:

- Generate product sales
- Create brand awareness and raise your business profile
- Test run new products and gain insights into pricing, sizing, colour, placement etc
- Interact with your customers face to face
- Be noticed by the media and widen your business and/or creative network

### MARKET PROFILE

The event is being widely advertised through the following mediums:

- Organic & Sustainable Market Website ([www.organicsustainablemarket.com.au](http://www.organicsustainablemarket.com.au))
- Charles Sturt Council Kaleidoscope Magazine and website
- The Messenger / Adelaide Matters
- Promotional Mailbox drops
- Sign placement throughout Adelaide suburbs promoting the event
- Flyers throughout local businesses
- Posters on community notice boards
- Henley Beach Primary School Community
- Regular promotion via email marketing and trade events.

### HOW MUCH DOES IT COST?

From \$20 - \$35 depending on your stall frequency. See application form.

### WHAT IS INCLUDED IN THE STALL COST?

The following is included in your Stall Holder fees:

- Allocated space to sell your product at the OSM
- Marketing i.e. flyers and signage
- Your business profile on the Organic & Sustainable Market website
- Monthly email marketing promotion to a large customer database
- Regular advertising in print media

### WHAT IS NOT INCLUDED IN THE STALL COST?

You will be responsible to bring the following to each market:

- tables, chair, marquee etc
- freestanding display units, table cloths
- power boards, cables if applicable
- insurance (optional extra \$5 per market)

### PAYMENTS

Cash payments accepted on market day for casual stall holders, or payments in advance for the months stall fees.



## 2010 STALL APPLICATION

I would like to apply for a stall site at the Organic & Sustainable Market. *Please Note: This is only an application and does not guarantee that you will be offered a stall site nor does it commit you to taking up an offer of a stall site.*

Name of Stall Applicant: .....

Date: .....

Business Name: .....

Street Address: .....

Suburb / Town: .....

Postcode: .....

Phone: .....

Mobile: .....

Email: .....

Website: .....

Product / Business Description (i.e. what you would like to sell on your stall). If possible please also email us photos of your products.

### STALL OPTIONS

Please tick applicable box

Food Stall

\$35

Non food stall

\$20

Not for Profit / Student Stall

\$15

Please include Market insurance (\$5 per market)

Yes  No

I have my own Public Liability Insurance (please forward copy of Insurance Certificate of Currency with stall application)

Yes  No

I require a powered site (you must supply your own power leads and power box)

Yes  No

***Stalls attending on a weekly basis receive 10% discount of their stall fee.***

All food stalls must complete a *Food Event Notification Form*. This form can be downloaded from the Organic & Sustainable Market website - Stall Holder application page. Once complete please return with this application.

I understand that on acceptance of a stall site offered by the Organisers of the Organic & Sustainable Market, I will be required to enter into a mutual agreement as set out in the *Organic & Sustainable Market Terms & Conditions* document. (This document will sent to you on confirmation of your application.)

The Organic & Sustainable Market, at all times reserves the right to refuse any of the above products for sale at the market, or to not accept this application.

**Post this form to Organic & Sustainable Market, c/- PO Box 4018, Seaton, 5023. Alternatively scan then email this page to [info@organicsustainablemarket.com.au](mailto:info@organicsustainablemarket.com.au).**