



Guidelines for Sponsors and Exhibitors

Fishers Farmers' Market | May 4 – Oct 26, 2019

Thank you for supporting the Fishers Farmers' Market as a sponsor or exhibitor! The primary goal of the Farmers' Market is to support local food producers and provide Fishers residents access to fresh, healthy food. However, we also aim to create a fun, family event that brings people together and gives them the opportunity to get to know each other, local businesses, and their community. Sponsors and exhibitors are an important part of the mix, providing information about Fishers-area services, products, and opportunities to market customers.

The Fishers Farmers' Market is organized and managed by the City of Fishers, Parks & Recreation Department.

SUMMER 2019 MARKET DATES

- Saturdays 8 am to noon
- First day of the market is May 4, 2019
- Last day of the market is October 26, 2019

MONTH	EVENTS/THEME DAYS
May	4 – Star Wars theme day 18 – Health and Wellness Expo
June	8 – Green Fair Sustainability Expo 29 – Spark!Fishers
July	20 – Biz Kidz Market
August	10 – National Farmers' Market Week 24 – Senior Citizen's Day
September	21 – Fall Harvest Fest
October	26 – Monster Market Halloween Celebration

EXHIBITING AT THE FARMERS' MARKET

1. Sponsors and other exhibitors (both hereafter referred to as exhibitors) will be notified in advance of their booth location on market day; however, exhibitors should check-in at the blue Parks and Recreation Department tent upon arrival to confirm attendance and booth space assignment.
2. Exhibitors may arrive any time after 6:30 am. Exhibitors should be completely set up and ready for visitors by 7:45 am.
3. Exhibitors are encouraged to provide a fun, educational, and family-oriented activity at their booth, such as a game, demonstration, story reading, puzzle, etc. Ideally the activity(ies) will reflect or incorporate themes related to the farmers' market: agriculture/farming, environmental sustainability, healthy eating, or general wellness.

4. Exhibitor booths are for **information and outreach only**.
 - a. Groups may not sell items or actively solicit donations at the market. A passive donation receptacle is permitted.
 - b. Representatives of exhibiting groups may stand in the area immediately in front of their booth space when distributing literature, gathering signatures, or otherwise actively engaging the public. At no time may group members walk through the market engaging in these activities.
 - c. No hawking or calling out is allowed.
 - d. In some cases, solicitation for nonprofit membership or sale of tickets for fundraising may be allowed with prior authorization from the Market Manager.
 - e. The Fishers Parks and Recreation Department reserves the right to approve/deny promotional materials and other giveaways distributed by exhibitors at the Fishers Farmers' Market.
5. Exhibitors may not amplify sound.
6. Exhibitors may not give away any items for human consumption.

BOOTH SPACES AND EQUIPMENT

1. **Exhibitor space assignment:** Booth spaces will be assigned by the Market Manager using his/her best judgement and considering as necessary factors including, but not limited to: exhibitor needs such as electricity or handicap accessibility; physical distribution of exhibitors throughout the market; and the visual esthetic of the market. Informational tabling groups will be assigned booth spaces in the Info Row area adjacent to the main market area.
2. **Exhibitor space reservations:** Presenting and Partner Sponsors who commit to attending every Saturday will be assigned a permanent booth space. Friend of the Market Sponsors and other exhibitors will be assigned space as it is available. Informational tabling groups will be assigned space in the Info Row area adjacent to the market on a first-come-first-served basis.
3. **Subletting:** Booth spaces may not be transferred to or shared by other exhibitors unless prior permission was obtained from Market Manager. Exhibitors are **NOT** allowed to give their booth to another exhibitor not registered to the Fishers Farmers Market in the event they are absent. Any exhibitor who sublets their space without prior approval is subject to forfeiture of space for the remainder of the season.
4. **Booth size:** Booth space is 10' wide and 10' deep. In consideration of other exhibitors, exhibitor setup must be within the boundaries of their space. No boxes, displays, signs, or other exhibitor equipment or materials may extend into the common customer traffic areas. Exhibitors are responsible for maintaining their spaces in a neat and tidy condition at all times.
5. **Equipment and Supplies:** Exhibitors must supply all their own equipment such as tents, tables, table coverings, chairs, display cases/fixtures, signs, etc. Exhibitors are also responsible for supplying their own weather protection equipment. All exhibitor equipment used at the market must be in a clean and safe condition. Glass display cases and other glass containers are not recommended but if used, must be safely secured.
6. **Tents/Canopies/Umbrellas:** Any exhibitor tent, canopy, or umbrella on the Fishers Farmers' Market site during a normal period of market operations, including the set up and break down period, is required to be sufficiently and safely anchored to the ground from the time it is put up to the time it is taken down. GROUND STAKES ARE NOT PERMITTED. 40# weights on each leg are required. Any exhibitor who fails to properly anchor his or her tent/canopy/umbrella will not be allowed to

participate in the farmers market on that market day unless that exhibitor chooses to take down and store the tent/canopy/umbrella and participate without it. The exhibitor is solely responsible for damages or personal injury resulting from the use thereof. Please see *Tent Weights* and *Weather Policy* for complete information.

7. **Booth signage:** Each exhibitor must have a table covering and display signage identifying the exhibitor's organization or group name. Signage must include the exhibitor business or organization name and must be prominently displayed so as to be visible during market hours of operation.
8. **Other signage and printed materials:** Signage and printed materials may not promote activities outside the market that are not related to the exhibitor's organization or activities. This includes but is not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.
9. **Electricity:** There is limited access to electricity at the market. Electricity may be available to sponsors and exhibitors but is not guaranteed. If you would like to request electricity for your booth, please contact the Market Manager at least two weeks prior to the market day to ensure that a city staff member is given appropriate time to review the request and evaluate whether the necessary connections are available. There is no electricity in the Info Row area.

TENT WEIGHTS

Wind-blown tents, canopies, and umbrellas are the number one cause of injuries and insurance claims at farmers markets, but almost all this damage can be prevented. We require that every tent, canopy, umbrella, and sign used at the Fishers Farmers Market be attached to an approved weight. All tents, canopies, umbrellas, signs and other forms of stall covers must be sufficiently and safely secured to the ground from the moment the stall cover is erected at the start of the market day to the moment immediately before it is taken down at the end of the market. Tents and canopies are considered sufficiently secured with at least 40 pounds per leg and at least 50 pounds for umbrellas.

1. Weights should be secured in a manner that does not create their own safety hazard.
2. Weights should be tethered with lines that are clearly visible and will not cause a tripping hazard.
3. Weights should have soft edges to avoid causing cuts and scrapes.
4. Weights should be securely attached.
5. Weights should be on the ground (NOT above people's heads)
6. If tents, canopies, umbrellas or signs are NOT adequately secured, Fishers Farmers Market management will require the Vendor to take them down and close their booth for the day. If these items need to be taken down in the middle of the market, Vendors are expected to direct customers to a safe place so they will not be injured.
7. **Examples of sufficient and safe weights include:**
 - a. Filling an empty paint can with cement and tying this to each corner of the tent with a rope or bungee. It is NOT sufficient to place the can on the feet of the tent.
 - b. Filling containers with sand/cement that can be anchored or secured with a rope or bungee; these include canvas bags or plastic buckets/containers that have a handle through which a rope or bungee can be secured.

- c. PVC pipe capped and filled with cement must be hung on the inside of canopy poles and secured to the top braces of canopy in a way that it does not collide with customers or create a hazard.

8. Examples of weights that are NOT sufficient or safe:

- a. Gallon water jugs. These are not heavy enough for large gusts of wind.
- b. Tying tents, canopies or umbrellas to tables, coolers or vehicles. Sandbags that cannot be set upright and securely tied to the tent or canopy should not be used.

SET-UP AND TEAR-DOWN

1. Exhibitors may arrive any time after 6:30 am. Exhibitors should be completely set up and **ready for visitors by 7:45 am.**
2. Exhibitors will be provided with instructions for unloading and loading prior to the day they will attend the market. All exhibitors are asked to park in one of the nearby parking garages after unloading to keep surface parking available for market customers during the morning.
3. Exhibitor booths must remain open and ready to serve customers **until exactly 12 noon.** You may not start packing up your materials and tearing down your booth until after 12 pm.
4. Exhibitors must vacate the premises by 1 pm and remove all equipment, supplies, personal items, litter and trash before leaving.
5. Exhibitors must leave their booth space clean and free of trash and debris. Exhibitor may be assessed a fee for clean up if market staff must further clean or professionally clean a selling space. Garbage containers provided by the market are for customer use or light trash only. Broken down boxes and large bags of trash must be hauled away or placed in the designated disposal location.

MARKET WEATHER AND CANCELLATION POLICY

The Fishers Farmers Market is a rain or shine market; we operate on a regular schedule even in heavy rain. However, we take the safety of our customers, volunteers, and vendors very seriously. Market staff will monitor the weather (via multiple weather apps and local weather radar) leading up to and during each market Saturday and, if weather conditions are severe, will take the following measures:

1. If a severe weather threat occurs prior to the opening of the market and there is reason to believe the threat will persist through much of the morning, the market opening may be delayed or the market may be cancelled.
2. If severe weather—including lightning, high winds, and hail—develops after the market has opened, market staff will ask customers, vendors, and volunteers to take shelter in an enclosed vehicle or inside a nearby parking garage or other structure until the inclement weather has passed.
 - a. If weather radar indicates the presence of lightning within a 10-mile radius of the market site, the market will be temporarily closed and customers, volunteers, and vendors asked to seek shelter.
 - b. Once the weather has passed, a determination will be made about resuming market operations for the remainder of the market day. If more than 60 minutes have passed and the storm continues, or the Market Manager can verify an extended storm cell's presence exceeding the remaining open hours of the market, the market will be closed for the day.

3. Vendors must ensure that adequate weights are attached to their tents at all times during inclement weather. If winds are extreme, vendors may be directed to take tents down to ensure safety of fellow vendors and customers.
4. Cancellation of a market day, either before or during the market, is viewed as a last resort. However, if weather conditions present safety hazards beyond what staff can be reasonably expected to handle the market will be cancelled. No refunds will be provided but exhibitors may be rescheduled to another date at no cost at the discretion of the Market Manager.
5. Any market delay or cancellation updates will be posted to Facebook and Twitter. Vendors should also watch for an email, call, or text from the Market Manager.

EXHIBITOR CONDUCT

1. All exhibitors are expected to act in a **courteous and respectful manner** to all customers, exhibitors, volunteers, community members and City staff. Inappropriate conduct, language, or threats towards other exhibitors, customers, or City staff, whether in person, phone or electronic media, will not be tolerated and may be grounds for immediate dismissal from the market.
2. **Smoking and consuming alcoholic beverages are prohibited** at the Fishers' Farmers Market.
3. **Exhibitors may not bring pets** of any kind to the market. Customers may bring leashed pets to the market. Exhibitors are encouraged to be aware of pets when around their booth and ensure animals do not have access to booth materials, wrap leashes around tent poles, crawl under tables, etc. Exhibitors may need to courteously remind customers to move their pet away from the exhibitor booth if the pet is causing a potentially hazardous situation.

COMPLAINT POLICY AND PROCESS

Maintaining a supportive, respectful, and welcoming atmosphere at the Fishers Farmers' Market is critical to the overall success of the market. Professional conduct is expected at all times. Yelling, swearing, or other harassing or threatening behavior in person or via electronic media will not be tolerated. This type of behavior may result in expulsion from the Fishers Farmers' Market with no redress.

Market management cannot effectively act on rumor or anonymous, vague, or untimely complaints about the conduct of others. All complaints by an exhibitor against another exhibitor or vendor must be submitted in writing to the Market Manager. Unsigned complaints will not be addressed. Market management will strive to handle all complaints as efficiently, fairly, and discreetly as possible.

1. All complaints by an exhibitor against another exhibitor or vendor must be submitted in writing to the Market Manager using the complaint form within 14 days of the incident in question. Complaints by or about customers must also be submitted in writing.
2. Market management will investigate the allegation within 21 days. This may include an inspection visit to the accused vendor's farm or production site and/or consultation with knowledgeable individuals such as Hamilton County Health Department officials, Purdue Extension staff, or other local experts.
3. The complainant and alleged violator may be asked to attend a joint meeting if the Market Manager determines this would be useful in resolving the situation. The purpose of such a meeting would be to clarify policies, determine whether and to what degree there was a violation, and to determine what disciplinary action, if any, is appropriate.
4. All investigations will be done discreetly and privately. At the conclusion of the investigation, a summary finding will be placed in the market files and given only to parties involved.

5. The Market Manager and City of Fishers Parks and Recreation representatives have full authority to interpret, implement, and enforce policies. Violation of the rules is cause for warnings and/or expulsion.

ADVERTISING AND MARKETING

The City of Fishers will be responsible for advertising the Fishers Farmers' Market. Advertising will include posters, social media, flyers, newspaper, radio, and television coverage if applicable.

We ask that participating sponsors and exhibitors advertise the market on their websites and in social media outreach. A digital toolkit will be provided to market exhibitors with suggested social media posts and graphics that can be used. Market participants are encouraged to share organic posts and/or photographs they capture at the market highlighting the specifics of their booth or table.

SPECIAL EVENT AND THEME DAYS

Exhibitors that attend the Fishers Farmers' Market on one of our special event or theme days are asked to support the event to the extent possible by decorating their booth, wearing costumes or themed clothing, and generally getting in the spirit of the day. Exhibitors are also encouraged to tailor booth activity(ies) to fit the theme as well.

EXHIBITOR REGULATION VIOLATIONS

Violation of any policy of the market may result in any of the following consequences: warning; being asked to remove an item of concern; being asked to leave for the current market day; being asked not to participate for the remainder of the market season; or being forbidden from returning to the market in future seasons.

In all matters expressly mentioned or unmentioned in these policies, the Fishers Farmers' Market Manager and City of Fishers representatives retain the right to set, establish, create, amend, eliminate, or make exceptions to rules regulations and requirements at any point in time without notice and decisions made will be binding in all cases.

MARKET MANAGER

All questions, comments, suggestions, and concerns related to the Fishers Farmers' Market should be directed to:

Annabeth Stem
Fishers Farmers' Market Manager
Office 317-567-8561 Cell 317-430-7509 Email stema@fishers.in.us