

# **HOLIDAY MARKET**

## **VENDOR FREQUENTLY ASKED QUESTIONS**

**EVENT LOCATION:  
OVIEDO MALL COMMUNITY ROOM  
1700 OVIEDO MALL BLVD. WINTER SPRINGS FL 32708**

**EVENT DATE:  
SATURDAY, DECEMBER 17TH FROM 5-8PM**

### **WHAT DOES THE VENDOR FEE COVER?**

Your vendor fee guarantees you a space at our event to sell your products and/or promote your services. We offer 6x6 or 10x10 spaces. Vendors will also receive one drink ticket (for soda, water or a cocktail) and one vendor snack pack. Additional food and drinks will be available for purchase.

### **HOW MANY YEARS HAVE YOU HOSTED THIS EVENT AND HOW SUCCESSFUL WAS IT?**

We've hosted many events since our founding in 2018, mostly doing online sales and community family events. This year we began quarterly vendor markets to support women in our community. Our August market hosted about 375 attendees with 13 vendors - all provided positive feedback afterward. This is our first holiday market and based on our activities, we anticipate about 400 - 450 guests. We cannot guarantee sales but we do all we can to highlight vendors before the event and incentive guests with a prize for visiting each vendor.

### **WHERE DO VENDORS ENTER THE MALL?**

Vendors may begin setting up at 4PM. You can enter through the back entrance loading dock on the West Side. Volunteers will be available outside to guide you. After you're done loading, you'll have to park your car in the general lot and enter the building at the West Side Public Entrance between Dillard's & Chamberlain's.

### **WHAT WILL THE ARRIVAL/SETUP PROCESS LOOK LIKE?**

We will have a designated spot ready for you upon arrival based on your chosen options. If you need electricity, please advise in advance. There is a \$5 charge for guaranteed location near an outlet. If you need to rent a table, chairs, and tablecloth from us, it is a \$10 fee and it'll be setup for you when you arrive.

### **WHAT TYPE OF MARKETING WILL YOU DO?**

We'll be boosting ads across all social media platforms as well as posting flyers at local businesses throughout Seminole County. Schools and churches are receiving personalized invites as well. December 17th is #shopsmall day so that will also help spread the word to folks to come shop!

### **WHAT ELSE IS TAKING PLACE AT THE EVENT?**

This is a free event open to the public. We will be hosting many family-friendly activities including cookie decorating, raffle giveaways, gift-making workshops, photo sessions, music, food vendors and more. There's even a rumor that Mrs. Clause will be joining us since Santa will be busy the last weekend before Christmas!

### **CAN I HOST AN INTERACTIVE AREA/ACTIVITY AT MY TABLE?**

Yes! We encourage vendors to get creative with their table setup. We want guests to feel welcome to chat with you, have fun with you and hopefully spend money. We can help come up with ideas if you'd like.