

110 MAIN

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2019 Vendor Application

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Our Mission

Our mission is to grow our community through retail and provide space for professionals to establish and grow successful businesses and products. We only seek items that are original, handmade, unique, designed or produced locally. Additionally, we aim to include businesses that are interested in developing their established brand by opening a pop-up shop, storefront or sister-location. Our Shop Space, located on the ground floor of 110 Main, offers over 2,500 square feet of retail space for established businesses or start-up ventures.

Market Location & Hours

- 110 N Main Street Norwood, North Carolina 28128
- Market hours for permanent booths are Monday-Friday 9am-6pm and Saturday 10am-5pm; Hours are subject to change, vendors will be notified in advance
- Vendors will be notified of additional/seasonal market events in advance as they are scheduled
- Market event dates are subject to change; Vendors will be notified before the event in order to make the appropriate arrangements

Vendor Qualifications & Application Process

Typically, we do not accept “resale” products, including MLMs, or “party” businesses. If we have questions or concerns regarding the nature of your products, we will email you to clarify before disqualifying you from the market. Declined or discontinued vendors are welcome to reapply in the future. Our market is juried to ensure our vendors are of the highest quality. We hope that’s you!

By agreeing to our terms and conditions, you commit to only sell products and offerings that fall under this criteria. All products and offerings must be approved by 110 Main Mercantile. Anything not in compliance with these efforts will not be accepted or will be pulled from the market. Prospective vendors must fill out an application found on pages 9 and 10. Vendors applications are accepted on a rolling basis; Pop-up market applications must be submitted before the required deadline. Once accepted, vendors must sign and submit the consignment or booth agreement along with any other required information. Vendors will then be given a vendor ID for your booth and/or products. Storefront rates may vary. We offer two options for our vendors.

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Booth Option:

If you choose the booth option **you will be required to pay a monthly fee for your booth space, plus a 10% commission on all your sales.**

- If chosen you will be given a standard booth space (6x6 sq ft) and possibly a wall that contains shelving (which you may or may not use)
- You are required to provide any displays needed
- You are responsible for the setup and takedown of your booth
- You may request access to electricity. While we will try to accommodate this request, not all booth spaces will have access
- You will be able to curate your products and design your booth however you please
- You may restock whenever and/or as often as you'd like
- Monthly payments for booth fees will be invoiced and required up front, but a commitment of only 3 months is required
- To keep it simple, we will not offer the option to have your booth fee taken out of your sales
- All booth products and display must be juried by 110 Main Mercantile

Available Booths:

Standard Booth: 6x8 booth space, \$100.00/month

Premier Booth: 10x10 booth space, \$125.00/month

Pop-Up: 250 Sq Ft of open retail space; \$250.00/month(Limited availability)

Luxury Shop: 300 Sq Ft locked retail unit; \$400.00/month (1 unit available)

Boutique: 1,000-1,200 Sq Ft open retail space; \$800.00-\$1,200.00/month

Cafe: 1,020 Sq Ft private retail shop; \$1000.00/month

Benefits to this option:

- Lower commission
- Control over display
- Opportunity to display your logo and build your brand awareness

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Consignment Option:

If the consignment option is chosen **vendors will not pay any booth fees, but a 40% commission will be taken from each sale with the artist keeping 60%. We offer consignment discounts under special circumstances.**

- 110 Main Mercantile will curate the store - meaning if accepted into the shop we will look at your product offering and decide which items we think will sell best. Not all products will be picked initially, but products we don't select at first may be selected for future seasons.
- Your products may be mixed with other products in the same category, like a typical retail store. **You will not set up a booth with this option.**

Benefits of this option:

- Low risk - There is no upfront cost to sell in the market. If you don't sell, it costs you nothing. This is a great option for trying out a new product line.
- Cheaper than wholesale - You only pay a 40% commission, so you keep more of the retail price than if you sold wholesale
- We provide all shelving, tables and displays which means less work for you!

Important Information

- Booth space will be limited
- ***Fine Artists** are required to choose the Consignment option. We carry a limited amount of fine artists at a time; Fine artists are subject to display changes more frequently than other products
- Booth design/display oversight may be required
- You (the vendor) are responsible for supplying all items to set up your booth, including any desired tables or shelving unless you request one of our wall shelves or tables
- You are responsible for the setup and takedown of your booth
- You may request space against a wall; We will try to accommodate as many of these requests as possible.. Some vendors may not receive the type of space they request
- We will try to accommodate double booth requests but may only have space to provide you a single booth if accepted
- Some booths end up being slightly larger (on the end of an aisle/row, in a corner, etc.)
- Pop-Up Markets (holiday, seasonal, specialty events) are planned throughout the year; In order to participate in the event, vendors are required to adhere to event guidelines which may include incorporating products and/or displays that fall within the event theme

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- All vendors accepted into the Mercantiles will be reviewed every 3 months

Advertising

- You may be spotlighted on the 110 Main Mercantile website and/or social media. We'll pull from the photos you submit with your application or from your feeds with permission, so make sure to send us images you're proud to share! We mostly just repost things that have been posted already on Instagram so post a lot!
- We will provide you with an electronic packet of graphics to use on your social media accounts to advertise the market
- We will release announcements to the press, do extensive social media advertising, as well as place posters all around Stanly County leading up to events. If you would like posters to take to local businesses yourself, we are happy to provide you with them
- *We encourage vendors to advertise through their own Instagram, Facebook, Twitter, and other social media*

Checkout

- Vendors have the opportunity to man their own booth during market hours or allow 110 Main Mercantile Staff to handle checkout/payment for their booth
- We provide a central checkout for all vendors, with the exception of select food and beverage vendors
- We will accept cash and all major credit cards

Fees

Consignment Agreement Fee

If the consignment option is chosen vendors will not pay any booth fees, but a 40% commission will be taken from each sale going to 110 Main Mercantile with the artist/vendor keeping 60%.

- That's 40% of gross sales (that's the total earned before deducting costs). Our fee option is used to cover credit card processing, any discounts we choose to offer as promotions, and other expenses, along with our commission

Booth Agreement Fee

If you choose the booth option you will be required to pay a monthly fee for your booth space, plus a 10% commission on all your sales.

- Booth fees will be invoiced monthly and must be paid in order to keep your products on the floor
- Warning emails will be issued, but if booth fees are not paid within 7 days, your booth will be removed from the store floor and replaced with another vendor

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- The commission is 10% of gross sales (that's the total earned before deducting costs). This fee is used to cover credit card processing, any discounts we choose to offer as promotions, and other expenses along with our commission
- We will assume the responsibility of theft, damaged and lost products for an additional fee. You will be paid for every item you delivered, minus the products you take back

Labeling Fee

- If an excessive number of your items are mislabeled or not labeled with your vendor ID and item number, you will be charged \$10 each day. We will inform you if this is a problem as soon as possible so you can fix your labeling before the next day

Inventory**You have the option to inventory your products with us.**

- **If you opt to inventory your items:**
 - We require that every product delivery be inventoried by our staff *at the time of drop off*. We will complete an inventory sheet of our own and it will be signed by both you and us, indicating that 110 Main Mercantile and the vendor agrees that the quantities on the sheet are correct
 - At the end of the inventory period we will do a final inventory of the products we return to you
 - You are encouraged to obtain a certificate of insurance for your product. You will be paid for every item you delivered, excluding any the products you take back and/or inventory loss
 - If at any point you deliver products and choose not to inventory them with our staff or you take some or all of your products for any reason, we will no longer have the ability to verify and track your inventory
- **If you do not opt to inventory your items:**
 - You are responsible for lost or stolen goods. Unfortunately, we cannot compensate you if we were unable to track your inventory; we need the opportunity to count and verify the quantities of product you have delivered
 - We will continue to do our best to maintain a secure store. The store will be locked securely after hours.

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Payment

- Vendors will receive payment by direct deposit for their gross earnings (includes sales tax) unless otherwise requested
- Vendors will receive a closing financial statement by email
- Payment is distributed monthly, approximately 30 days after the end of the previous month's sales

Products & Prices

- Products you bring to the market must be in compliance with all applicable local, state and federal laws. It is your responsibility to know which laws apply to your products and to ensure that they are in compliance with all copyright, food handling, labeling, labor, and any other laws, rules or regulations that apply. All products from vendors that are found to be in violation will be removed from the market immediately
- New products you add must fall within the descriptions and categories you listed in your application
- If you have a vendor ID already you may request to use it on our application form. If you do not include a preferred vendor ID in your application, one will be assigned to you and emailed to you after acceptance
- All products will be labeled by you; Vendor ID followed by price
- Your products must be marked with the **vendor ID** and **price** in order to get credit for the sale
 - If your items are not clearly marked, or if the tag falls off, you may not receive credit for the sale
 - If multiple items are not marked, you may be charged an additional fee
- We do not require a pricing sheet; however, please ensure all your products are labeled correctly

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Set Up

- Vendors are responsible for the setup of their booth
- If additional assistance is needed, please notify a staff member prior to set up to allow us time to schedule someone to help
- Exact dates and times as well as special setup circumstances will be determined by 110 Main Mercantile; A confirmation email with the date/time will be sent to the vendor
- 110 Main Mercantile staff will check in all vendors and verify that your booth fee invoice is paid, your signed agreement has been turned in and your voided check has been received before you will be allowed to set up. You will not be given a booth assignment unless we have all these items
- Any booth spaces not occupied by the setup deadline will be considered forfeited and will be offered to a vendor on our waitlist

Stocking

- You may restock your inventory during market hours if you choose
- If you are bringing items for restock that cannot be carried in your arms, they must be brought through the rear door or brought through the front doors before we open. All other items may be brought through the front doors. Contact a staff member to arrange for the back doors to be unlocked for you.
- You may store additional inventory underneath your table for easy restocking OR use the secure storage space in the back for additional items for an additional fee
- 110 Main Mercantile staff will do their best to keep your space tidy and restocked, but feel free to come back any time during the market to do your own restocking

Taxes

- Vendors are required to pay and submit their own sales and use tax

Theft and Liability

- We will do everything within our power to prevent theft of products and displays, but we cannot guarantee that items will not go missing or get broken. Our staff will be trained to spot and stop shoplifters, and we will make every effort to prevent any incidents; however, we cannot be held responsible if theft does occur.

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Application Form

Full Name _____

Legal Business Name _____

Primary Category _____

Telephone Number (Cell/Work) _____

Email Address _____

Address _____

Company Website/Social Media

Vendor Option:

Consignment (Required for Fine Artists)

Booth

Inventory Option:

Yes, track my inventory and assume responsibility for lost/stolen product

No, do not track my inventory; I (vendor) assume responsibility for lost/stolen product

Checkout Option:

I, the vendor, will handle payment and check-out my own customers

110 Main Mercantile Staff will handle payment and check-out my customers

Product & Merchandise Description

Please write a brief description of your products/merchandise

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Booth Description

If you've chosen the booth option please write a thorough description of your booth layout and design. This information helps us place you. If you've vendored with us before and we are familiar with your booth just write N/A.

Vendor ID

If you have a vendor ID number, please place your previous vendor ID here. If you would like to request a vendor ID, enter it here. IDs must be 3-4 characters long, with letters and numbers only. Leave this blank if you would like us to assign you one.

Preferred Booth Size

I have read, understand and agree to the exhibitor/vendor requirements above:

Signature of Exhibitor/Vendor

Date

Signature of 110 Main Mercantile

Date

***This agreement is subject to change without notice. All of the material inclusive of text, images, logos and content may not be used, displayed, redistributed, modified or reproduced in whole or part without the written permission of 110 Main Mercantile**