

2019 SUMMER NIGHT MARKETS!

- AT GIBSONS PUBLIC MARKET -

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Hello 2019 Night Market Vendor,

The Gibsons Public Market team is excited to have you on board for this year's markets! We appreciate your contribution to creating a super successful second annual Night Market season. Please take the time to read this Vendor Information Package in full.

VENDOR DETAILS

Each vendor will have a 10' X 10' spot (with the exception of consignors). Vendor placement is at the discretion of staff and will be chosen to create the best overall visitor experience. You will receive your assigned space when you arrive on site. Thank you for your excitement and professionalism regarding your placement.

All vendors are responsible for:

- ▶ booth set up
- ▶ supplying and setting up your own tent
- ▶ safely securing tent with weights
- ▶ providing table(s)
- ▶ providing chairs
- ▶ extension cords (for those who have indicated and paid for hydro usage)
- ▶ all material required for service and display
- ▶ decorative lighting (if desired)
- ▶ providing any lighting needed for take-down after dark (i.e.: flood light)

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ADDITIONAL VENDOR INFORMATION

- ▶ Electricity is only provided to those vendors that indicated so on their application and provided payment ahead of time.
- ▶ Washrooms are available for vendors and customers on all levels of the public market
- ▶ Benches, tables and other areas to sit, eat and socialize will be provided for visitors to the Night Market
- ▶ Alcohol will be on sale to the public in permitted areas and sold by Emelle's Market Bistro only
- ▶ Vendors MUST park vehicles offsite for the duration of the market (see parking map, p.5)

PRODUCTION SCHEDULE

1:00pm	Set up begins
2:30pm	All vendor vehicles must be offsite
4:00pm	Night Market opens to the public
10:00pm	Night Market closes, strike begins
10:15pm (<i>or when safe</i>)	Vendor vehicles permitted back on site for strike

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SET UP

Due to the extensive set up required for this event, we ask that you closely follow the set up time schedule. We will be strict about this on the day of. If you arrive after 2:30pm, you will be walking in your supplies from an off-site parking location. We thank you in advance for your cooperation.

1. Set up time starts at 1:00pm.
2. Check in with Jenn McRae or Nicole McKay upon arrival for your space assignment.
3. To maximize space, please set up your tent in the designated 10' by 10' space provided, keeping the legs of your tent touching the legs of your neighbour's tent.
4. Tent weights are your responsibility. Each vendor is responsible for the full security of their tent on the paved parking lot. Weights may consist of: sand bags, water jugs, etc.
5. If you require your vehicle to be in the GPM parking lot during set up, please do not impede the ability of others to drive around you. Allow for enough space for other vehicles to pass and enter/exit the lot. Please only have your vehicle on-site for as long as necessary to unload. Once unloaded, please remove your vehicle before you begin your booth set up.
6. All vendor vehicles are to be off site by 2:30pm. Review the attached map for offsite parking options. Allow for our Night Market guests to have the closest parking options to GPM. They thank-you for this.
7. You are to be ready for attendees and fully set up by 4:00 PM.

TAKE DOWN

Take down is to begin no sooner than 10:00pm. Please set up lighting for the safety of your take down. Vehicles can come back on site at 10:15pm (or when safe). Please be mindful of our lingering guests and your fellow vendors when bringing your vehicle onsite.

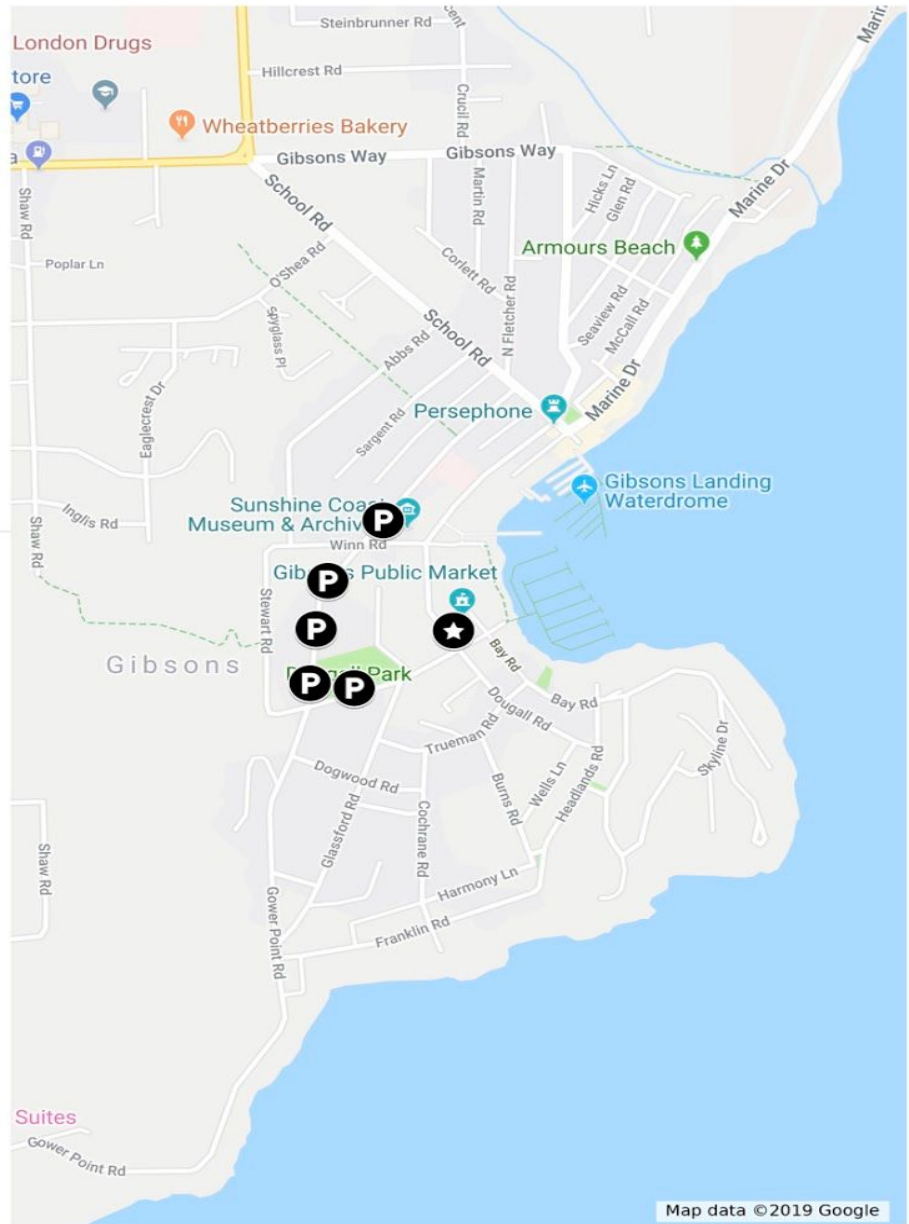
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VENDOR PARKING

Additional Parking Locations

- ★ Gibsons Public Market
- P Free Parking at Dougall Park
- P
- Street Parking on S Fletcher Rd
- P
- Street Parking on S Fletcher Rd
- P
- Street Parking on S. Fletcher Rd.
- P
- Street Parking on S Fletcher Rd.



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GIBSONS PUBLIC MARKET MEMBERSHIP

We would like to thank the vendors that signed up to offer Gibsons Public Market Membership discounts to our Night Market guests. It truly does take a community to build a public market.

If you chose a discounted vendor fee in exchange for providing a discount to public market members, staff will provide you with a sign to indicate you accept memberships at your tent. Please display this sign in a visible location.

For more information about our membership program, please visit:

<http://gibsonspublicmarket.com/market-membership/>

FRIDAY JUNE 28TH - PUBLIC SCHEDULE OF EVENTS

4:00 - 10:00pm	Night Market hours of operation
4:00 - 8:00pm	Nicholas Sonntag Marine Education Centre hours of operation
4:00 - 7:00pm	Kids Bouncy Castle
6:00 - 8:00pm	Kids Movie in the Coastal Room (Paying: Despicable Me)
5:00 - 7:00pm	The Billy Hillpicker Band
8:00 - 10:00pm	DJ Buzy B

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ONLINE MARKETING AND SOCIAL MEDIA SUPPORT

Thank you for being a part of our Night Markets! Together we will make these nights a huge success. Below you will find everything you need to let your communities know about the Night Markets - thank you for spreading the word!

When you are posting, here are the handles, hashtags and key links to include with your posts.

A hot tip from our marketing coordinator: Photos and videos have better engagement on social media in comparison to text posts, and photos and videos with people in them perform better than product photos!

<i>Handles</i>	<i>Hashtags</i>	<i>Links</i>
@gibsonspublicmarket @nsmec @YOUR_BUSINESS @OTHER_BUSINESSES at Night Markets	#GibsonsNightMarket #NightMarketSunshineCoast #GibsonsPublicMarket #YOUR_BUSINESS #sunshinecoastbc #thingstodosunshinecoastbc #gibsonsbcb #secheltbc	Gibsons Public Market www.gibsonspublicmarket.com/2019-night-markets Night Markets Event Page https://www.facebook.com/events/692282807891805/

Ready-To-Share Content

We have created a folder of branded Night Market communication assets for you to use in your promotions. To download the package, please click here: [2019 Night Markets Official Communications Package](#).

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2019 Night Market Communications Package includes:

- ❑ Night Market Logo
- ❑ Shareable Images
- ❑ Pre-written social media posts - just copy and share with a great image! (*also included below for easy use*)
- ❑ PDF version of Night Market poster
- ❑ An example of social media post

Thank you for being part of our Night Markets! We look forward to seeing you there!

Pre-Written Posts

Here are a few posts we wrote to make it easier for you to share - just copy and paste with a great image (or, of course, write your own)!

POST #1

Save the date! 1st [Night Market](#) is on Friday, June 28, from 4 – 10 pm. Come enjoy a vibrant outdoor community celebration and experience the true vibe of Coastal life. Gibsons Public Market will be transformed into a vibrant indoor/outdoor community festival. Night Markets at Gibsons Public Market are definitely a crowd-pleaser, join us!

#GibsonsNightMarket

#NightMarketSunshineCoast

#GibsonsPublicMarket

#YOUR_BUSINESS

#sunshinecoastbc

#thingstodosunshinecoastbc

#gibsonsbcc

#secheltbc

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POST #2

[Night Markets](#) are back! On Friday, June 28, from 4 – 10 pm, shop, eat, drink, and experience the true vibe of Coastal life. In addition to 40 outdoor vendors, all 8 Gibsons Public Market merchant businesses, as well as the Nicholas Sonntag Marine Education Centre, will be open for extended hours. See you there!

#GibsonsNightMarket

#NightMarketSunshineCoast

#GibsonsPublicMarket

#YOUR_BUSINESS

#sunshinecoastbc

#thingstodosunshinecoastbc

#gibsonsbcb

#secheltbc

POST #3

On Friday, June 28, from 4 – 10 pm, come find our stall at the [Night Market](#). We will be there and we sure hope you can by and say ‘hello’.

#GibsonsNightMarket

#NightMarketSunshineCoast

#GibsonsPublicMarket

#YOUR_BUSINESS

#sunshinecoastbc

#thingstodosunshinecoastbc

#gibsonsbcb

#secheltbc
