



Perth Night Market – Application Guide

ELIGIBILITY

All items offered for sale must be created and designed by you. We do not accept applications with MLM/third party products, products imported/manufactured overseas, or wholesale or commercially purchased products for resale.

Please note: booth spaces are not open to community groups, however there are other opportunities to get involved. To find out more, please contact Kathryn at tourism@perth.ca.

SELECTION

The primary objective of the Perth Night Market is to support local businesses. We work to create a varied and diverse shopping experience by;

- Imposing limits to vendor categories to ensure artisans have a captive audience
- Ensuring that vendors do not conflict with brick & mortar businesses
 - Tip: Consider businesses in the BIA and offer items that are not in direct competition (i.e.: if offering baked goods, consider items other than pies)

Applications are juried and curated based on originality, quality, and craftsmanship. Please ensure to submit all of the necessary information along with photos to provide the jury with all items required for consideration.

APPLICATION TIPS

Here are some suggestions to make your application stand out!

- Brand/Product Statement – provide a current, impactful bio that's short and sweet (3-4 sentences). We use this when promoting you on our webpage, so this is your chance to let customers know about you and your product
- Product Images – this is your chance to showcase your product and make a real impression! Please submit photos that represent your current range of products. These must provide a good representation

of what you intend to sell. Here are some tips for how to take amazing product shots;

- Use natural light and watch for shadows. Artificial light can cast a hue.
- A contrasting background will help your product stand out. If taking photos indoors, neutral colours and no patterns are best. For outdoor photos, use nature to your advantage, always focusing on your product.
- Staging and/or props will give your photo dimension and personality, but keep it simple. Your product should occupy 2/3 of the photo.
- Take your time! Take many shots and choose the best, and move closer instead of zooming in to avoid grainy photos. And edit, crop, enhance photos – a professional camera isn't needed, as a lot can be done with a smartphone or tablet!
- PNG or JPG formats are preferred, no smaller than 1080 pixels.

IMPORTANT

Applying does not guarantee entry, nor does participation in a previous event. Each Perth Night Market is juried and curated as a **NEW SHOW** due to the large number of submissions received and the spaces available.

Only complete applications submitted by the deadline will be considered.

Accepted exhibitors will receive an email from the Perth Night Market with show conditions and policies by the date indicated in your application confirmation email. All required documents and payment must be completed and returned by the prescribed deadline in order to secure your space. Failure to do so will result in the cancellation of your space and provided to a vendor on the wait list.

All other eligible applicants will be automatically placed onto a wait list. You will be contacted if space becomes available in your category.