



APPLICATION FAQ

HOW DO VENDORS APPLY?

The Clover Market is a curated event. All prospective vendors submit an online application each season (spring, fall, holiday) to ensure that the vendor mix is fresh and to allow opportunities for new vendors to participate. All applications are reviewed together, and spaces filled by category for the entire season.

WHAT TYPES OF VENDORS ARE ACCEPTED?

We accept applications from business with:

- Antiques and collectibles
- High quality crafts and handmade items
- Vintage clothing and vintage jewelry
- Up-cycled items and architectural salvage
- Original art (all media)
- Gourmet packaged goods (small batch, artisanal in style) – new for 2019
- Food trucks & tented food vendors (prepared for consumption onsite)

We do not accept applications from businesses with:

- Multi-level marketing/direct sales products (i.e. LuLaRoe, Arbonne, Paparazzi, etc.)
- Products with licensed or trademarked items (logos, characters, words, symbols, images)
- Directly imported goods, buy/sell or other commercially-made items
- Products created from commercially-available kits, parts or patterns
- Booths used primarily for lead generation
- Professional services organizations
- Plants or flowers unless there is a handmade or vintage element in the final product

Due to category targets, vendors may only sell items as presented on the original application.

HOW ARE APPLICANTS EVALUATED?

Applicants are reviewed based on product quality and craftsmanship, uniqueness, cohesiveness of design/collections, fit with our aesthetic including what we feel will most appeal to our customers, and the overall mix of sellers at each Market. We maintain targets in each vendor category and work to have good variety and balance at each event. Display and presentation are also very important considerations, and we look for vendors with creative, professional, and carefully styled displays. An active social media presence is always a plus. Finally, we appreciate vendors with a hardworking, positive and collaborative attitude onsite and in communication with us. We hope to make Clover a positive experience for all.

WHAT DO YOU CONSIDER TO BE HANDMADE?

We appreciate that handmade can be tricky to define, but for us, we consider this to mean products which are original in design and which require a level of skill and creativity in their final execution. Work should be made by hand or with the use of appropriate tools (which could include mechanical). Basically, we are looking for applicants who demonstrate a high level of creativity and their own personal imprint on the final products sold vs. those who might do minimal handiwork on purchased components.



ARE VENDORS FROM PRIOR SEASONS GUARANTEED A SPOT?

WHY DO YOU NOT ACCEPT ALL APPLICANTS?

Acceptance at past Markets does not guarantee a space going forward, and accepted vendors may not receive a spot at all Markets they wish to attend. It is important to us that the Market stay fresh and interesting from season to season. We work hard to have a variety of styles, price points, and product types and to make sure that particular categories aren't oversaturated. We always encourage applicants to apply to different locations for the best opportunity to vend on multiple dates.

HOW LARGE ARE THE VENDOR SPACES?

All spaces are 10' x 10', and vendors must stay within these boundaries. There are 90-95 vendor spaces in each location. Vendors are responsible for all of their own setup (required items: tent ~white preferred, tables, full length tablecloths, 40 lb. tent weights on each tent leg). Electric is not available.

WHAT IS THE FEE TO PARTICIPATE?

The fee is \$180 per Market for a 10' x 10' space. We do not take any commission on sales, and there is no application fee. In addition to the space, all vendors are included in the vendor gallery on the website and have many opportunities for free promotion on our social media channels (additional details below) and in our email blasts.

WHAT DOES THE VENDING FEE COVER?

Vending fees are used to cover the costs associated with producing the Markets including but not limited to: marketing and advertising, space and venue rentals, permitting fees, police and public works, table and chair rentals, portable toilet rentals, band payments, onsite staff, food vendor inspections, insurance, website and mailing list costs.

DO I HAVE TO BE PERSONALLY PRESENT TO SELL?

Since the interaction between vendors and customers is such an important part of our event, all vendors (i.e. makers or antique/vintage dealers) should be present representing their business unless there are truly extenuating circumstances and prior approval has been given.

DO I HAVE TO APPLY FOR ALL MARKETS IN A SEASON?

Not at all! You can apply for as many Markets as you'd like, and you will indicate this (and a priority date if you have one) on the online application.

CAN I SHARE A SPACE WITH ANOTHER VENDOR?

Absolutely, we encourage it. Each prospective vendor will need to submit an application with photos, and both will have to be approved to participate. If one business is accepted and not the other, we will offer the option for the accepted business to take the space as a solo spot. Unfortunately, we are not able to match vendors wishing to share spaces. Shared spots are limited to two vendors.

CAN I APPLY FOR TWO SPACES?

Yes, but note that double spaces (10' x 20') are limited and prioritized for antique dealers. We do our best to accommodate, but depending on the number of applications, we may not be able to fill all requests.

DO HANDMADE ITEMS NEED TO BE PRODUCED IN THE U.S.?

Our focus is on locally designed and produced items. An acceptance for a vendor with non-U.S. production (e.g. working with a fair trade organization) would be an exception and in that case, all product design **MUST** be done locally by the applicant. Straight imports are not accepted.



DO YOU HAVE ANY OTHER TIPS FOR APPLYING?

We do have an Application Tips page on the website which has a little bit more information on what we're looking for (<http://www.theclovermarket.com/application-tips>).

DO YOU KEEP A WAITLIST?

We do keep a small waitlist drawn from applicants who submitted materials by the application deadline to fill any cancellations. We do not keep a late or rolling waitlist for those who missed the deadline, sorry!

HOW ARE VENDORS NOTIFIED ONCE APPLICATIONS ARE REVIEWED?

Vendors are notified of their status by email on the date listed on the application. Please check your spam folders if you have not received an email by that date, and make sure [theclovermarket\(at\)gmail.com](mailto:theclovermarket(at)gmail.com) is in your safe senders list/address book.

HOW WILL I PAY FOR MY SPOT?

Vendor fees are paid via PayPal once acceptances go out, and detailed instructions are sent to all accepted vendors. Fees must be paid in full for the season within 5 business days of acceptances. We request that vendors only apply for dates that they are available and able to pay for; unpaid spots after the deadline are filled from the waitlist. We do not accept checks.

DO VENDORS HAVE TO COLLECT SALES TAX?

Yes. Vendors are required to obtain all of the appropriate sales tax licenses (either the PA Sales Use and Hotel Occupancy Tax License or the Form NJ-REG) and submit the appropriate tax (6% for PA, 6.875% for NJ, and 2% additional for Philadelphia/Chestnut Hill). All merchandise except clothing is taxable.

ARE ANY OTHER LICENSES REQUIRED?

Vendors are expected to obtain any other licenses or permits required as detailed on the website (<http://www.theclovermarket.com/licenses-and-permits>). Please be sure to read this before applying.

IS INSURANCE REQUIRED?

Although insurance is not required, we do recommend it. The Market carries a general liability insurance policy but this does not cover any damage caused to your merchandise or displays during participation. Food vendors are required to carry \$1 M in liability insurance as detailed on the vendor application, and copies must be provided prior to vending.

HOW ARE THE MARKETS PROMOTED?

The Markets are promoted via traditional advertising channels (magazine, local newspaper, radio), posters and signage in the downtown Market locations, postcard distribution, email blasts, and extensive social media posts including paid promotion. Press contacts have been cultivated over the years, and the Market is regularly featured in local and regional email blasts, articles, and websites.

And a final, but important note: all vendors are expected to actively partner with us to help promote the Markets. This includes posting "sneak peek" photos on social media that we can repost, promoting and sharing the event, doing email blasts and outreach to customers, etc. The success of the Market is a collaborative effort, and we truly value vendors who work with us to make this happen.