

**WALLACE ELEMENTARY PTA  
2012 SPRING MARKET  
RULES AND GUIDELINES**

DATE: Saturday, April 21, 2012  
TIME: 9AM – 5PM  
LOCATION: Wallace Elementary School  
9921 Kirkhaven Dr  
Dallas, Texas 75238

**Application Due Date: February 20, 2012**

**SET UP** – Spring Market set up time is Friday, April 20, 2012 from 6 – 9pm. Set up must be completed by 9pm. Vendors may not enter the building before 8am on Saturday, April 21<sup>st</sup>.

**CHECK IN** – Vendors should check-in before setting up their display. There will be one check in table: in front of the school on Kirkhaven Dr. Each vendor will receive a Vendor packet and unloading instructions will be given at that time. Volunteers in Spring Market t-shirts will be available to help with guiding you to your booth and unloading zone.

**PARKING** - On the day of market, do not park in the circle drive on Kirkhaven as this is a fire lane and your vehicle will be towed.

**BOOTH AREA** – Booth sizes vary and are listed on the application. Booth areas are taped off and vendors and their merchandise are asked to stay within their designated areas. Booth assignments are made based on vendor requests and merchandise type.

**VENDOR SELECTION** - The Wallace Spring Market has a selection process in order to ensure a variety of merchandise to maximize our vendors' sales potential. Vendors are selected based on quality and uniqueness of merchandise, as well as pricing. To be considered, please submit your completed application, photos of your merchandise and booth display, merchandise pricing and website if available; along with your \$25 deposit check made payable to Wallace Elementary PTA by February 20, 2012. If you are selected to be a vendor in the 2012 Spring Market, a contract will be sent to you no later than March 23<sup>rd</sup>, deposit checks will be cashed and deposited and at this time will be nonrefundable. The signed contract and total balance will be due back by April 1, 2012. Deposits will be returned to those vendors not selected during the process.

**CANCELLATIONS** – Vendors chosen have until April 1, 2012, to get the remaining balance of their contract total to Jennifer Arthur. The \$25 deposit will be applied towards the contract total. Vendors that do not meet the deadline for submitting the remaining balance of their total contract are subject to being removed from and participating in the Spring Market and the \$25 deposit will not be refunded. Vendors that cancel after April 1st will not be refunded their contract total.

**NO SHOWS** – Vendors must be present to set-up on Friday, April 20, 2012. Check in time is from 6 – 9pm, and set-up must be complete by 9 p.m. , or have called and made arrangements with the Spring Market Vendor Chair prior to check-in. If vendors are not present or have not made prior arrangements, the Vendor Chair will assign their space for the Market to wait-listed applicants. All fees collected will not be returned.

**CHECK OUT/CLEAN UP** – Vendors cannot move out before 5pm on Saturday, and must be completely moved out by 6pm Saturday night. Vendors should leave their booth as it was before set-up. Please ensure that your booth is clear of any debris or trash prior to leaving the area (trash bins are conveniently located for disposal).

**SECURITY** – School building will be locked promptly at 9pm on day of set up. Wallace is not responsible for your merchandise.

**FOOD/DRINK** –There will be lunch available for purchase at the fabulous food trucks outside.

**HOSPITALITY** – Two name tags and two free drink coupons will be provided for each booth. There will be Wallace volunteers available to relieve vendors for short periods of time (i.e. bathroom breaks).

**SILENT AUCTION DONATION** – All vendors are asked to donate an item to the silent auction. Auction items will be collected at check in Friday night. Please include your contact information and any advertisement you would like to be displayed with your item. Please include a value on your item. Donations are tax deductible as we are a 3c organization. Donation forms will be available at check in.

**WEBSITE ADVERTISING** - We will present a great advertising opportunity for our vendors by offering to have their Web link posted on our Wallace web site. ([www.wallacepta.org](http://www.wallacepta.org)) for a fee of \$15.

**PUBLICITY** - Spring Market's target media is Lake Highlands Today, Coffee Times, Dallas Morning News Neighbors Go, Advocate, White Rocker, [intheloopkids.com](http://intheloopkids.com), D Magazine, [mydallasmommy.com](http://mydallasmommy.com), as well as Facebook. We will also promote with yard signs, banners and flyers placed at other neighborhood schools as well as key area restaurants and stores.

A completed application, photos of your merchandise and booth display, merchandise pricing, website if available and a \$25 deposit check made payable to Wallace Elementary PTA must be submitted no later than February 20, 2012 to:

Jennifer Arthur  
10415 Robindale Drive  
Dallas TX 75238  
214-497-7544