

THE URBAN MARKET of Lexington, KY. Participant Agreement Form

**Please read prior to completing the application. Pg.1 of 2**

**THE MISSION**

The Urban Market is a program of Capacity Inc. a 501c3 non profit organization dedicated to the global advancement of women, girls and children. The mission of the market is to provide; physical space, advertising, business start-up & development, workshops, employment and collaborative efforts in support of women (men may also participate); entrepreneurs, business owners and non profits. The Urban Market of Lexington, KY is also being implemented as a “model” for cities worldwide in promotion of self sufficiency and economic development.

**PARTICIPATION FEES:** The cost is **\$50.00 PER “SELECTED” MONTH for the FIRST 20 participants.** **The fee is \$75.00 after the first 20 paid participants. FEES MAY ALSO BE PREPAID TO RESERVE THE FIRST 20 SLOTS.**

**Table/Space Specifics:** The \$50.00/\$75.00 fee provides (one 6’ by 3’) skirted table and 1-2 chairs. You may bring shelves/folding screens if they fit within perimeters of your space. Layered Boxes with black covers are great or industrial shelves or clear or white crates.

**App. 6’ by 6’ per vendor space is provided.**

**Securing your space:** **The top 20 original vendors (participated in Dec. 2009) receive the top 20 option per market. If they do not pay prior to the Monday following each Market thereafter, their \$50.00 slots will become available.** In the event any vendor offers to pay several months in advance for the top 20 space, the top 20 vendors will be notified to decide if they want the option to pre pay to secure their space. **Please see important designated dates below.**

**LOCATION:** The Urban Market will be held at The Hilton Suites at Lexington Green, off Nicholasville Rd. in Lexington KY. Feb – July 2010. The Urban Market is on-going and will announce site(s) after July 2010 in the near future.

**SECOND LOCATION:** Capacity Inc. is considering the addition of a SECOND Market on an additional Saturday and / or Sunday monthly. Please check our website events page to check for the announcement of a second market!

**HOW TO MAKE A PAYMENT:** You may pay on site at each market for the next market, (cash, check or credit card) with your credit card through our secured Pay Pal on our website or submit a check payable to Capacity Inc. sent to:  
Sherry Piersol 507 S. Homestead Ln. Lancaster, KY 40444

## Hilton Suites at Lexington Green is confirmed Feb. thru July 2010.

2010 MARKET DATES Second Saturday Monthly 10:00AM – 5:00PM

### PAYMENT DATES:

Market Theme	Top 20 Goal	Recommended Last Pymt.
<b>SATURDAY</b>	<b>MONDAY</b>	<b>FRIDAY</b>
<b>Feb. 13 Valentine Baskets</b>	<b>Jan. 11</b>	<b>Jan. 15</b>
<b>March 13 Style Show</b>	<b>Feb. 15</b>	<b>Feb. 19</b>
<b>April 10 Self, Home &amp; Garden</b>	<b>March 15</b>	<b>March 19</b>
<b>May 8 Mothers Day &amp; Summer</b>	<b>April 12</b>	<b>April 16</b>
<b>June Theme to be determined</b>	<b>July – Dec. to be announced</b>	

**REFUNDS:** Each payment is **NON REFUNDABLE** and may **not be transferred to another market date, unless the date applying for is full.** You may send someone to represent you as the vendor, in the event you are not able to attend.

**ADVERTISING INITIATIVES:** The first **10 - 20 paid vendors MAY** be included in one color print ad in a local newspaper (Skirt, Ace, Weekender, etc.)The print ad is currently a projected bonus effort and **is not guaranteed.** Our goal is to provide equal exposure to each participant in a variety of promotional efforts. An active promotional campaign is a crucial component of The Urban Market and has proven to be very successful from the onset! Members of the Market are expected to assist with marketing through; seeking sponsorships, distributing email blast to their personal/professional audience, websites/links, Face book, twitter, poster distribution, appearing on TV and radio when available, speaking to groups and through their own creative venues.

**PARTICIPANTS REQUIREMENTS:** Participants must arrive by 9:00am to set up, (additional time for set up may be provided as needed). Participants should depart no earlier than 15 minutes prior to the end of each market. The designated space is per vendor and may not be shared unless specific arrangements are made in advance with Capacity Inc. **Market Hours are 10:00 AM – 5:00 PM**

**PARTICIPANT SPECIFICS:** Capacity Inc. has the right to deny applicants participation due to an abundance of like merchandise, or to deny continued participation if the terms of the agreement are not adhered too. We offer exclusivity to Franchise businesses, one participant per franchise, per market; you may be added to the waiting list. In the event the product is not one that Capacity Inc. deems representative of The Urban Market's mission and concept, one may be denied participation. If participation is denied and the fee has been submitted, Capacity Inc will refund the fee. *Thank You*