

# pyd. design markets

alongside danks street festival

Supported by

VOGUE  
LIVING

24 - 25 October 09

pyd.com.au

phillip young & danks  
streets, waterloo

**S** ydney's leading design resource, pyd in waterloo, is hosting its annual object design market on October 24 & 25 and invite designers of furniture, lighting, textiles, ceramics, glass & jewellery to participate.

Running alongside the 2009 Danks Street Festival, The pyd Object Design Market is an initiative developed by pyd to provide Australia's brightest design talents a powerful sales platform from which to reach consumers. Last year the Danks Street Festival drew a crowd of 20,000 design savvy consumers to the event. It provided not only a potent selling opportunity, but also a powerful brand awareness and 'word of mouth' opportunity for participating Designers.

Designers will be hand chosen by an influential expert panel including Geoff Clark, Principal of pyd and David Clark, Editor of Vogue Living Magazine, with limited space 80 designers will be offered a coveted space within the pyd precinct. New to the event, is an expansion over two day with live craftsmanship and design workshops taking place over the weekend to draw consumers to the event.

Also, as part of the weekend event, two awards will be given at an intimate cocktail party and awards night held on Saturday 24th October at pyd and hosted by Vogue Living.

**The award categories are pyd Designer of the Year and pyd market space design of the year.**

**What:** pyd design markets, supported by Vogue Living, alongside Danks Street Festival

**When:** Saturday 24<sup>th</sup> & Sunday 25<sup>th</sup> October 2008, 10.00am to 4.00pm

**Where:** pyd building, 197 Young Street, Waterloo 2017

**Costs:** Stalls will be allocated to 80 approved applicants.

**Rates:** Trestle Table - space approx 2m x 2 m \$300 + gst  
Car Space - approx. 4 x 2m \$600 + gst

For a pyd design markets stall please submit an application form with as much supporting material as possible. The decision to approve stalls will be assessed to ensure a standard is maintained.

Submit your applications to Laura Neeson at Publissimo PR & Events  
[laura@publissimo.com.au](mailto:laura@publissimo.com.au). For further information on the pyd designer market go to  
[www.pyd.com.au/designmarkets](http://www.pyd.com.au/designmarkets)

**APPLICATIONS CLOSE MONDAY 1<sup>st</sup> SEPTEMBER 09**

## APPLICATION FORM

This application should be accompanied with support material including samples, photographs or a website with the products displayed you intend to sell. All applications will receive a response once a decision has been made after the due date.

### PERSONAL DETAILS

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First Name: ..... Surname .....

Business Name: .....

Address: .....

Suburb: ..... State: ..... Pcode: .....

Contact Number: ..... Fax: .....

Email.....

Website: .....

Are you sharing a stall, If so, with who? .....

How did you hear about us?.....

### STALL PRICES

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**Stalls are allocated to 80 approved applicants.** For a stall at pyd design markets you must submit an application form with as much supporting material as possible. The decision to approve stalls will be assessed on the following criteria:

- Originality, creativity and novelty of design or concept;
- Type and number of similar products currently selling in the market
- Suitability for a market environment
- Appropriate safety standards.

Stall Fees Include:

- Provision of a trestle table;
- 240V Power
- 100 W Spotlight over stall
- Signage outside of the building on the day
- Promotion on the City of Sydney website and link to pyd website

Note: electrical or mechanical products are required to have relevant licenses and approvals.

## TYPE OF PRODUCT

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Please describe the product you intend to sell

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## PRODUCT DESCRIPTION

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Do you manufacture the product? Yes          No

If so, where is the product manufactured? Australia      Overseas

If No, please explain who manufactures the product: .....

Materials Used: .....

Unique Features: .....

Price Range: .....

Do you retail the product elsewhere? Yes          No

If so, where? .....

Have you sold your product at any other Markets? Yes          No

If so, where? .....

## SAMPLE PRODUCT IMAGES

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**Sample Image 1:**

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**Sample Image 2:**

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**Sample Image 3:**

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## STALLHOLDER AGREEMENT

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1. pyd design markets hours of operation will be Saturday 24 and Sunday 25 October 09 from 10.00am to 4.00pm.
2. Once approved a stallholder enters into a stallholder's agreement with pyd building. The stallholder's fee must be paid upon registration to hold stall space. Once accepted and registered as a stallholder, the fee is non refundable.
3. Stalls are rented to approved stallholders on a one-off basis only.
4. Renting a stall does not create any form of tenancy or imply a future Right or Licence.
5. Stall rental is totally at the discretion of pyd
6. Approved stall holders are required to operate their stall for the duration of the market.
7. PYD Designer Market Stalls may **not** be transferred, sold or sublet.
8. Stalls must be attended at least 30 minutes prior to market commencement. Stalls not attended by this time can be re-allocated by pyd.
9. Visitors and customers of the pyd building must be treated with courtesy at all times and in accordance with fair trading practice consistent with Consumer Law. Stallholders must not insult or intimidate other stallholders, customers, visitors or staff. Failure to comply may result in closure of the stall.
10. Stallholders must comply with all reasonable requests from staff of the pyd building.
11. Stallholders are required to remove all rubbish and materials from their stall at close of trading and to return any equipment to designated storage areas.
12. The stallholder must comply with the laws governing occupational health and safety.
13. Any damage cause by a stallholder to pyd building property or structure must be paid for.
14. Stallholders have no right of recourse against pyd for any loss, damages or changes to market operations. No other compensations is payable.
15. Stallholders are responsible for any damage incurred to the pyd building and equipment during the course of the event. A security deposit by way of credit card authorization will be held and utilized in the event of any damage of \$1000.

### Products

16. All products sold at pyd design markets must be approved by pyd prior to being offered for sale in the market, to maintain the overall standard goods offered for sale.
17. All products must comply with relevant safety and compliance standards, this is the stallholder's responsibility and they indemnify pyd building for any claim due to their participation in the market in regards to personal or product liability.
18. A staff may represent the products of several designers – having regard to size and nature of product.

### Stall Set-Up

19. Each stallholder must store all materials and equipment safely within their designated area.
20. Stall display must be in keeping with the image of the pyd building.
21. Public access ways must be kept clear at all times with all merchandise, equipment, signs and furniture within stall boundaries.
22. All stall equipment shall be firmly secured to protect personal and public safety.
- 23. No hanging devices may be attached to pyd property or structures.**
24. Bump in times are from 7.00am on Saturday 24<sup>th</sup> October.
25. The stall fees must be paid with registration applications by credit card, cheque, money order or direct deposit to the pyd building.

## **Stall Furniture and Rental**

26. Stallholders will be provided with 1 x trestle table for any other equipment required please contact Michael Krug at Patti's Hire o, 02 9584 3366 to organize.
27. The stall area is a trestle table approx 2m sq or a space of approx. 10m sq.

## **Insurance**

28. \$10 million Public Liability Insurance is compulsory for all stall holder, A Certificate of Currency for public liability insurance, up to \$10 million for conducting of business outside of normal premises must be produced with all registration forms. Your current insurer can supply this to you.
29. Stallholders are responsible for all licences and insurances, including Workers Compensation and OH&S.
30. Stallholders are required to have any other licences and insurances to operate their business, and all products should comply with relevant safety and compliance standards.

## **Cancellation**

31. PYD Designer Markets will continue to trade in wet weather.
32. Cancellations by stallholders after registration will be charged full stall rental.

## **ABN Numbers**

33. Traders are not required to have an ABN number

## **Parking and traffic**

34. There is no parking available at the Danks Street Festival.
35. Stallholders are not permitted to drive their vehicle into the pyd building without written permission from pyd. All stallholders will be appointed a bump-in time.
36. There is no parking/standing on Young Street, Waterloo. City of Sydney have a clearance zone from 4.00pm on Saturday 24<sup>th</sup> October 09.
37. Stallholders shall obey all local traffic and parking regulations and not inconvenience local residents and members of the public and respect their premises and property.

## **Equipment / Storage / Signage**

38. Stall fees include:
  - Provision of a trestle table;
  - 240V Power
  - 100 W Spotlight over stall
39. Stallholders should bring:
  - Display, signage and promotion materials;
  - A change float to suit your product pricing and suitable means to secure cash;
  - A chair to sit on; or pyd can organise one on your behalf
  - Fabric or similar to cover table.
40. Any additional stall furniture and/or equipment must have the prior written approval of pyd.
41. Pyd building is unable to provide EFTPOS and credit card facilities for any stallholders. Stallholders wishing to make use of these facilities must make their own provisions. Contact your bank for details.
42. There will be no facility for cash storage or change available on the day from the pyd building.
43. Storage is restricted to your stall space.

## APPLICATION CHECK LIST

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- Application Form – Product Specification Form
- Signed Terms & Conditions Stallholder Agreement
- Sample Images of Product
- Payment Details
- Public Liability Insurance – Certificate of Currency

## PAYMENT

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### RATES

Trestle Table \$300

Car Space \$600

Card Type: AMEX VISA MasterCard

Name on Card: .....

Card Number: .....

Expiry date: ..... Amount: .....

Signature: .....

Please Note: Prices exclude GST and all credit cards incur a 2.5% surcharge.

## TERMS & CONDITIONS AGREEMENT

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I have read and understand the terms & Conditions I accept all terms and conditions outlined in this document.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Return forms to Laura Neeson at Publissimo PR & Events [laura@publissimo.com.au](mailto:laura@publissimo.com.au).

For further information on the pyd designer market go to [www.pyd.com.au/designmarkets](http://www.pyd.com.au/designmarkets)