



Stallholder Aesthetics Pack

LOCAL VILLAGE MARKETS

Why aesthetics?

At Local Village Markets, we are committed to creating beautifully curated markets in stunning locations. In order to create such an incredible market vibe, we need our stalls to look incredible! Market aesthetics not only draw people to the markets and to your stall, but they make them stay too! Aesthetics are also a great way to showcase your products in a creative and fun way.



Our Essential Checklist



On the day of the market we require all stallholders to have the following:

- a marquee with weights
- table covering or display for your stall
- clear signage and neatly displayed products
- floor covering (tarp, mat or similar) if there has been rain or rain due on the day, or if your stall makes mess.



These requirements are necessary to ensure that all stalls are properly and safely set up and are ready for the market.

Feel free to customise them in ways to make your stall stand out amongst the rest!

Sustainability

Creating a sustainable market

Whilst market aesthetics are important, of equal importance is making sustainable choices when setting up and running your stall.

When it comes to packaging, the most optimal choice is reusable, however when using single use options, recyclable options is what is recommended by ACT NoWaste.

At all our markets we offer branded re-usable bags - request your customers to use these to avoid extra bags.



Environmentally friendly tips!

- Encourage customers to BYO their own cup, plate, bag etc.
- Offer reuse options
- Avoid individually wrapped items where possible
- Offer refills and glass containers.
- For more inspo, check out See Change Canberra, who have fantastic resources on sustainability.



Securing your Marquee

Marquees

Marquees can easily be acquired from a variety of places. New marquees can be purchased from [Bunnings](#), [Tent World](#) or [BCF](#), while second hand options can be found on [Ebay](#), [Gumtree](#) or [Facebook Marketplace](#).

There are options to print your business's logo on either the roof or walls of your marquee. Popular suppliers for these include [Extreme Marquees](#), and [Easy Signs](#).



Weights

Weights are required - at least 15 - 20kg per leg, attached correctly to your stall.

Popular options include water weights, sandbags and metal weights. The weights shown can be purchased from [Outdoor Canopy](#), all others from from [Tentworld](#) or [Bunnings](#)

If purchasing water weights, fill with sand, gravel or concrete. For extra security - ratchet straps can be used to attach your marquee to a fixed object.



Increasing your Visibility

Nothing increases your visibility like signage - big or small!!



Banners & Signs

Banners and popup signs offer an excellent way to make your stall more visible to visitors, and to get your brand and business out there! You can order these from many places, we recommend Easy Signs or Vistaprint. We highly recommend Corflute Mesh or Fabric Mesh, as these have small holes to allow the wind to pass through without turning your marquee into a parachute!



Pricing signs

We highly recommend using pricing.

Some cheap options that always look amazing include -

- DIY Letterboards
- Chalkboards
- Printed Signs

Displays

Displays Sell!!!

What attracts customers more than a great product...? A beautiful display!

It doesn't matter what you sell - displaying your products in a stunning way attracts the eye of passers by and gives you sales.

There are multiple ways to make your displays shine - so get creative!



Display Tips

Here are some of our favourite ways of displaying products in interesting and engaging ways!

- Layered shelves, baskets and wooden boxes and textured surfaces all help in making your stall look enticing.
- Hanging products is always effective if you have limited space.
- Decorating your stall - extra little details like plants or fairy lights always goes a long way.
- Event decorating - for example Christmas decorations in December.

The best seller is you!

It's all about you

People love people, that's why you need to sell your product!

Market attendees come to markets to buy direct from the seller, so give them an experience.

Get yourself out there, give samples, chat, engage, explain what you do and how you do it! You will see the difference.



CONTACT US

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