



The Downtown San Jose Farmers' Market kicks off its 19th season May 6 and SJDA would like to offer you an opportunity to promote your business, association or organization through the **Merchant at the Market program**. The market is located on San Pedro Street, between Santa Clara and St. John streets, and is open Fridays 10 a.m.-2 p.m. through November 18 (except Friday, July 1).

The Merchant at the Market program allows downtown Business Improvement District (B.I.D.) member businesses or organizations to set up displays, distribute giveaways, coupons, and information promoting their business and sell non-edible merchandise. A table and two chairs will be provided for all Merchant at the Market participants. Merchants are responsible for setting up and tearing down their own materials and each display is subject to SJDA's approval.

The 2011 participant fee is \$40 per week for businesses without non-profit status. NON-PROFIT organizations receive first-time free, then a discounted \$25 per week rate. (proof of non-profit status required for discount). All fees must be received four days in advance or you forfeit your space. No refunds will be given for cancellations made less than four business days.

If you are interested, please fill out the following page and return it to SJDA, per the instructions at the bottom of the page. Upon evaluation, SJDA will follow up with scheduling decisions, a policy and procedures document, a payment options form and deadline information.

THANK YOU AND WE LOOK FORWARD TO SEEING YOU AT THE MARKET!



DOWNTOWN SAN JOSE FARMERS' MARKET AT SAN PEDRO SQUARE 2011
"Merchant at the Market" Request Form
RAIN OR SHINE

Name of Business: _____

Type of Business (retail, service, etc.): _____

If Non-profit, FED ID#: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Website Address: _____

First Choice Date at the Market: _____

Second Choice Date at the Market: _____

Third Choice Date at the Market: _____

NOTE: All fees must be received three days in advance or you forfeit your space. No refunds will be given for cancellations made less than four business days from the event.

SJDA will provide you with one 10' x 10' pop up, one 6' table and two chairs, however we request that you cover the table with a tablecloth that reaches the ground. Merchants are responsible for setting up and tearing down their own displays and each display is subject to SJDA's approval.

Spaces will be filled on a first-come, first-serve basis. We try to provide everyone an opportunity before scheduling anyone for returning weeks. Upon evaluation, SJDA will follow up with scheduling decisions, a policy and procedures document, and a payment options form and deadline information.

Please fax this sheet to Amy Anderson at # (408) 279-1904.
Or scan and email to: aanderson@sjdowntown.com Phone: (408) 279-1775 ext. 324