

**GUIDELINES FOR STALL HOLDERS
AT THE
CAMBRIDGE AUTUMN FESTIVAL MARKET DAY**

1. Respect Boundaries:

- Do not encroach onto other stalls.
- Ensure that your display stand and stock does not overlap into neighbouring stalls or over boundaries occupied by retailers. Everyone has paid for their space so please respect their boundaries.
- If there is an issue with another stallholder or retailer about the boundaries, please contact the market organiser immediately. Although it is not ideal, there is a small chance that a stall may have to be moved on the day to accommodate everyone.
- Avoid engaging with customers in front of other stalls. Wait until they pass by your own stall before interacting with them.

2. Visual Considerations:

- Avoid visual blocking.
Your success depends on customers seeing your stall from all angles. If a neighbouring stalls display obstructs views, you may politely ask them to adjust it.
- Be mindful of display barriers.
If a neighbouring stalls display hinders customer access to your area, please discuss it with them.

3. Loading and unloading etiquette:

- Please be patient and considerate during times of loading and unloading.

4. Speak Up:

- If a neighbouring stalls behaviour affects your business, address it directly or consult the organiser whose contact details appear below.

5. Prices:

- Clearly display prices for your products. Avoid surprises or hidden costs.
- Offer discounts or special deals to encourage sales.

6. Cleanliness and organisation:

- Keep your stall area clean and organised. Regularly tidy up and dispose of rubbish properly.
- Arrange your products in an orderly manner to make browsing easy for customers.

7. Respect noise levels:

- If your stall involves music, games or other noisy activities, be mindful of the overall carnival atmosphere and be aware that the organisers will have music and other noisy activities being performed in the main street and side streets.
- Coordinate with neighbouring stalls to avoid excessive noise.

8. Follow event rules:

- Please adhere to any specific rules and these guidelines.
- Respect designated set up and pack down times.

9. Engage with the crowd:

- Consider hosting small activities or demonstrations to attract customers.
- Encourage participation and create a lively atmosphere.

10. Security measures:

- Safeguard your merchandise and cash. Be aware of any suspicious activity.
- If you need a break, arrange for someone trustworthy to watch your stall.

**A successful carnival depends on great products being offered but also providing a memorable experience for visitors.
Enjoy the festivities and have fun.**

Organiser Contact Details: _____