

## MARKETPLACE

### WHO SHOULD APPLY:

- Our application is open to businesses who sell high quality products that fit within the horticulture theme or might fit well within a Flower Show. We accept applications in the following categories: decorative garden, garden tools, garden apparel or accessories, plants, florals, handmade or craft items, floral themed jewelry, home décor, artwork or photography and specialty food items.
- We are interested in increasing the representation of BIPOC and WBE vendors, and that can be stated on your application
- **DO NOT apply** if you sell beauty devices (red light or LED devices, etc.), expensive creams or skincare products, cannabis products, food items with intent to consume onsite (i.e., sandwiches, or anything that is not a specialty prepackaged food item), alcohol products, or home improvement services.
  - If you represent a company or service related to home improvement (i.e. gutters, windows, etc.) please let us know and we will forward your request to our business development team who may have opportunities for you.
- Artisans: we are featuring a new artisan area for new artisans looking to try the Show. If this area is something you are interested in, let us know on your application and we will determine if it is the best fit/space is available. There will be a small reduction in cost for this area. Please note to be in this area your product must be handmade.

### APPLICATION PROCESS:

- There is a **non-refundable** \$25 fee to apply for the Philadelphia Flower Show. You will be asked to pay this upon submitting your application online.
- All vendor applications are reviewed each year. Prior participation does not guarantee an acceptance. We have a limited number of spots.
- Applications are reviewed on a rolling basis. We try to review as quickly as possible but may not get back to you until a few weeks later due to number of applications that come in.
- When reviewing applications we take into consideration the quality, type, and uniqueness of product, cohesiveness with the Flower Show and other vendors, overall mix of product/vendors, and overall aesthetic.
- Booth display and presentation are big considerations for us. We look for vendors that put together nice booths and make the Marketplace look beautiful and inviting.
- We look to have a variety of price points and categories/types of products featured. In an effort to minimize over saturation of one particular product, we may deny a vendor if we feel we have too many vendors in that category.
- Product and displays must be consistent with what is on your application. This is outlined in a contract given to those that are accepted. If you misrepresent yourself in

any way in your application or other information, we will remove you from the show without a refund.

- If accepted you will be notified via email, and more information including space assignments and pricing will be sent to you.
- Upon acceptance a map of space assignments will be sent to you. You will be allowed to send us requested spaces, but ultimately the Marketplace team will decide on your location.
- Once assignments are made, invoices will be sent, and deposits will be due within a week. All other booth fees will be scheduled out and sent to you for payment.

**ONSITE DETAILS & REQUIREMENTS:**

- Additional details and requirements will be sent upon your acceptance to the Flower Show. These details will also be available in our vendor manual.