



mathilda's market

Are you considering holding a stall at Mathilda's Market? If the answer is yes, then it's a really good idea to start by reading this document. It answers all our most frequently asked questions, and provides a good overview of what Mathilda's Market is all about.

Following, you will find these sections:

- 1) **About Mathilda's Market** – this explains what our Market is all about, and how it could benefit your business.
- 2) **Products we love** – is your product range the right fit for Mathilda's Market?.
- 3) **The cost** - What it costs to sell your range at Mathilda's Market, and what this outlay includes.
- 4) **How to apply** – now that you know all about us, here's what you have to do to perhaps be part of it!
- 5) **Fabulous Finds Program** - supporting and showcasing fledgling, up-and-coming talent.
- 6) **2010 dates & locations** – up-to-date details on when and where to find our upcoming Markets.

1) **About Mathilda's Market**

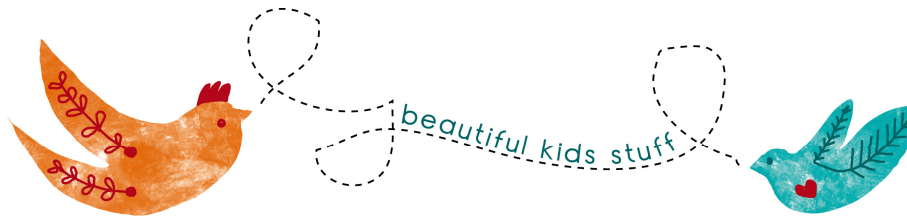
Mathilda's Market showcases and sells beautiful handcrafted or manufactured baby and kids goods. Our Markets are held regularly in Sydney, Melbourne, Brisbane, Perth, Canberra, Adelaide and Hobart. We carefully handpick our stallholders to bring our shoppers the most divine and original clothing, accessories, homewares and toys for the little ones. They are lovingly made by some of Australia's most talented crafters and designers – many of them parents themselves. It's a shopper's heaven for those who want to stylishly dress their children or decorate their kids' home environment, but don't want to buy mass produced, chain store items. Mathilda's Market's offers the funkiest and most gorgeous of outfits for the kids, chic bedroom decorations and furnishings, bright and brilliant toys, must-have accessories, pretty and practical bags and shoes, dreamy vintage-inspired creations, handcrafted musical instruments and jewellery, fabulous dress-up costumes, striking linen ... and so much more!

Mathilda's Market offers potential stallholders many exciting business opportunities, the most obvious being the chance to sell your products (of course!). However, holding a stall at Mathilda's is also an extremely effective way of increasing your brand awareness by connecting you with your target buying audience – both directly on the day, and via our promotional activity (more about that below). It could also lead to other amazing developments: many of our stallholders have been “discovered” at Mathilda's Market by browsing retailers, who then go on to stock their range. Others have formed important industry contacts. One important thing we do is to feature links to stallholders' websites. Our stallholders have confirmed this has a very positive impact on their website traffic, enquiries and sales.

2) **Products we love**

Do your products meet the criteria outlined below? If so, we'd love you to apply to set up shop at Mathilda's Market! We're always on the lookout for:

- Absolutely gorgeous baby and kids' goods.
- High quality products. This is paramount, as we have a reputation for showcasing and selling high quality items.
- Our shoppers adore products that are just that little bit different from the norm. Traditional goods are most welcome at Mathilda's, but we want them to have a unique look, feel, feature or twist! We love the sort of goodies that can't be found in mainstream stores (it's still fine if you already sell in some boutiques or online retailers). We want our shoppers to be excited, amused, delighted, enchanted and inspired by the products on offer.



mathilda's market

- We look for a high level of creativity and welcome the creations of designers, retailers, artists, etc.
- The products we sell **do not** have to be handmade, however because we value uniqueness so highly, we do favour this. We also welcome products that are manufactured, however we are not likely to accept goods that are available in mass in main shopping centres or retail stores.
- Visual merchandising is very important! Stallholders must be able to attractively decorate their stall at Mathilda's, and create a warm and inviting atmosphere on the day.
- While it is not mandatory, we prefer our stallholders to have a website. This is because our shoppers undertake a considerable amount of pre & post market shopping online, and like to be informed about what they're buying.

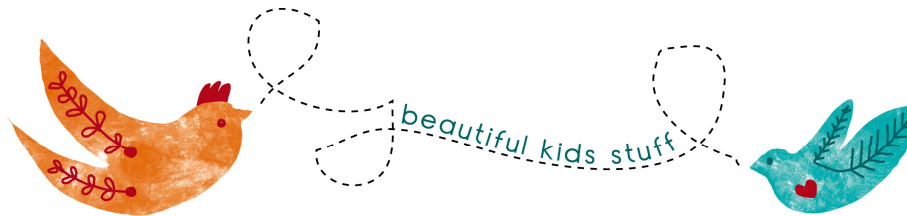
3) The cost

Mathilda's Market is very different from a typical weekend Market, and this is reflected in our fee structure. As a stallholder, you don't just receive a table on the day ... you get much more! The cost of booking a stall is \$220. This represents great value for money – here's why:

Our small and dedicated team of marketing, PR and event professionals work tirelessly to make every Mathilda's Market a success. We are constantly devising, implementing and fine tuning our market day plan, and advertising and communications strategy to ensure big crowds turn up to purchase the wares of our stallholders.

Here's what you can expect by participating at Mathilda's Market:

- **Listing of your business on our website:** Stallholders report that they consistently receive strong traffic to their website both before and after their appearance at Mathilda's Market, as a result of us listing their business name and website address at www.mathildasmarket.com.au Mathilda's Market devotees are savvy, well informed and prepared. They love to check out our website to take sneak peeks of what to stock up on and keep an eye out for at Mathilda's. And even if they can't make it to our Market, they love a spot of shopping at the online stores of our stallholders. See what we're talking about <http://mathildasmarket.com.au/melbourne/>.
- **eNewsletter:** We have 40,000 subscribers to our eNewsletter, in which we regularly feature some of our stallholders. This offers fantastic exposure and association with a very well respected and much loved brand.
- **Blog:** In our blog called Mathilda's Market Show & Tell, we chat about Mathilda's Market stallholders, their products and share the good news on other children and baby products and businesses that are just too wonderful to keep a secret. The popularity of our blog is growing: why not have a read <http://mathildasmarket.blogspot.com/>.
- **Media:** Our PR campaign runs 365 days a year, so that as many members of the public as possible know about Mathilda's Market! We often feature a handful of stallholders in our media releases, which are submitted to a wide range of media outlets including major metro and local newspapers, newspaper weekend supplements, monthly parenting and lifestyle magazines, websites, etc. We garner great coverage with the media and we've given many small businesses a huge boost by organising stories mentioning them in a major outlet.
- **Advertising:** We regularly place FULL PAGE ads in Shop4Kids, Studio Bambini, Real Living, Pregnancy & Baby, Cosmo Pregnancy, Practical Parenting, etc. In addition we conduct very



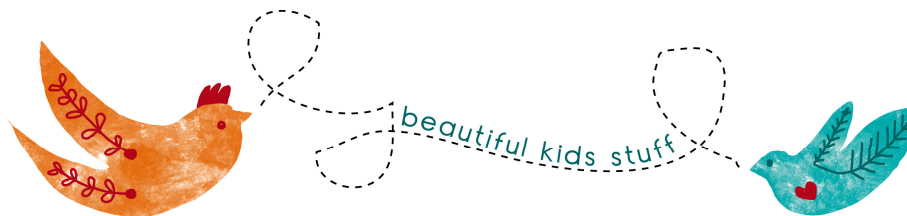
mathilda's market

targeted marketing campaigns on websites (on blogs, forums, etc) which appeal to the Mathilda's Market demographic. Such advertising campaigns are highly successful but very expensive. It's necessary for us to factor in this cost when determining our booking fees.

- **Flyers:** We also distribute about 300,000 flyers to kinders, crèches and childcare centres throughout the year.
- **Exposure to potential retail stockists:** We often have retail store owners and managers visiting our Markets, on the hunt for the latest and greatest in baby and children's goods. The business expansion possibilities for you are exciting indeed!
- **Partnerships:** We're proud to have exclusive partnerships with some fantastic companies for 2010. We will write reviews, columns and articles for these sites, where we'll profile many past & future Mathilda's Market stallholders.

We are proud and excited to announce our 'Official Partners' for 2010:

- **Kidstylefile** - <http://www.kidstylefile.com.au/>
- **Handmade Kids** - <http://www.handmadekids.com.au/>
- **Prominent and pre-eminent locations and venues:** Here's where you'll find us!
 - **Melbourne:** Malvern and Hawthorn Town Halls, and at Caulfield Racecourse for our Christmas Market
 - **Sydney:** St Ignatius College in Lane Cove, and at Paddington Town Hall
 - **Brisbane:** The Brisbane Racing Club at Eagle Farm, Ascot
 - **Canberra:** The prestigious Park Hyatt Canberra
 - **Adelaide:** Norwood Concert Hall, Norwood.
- **Set-up equipment:** We provide you with a trestle table and chair for your Market day set-up. Your table size is 2ft x 6ft, and there is approximately 1 meter on either side for racks or stands. (more details are provided closer to your Market date). Please note: we are not an exhibition; therefore we can't provide dividers or exact stand or floor measurements.
- **Public liability insurance:** is included when you book your stall.
- **Market check list:** We provide you with a comprehensive Market checklist and do's & don'ts for Market day.



mathilda's market

- **Our conditions:**

- *Please make your decision to book your stall with us carefully. It is our policy that we will refund 50% of the booking cost if you cancel your booking more than 4 weeks prior to the date of your Market. Cancellations within 4 weeks of your Market date are non refundable.*
- *Stallholders are only allowed to sell those products listed on their application form.*
- *Stallholders are responsible for the security of their own products.*
- *Stallholders give us permission to use their images, business name & website text for our promotional material and media releases*
- *If there is any damage to the venue whatsoever (i.e. scratching of floors or paint off wall) due to the stallholder's negligence, please be aware that any associated costs invoiced to us by the venue are payable by the stallholder at fault.*

IMPORTANT: Please note that we don't necessarily offer consecutive Market participation for stallholders, for the simple reason that our shoppers want to see variety and new creations. We are only able to offer consecutive participation if stallholders take part in Markets in different cities (eg. Mathilda's Market in Melbourne in March, and then in July Sydney). Also, please note that we usually have more applications than stalls available, so don't be disappointed if we cannot accommodate you at Mathilda's Market at the time of your request. Please keep trying!

Once you have participated in a Mathilda's Market, you will automatically be added to the mailing list and be sent our Market updates & application timelines.

4) How to apply:

Please follow this <http://mathildasmarket.com.au/retail/index.php> to register your business on our database. Once registered, we will let you know when applications open.

5) Market dates & locations

2011 will be released in December 2010. Please click <http://mathildasmarket.com.au/dates/> for our schedule of all Mathilda's Market dates.

Thank you very much for your interest in being part of Mathilda's Market!