GETTING THE MOST OUT OF YOUR BUSINESS STALL

My Kids Market provides a place for small child/family related businesses to connect with local mums, dads, grandparents and parents to be and showcase their brands at our events and our online platforms. Our shoppers love supporting small business and enjoy discovering unique products and services at the markets. MKM is the perfect place to offer an exclusive sale or offer, clear excess stock or launch something new and exciting so if this sounds like you please get in touch today!

Anyone wanting to sell new or handmade goods or a service based business is classified as a Business Stall even if you don't have a registered business or an ABN.

Please Note: Businesses that sell food items must provide a copy of their business Public Liability Insurance and Food Handling Certificate prior to the Market Day.

As well as a fun day at the Market hosting a stall gives you unlimited access to our MKM Facebook Community and as much social media exposure as you want for your business as we love sharing market related content in the lead up to our events!

Business Stall Fees By Location

Location	Fee	Location	Fee
Sutherland	$120	Oran Park	$110
Kellyville	$120	Hornsby	$110
Ryde	$120	Northern Beaches	$110
Penrith	$120	Central Coast	$110
Five Dock	$120	Newcastle	$120
Picton	$110	Port Macquarie	$110
Bathurst	$110	Wollongong	$110
Liverpool	$110	Maroubra	$120
Parramatta	$120	Hawkesbury	$110

MKM Stallholder Hub

- Search **#sellipgtips** in our MKM Stallholder Hub as we share new tips and photos every week!
- Click **here** to join or access the MKM Stallholder Hub

My Kids Market Community

- Show off your items in our MKM Community Facebook Group to get our shoppers excited about what they will discover at the market!
- Pre Loved Stallholders are invited to share sneak peeks of some of the items they will have for sale
- Click **here** to join or access the MKM Community Facebook Group

Why Host a Business Stall at MKM?

- My Kids Market provides baby/child/family related businesses the opportunity to showcase your unique brand to your target market by connecting you with local mums, dads, grandparents and parents to be.

What Is Classified as A Business Stall?

- Anyone wanting to sell new or handmade goods or has a service based business – even if you don't have a registered business or an ABN.

How Much Are Business Stalls?

- Stall hire is between $110 and $120 (depending on the market location), and includes GST. Refer to the Market Locations table above for the cost of a Business Stall at your chosen location.

What's Included In A Business Stall Fee?

- Table hire – standard trestle of 1.8m x 75 cm (6ft x 2ft)
- In some instances we can provide Public Liability Market Insurance (please note this is Market Insurance only and does not cover your product/s or food)
- Excellent indoor venues and no matter what the weather brings shoppers will attend and your goods will be undercover.
- Premium stall allocation – Business stalls are generally located on corners or against walls in high-traffic areas.
- The opportunity to showcase your unique brand to hundreds of local families.
- An editorial mention in our MKM e-News published prior to market day.
- Market Day Spotlight mentions shared across our social media platforms to showcase your brand (Images and details will be requested by email a few weeks before the event)

- Exclusive access to our Facebook Community Group where you are invited to post images and content about your Business including special offers, discounts and promotions that you will be offering at your Business Stall on Market Day.
- Mentions across our Instagram and Facebook stories when you tag @mykidsmarketnsw
- Approximately 2ft floor space beside your table for a clothes rack or small table. In many cases Business stalls, may bring a second clothes rack. If your stall setup requires additional space please get in by emailing **info@mykidsmarketnsw.com.au** prior to the market day so we can ensure you are in a suitable position.
- Exclusive access to our MKM Stallholder Hub (Private Stallholder only Facebook Group)
- Market day support staff

  And of course, a whole lot of fun!

How To Make The Most Of Your Business Stall

- Be seen on our social media pages by providing us with images and content to post on our Facebook and Instagram page.
- We invite you to join our Facebook Community Group and post content and images about your business before the Market Day to increase awareness of your product or service.
- Send us details on any special offers or giveaways you will have at your stall so we can promote this in the lead up to the Market Day.
- Tag @mykidsmarketnsw in your Instagram posts and stories so we can add your business to our Instagram stories.
- Ensure you have plenty of colour flyers/business cards to hand out. Remember not all shoppers will be prepared to buy on the day so be sure to have something for them to take home for future reference.
- We suggest having a promotional code/sticker on the flyer should a shopper take a flyer for future reference. The offer may not be as good as what they receive if they make a purchase on the day however an incentive of some kind that will also assist you in tracking all future sales to determine the overall success of your stall.
- Make your stall inviting as this will attract more shoppers, be sure not to overcrowd with too many items.

- Ensure your signage is clear and sells your business well as that's the whole purpose of your day.
- Clearly price all items and offer market specials to encourage sales.
- Connect with the shoppers by starting a conversation; this is a great way to start talking about your product/service.
- At the end of the market you may or may not sell a large volume of items, however, being present at the Market your brand will been seen by hundreds of local families plus you will have the opportunity to network with other businesses!

Payment Types / Taking Payment

- We suggest you bring at least a $100 cash float made up of gold coins and small notes as most shoppers arrive at the market with $50 notes and very little change.
- While cash will always be the main currency at MKM offering a contactless payment option at your stall may help increase your sales especially if shoppers are running low in cash as finding stalls with contactless payment options will allow them to keep shopping!
- The most commonly used Contactless Payment Options are Square, Paypal and Direct Debit , however there are many other options available so best to check them out to find one that works for you.
- Remember to create a simple sign to show the payments types being accepted at your stall.