



Guide to Mystical Markets

H A N D B O O K F O R
V E N D O R S

BY
M A R Y V I V I L E C C H I A

DEDICATED TO:

LUNA &
ALL VENDORS



Luna Events
ALWAYS BEAUTIFUL

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"A Small Business
is an amazing way
to serve and leave
an impact on the
world you live in."

- Nicole Snow

INTRODUCTION

Luna Events Canada specializes in unique witchy, metaphysical and holistic markets. Our intention is to create awareness within the community and for our local artisans, to help them shine their light even more. Luna Events creates markets filled with love, light and healing energy, with the intention to help everyone to vibrate higher.

Welcome! My name is Mary, the Founder and event organizer for Luna Events Canada.

Luna Events was established in February 2019. I had just walked away from my yoga studio in Mississauga after being in business for 5.5 years. I had my own boutique and healing practice within the yoga studio and when I closed down the studio, I moved everything to my home here in Guelph. I didn't really know how to get my work and services out to the community, as I was new to Guelph and starting from scratch. With much thought and sleepless nights, I decided I wanted to be a vendor and participate in markets. I thought it would be the best way to network and get myself out there. I had NO idea what I was doing lol.. But I am an event planner deep in my soul and although very overwhelming and scary, I succeeded. I was able to turn a scary experience into a beautiful one.

I love being a vendor and meeting likeminded souls and making new connections with other vendors and the community.

I am a big supporter of small businesses and women supporting women. There's a lot to consider when participating in markets as a vendor.

The purpose of this handbook is to guide not only those new to the vendor market world but for all vendors. Once you get into the world of markets, you will be addicted. Markets are a great way for you to advertise your products/services/offerings and make new connections, but the energy itself is amazing. I honestly will be on high the whole day from the moment I wake up in the morning until the very end of the day which for me isn't until 12 or 1am the following day. I do sleep like a baby though that night lol.

My intention is to hold space for all of you to shine and share your beautiful creations and offerings with the community. Luna Events markets are filled with love, light and healing energy, and with the intention to help everyone to vibrate higher.”

I hope this guide inspires you to share your light with the world.

See you there!

Mary xo

P.S. For those of you wondering how I came up with the name, Luna Events Canada, Well it was inspired by my best friend, Luna. She is my fur-baby and an Angel sent to me by God/Spirit/Creator. ♥

WHY MARKETS ARE GOOD OPPORTUNITIES

Markets have always been a place of opportunity for all new small business owners who want to start a business but who may not have a lot of money.

It doesn't take much money to start a market business—it is one of the cheapest places to start a business. However, it does take a lot of energy and commitment to make it a long term success.

You are your own boss. But you must be good at self-motivation and have a pleasant personality that can get along with many different types of people.

Success at a market is not automatic, it is reached through a combination of factors such as location, size, prices, reputation and the overall experience and not all vendors are successful. It is the vendors (you!) and the quality and consistency of your products that make a market successful and bring people together

MARKETS...

- Are more popular than ever
- Have low start up costs
- Are a fun way to make money and socialize
- A great place to experiment with new products and ideas and get immediate customer feedback
- A good way to improve your language skills
- Can lead to new opportunities through exposure to new people
- An easy way to improve your business skills



GETTING STARTED

Wanting to launch your new business at a Community Market, but not sure what to do to ensure you have a successful event?

What do I need to do to prepare? Do I need a table? Business cards? How much product should I make? How many vendors attend your markets?

As the event organizer, I get asked these question a lot by new start up vendors. They share their stories with me on how they got started and how they are now ready to launch their new business in front of people. I love hearing their stories and looking at their new services or products they designed. We are so very unique, It's amazing.

WHAT YOU NEED

Try to use items that you already own, or borrow from family and friends. If you have to buy everything new, it should cost less than a couple hundred dollars. Some indoor markets have access to electricity, but may not - make sure you know what to expect before your arrive.

Your Investment:

- Display table (6ft table)
- Folding Boxes or shelves for displays
- Chairs (one or two - chairs are usually provided by the venuer if it is an indoor event)
- Linens (table cloth)
- Money box (bring change!)
- Signs for your company & products
- Gift Bags
- Business Cards
- Canopy tent (only for outdoor markets, may be required.)



" When you buy something made by a person, there is something special there, and you can feel it. The consciousness with which a thing is made is often more important than the thing itself."

- J. Donald Walters

STARTING SMALL

It is easier to grow your business if you start small.

Keep your expenses and risk low in the beginning. A market business can be started for very little money. If you start small the only costs are inventory, booth space, marketing materials and maybe some transportation.

The basic market space is called a booth. Every venue or event will offer an 8x4 space, a 10x10 space or sometimes it can be even a smaller space. Some events allow you to bring more than one table, or only one 6ft table - depending on space.

Please note: if you decide to bring an extra table, please reach out to the event organizer, Event organizers plan their floor plan according to the size of the venue space. Booth space is limited. Please be respectful and ask prior to the event.

The event organizers work very hard to ensure a successful event and that all vendors are happy.



A small a 6ft table may be better than an 8ft table. Product displays look better and fuller in small spaces. Full spaces attract more customers than large displays with a lot of unused space.

In the beginning, it is important to be a good listener and observer. Grow your business by learning what people want, you can make little changes every time and watch your business grow.

As your business builds, you can increase your inventory and make changes based upon experience. This is the best way to grow a market business.

Be sure to accept cash, debit, credit cards or e-transfer - if you rely on one you will be missing out on potential sales.

Many markets have repeat customers at very market, you will get to know these people and establish social relationships. You are developing a business reputation through personal connections. If your customers learn to trust you and know you have good products, they will tell their friends and help you grow.

LUNA EVENTS GUIDELINES

As the event organizer, we are responsible for planning, managing, and organizing amazing events in the most efficient and cost-effective way.

If you would like to be a vendor and work with Luna Events Canada, please read our guidelines below:

Luna Events does their best to limit vendor/product overlap as much as possible but we cannot guarantee no overlap. Sometimes product overlap is unpreventable. If it happens, vendors will be placed on opposite sides of the venue.

ONE table per booth only. If you require to add a second table, please notify the event organizer at time of booking. Space is limited and we want to ensure we are able to accommodate all vendors. If the event organizers are not notified and the vendor shows up with an additional table, the vendor will not be permitted to use the second table. (Card readers are allowed to bring a small table (2ft) to be placed behind your existing table for readings).

One-month prior Luna Events will email all vendors promo ads that can be used to help promote the market. It is the vendors responsibility to promote on all their social media outlets.

Vendors will receive setup instructions and timing via email one (1) week prior to the market.

Tear down of your booth is not permitted, until the end of the market. i.e.. if the market is closed at 4pm - tear down your booth at that time, not any earlier!

Markets will run as long as there isn't a full Covid-19 shutdown that allows it not to happen. If there are restrictions in place, the market will be running and the spot is non-refundable.

Table/booth fees are **NON-REFUNDABLE** and no credit will be issued towards another market, in the event you cannot make it. If the market has been postponed a credit for a future date will be offered.



LUNA EVENTS GUIDELINES

If the market has been postponed a credit for a future date will be offered.

If you are unable to make the market, due to illness or other circumstances, it is your responsibility to find coverage for your booth to run your business or you will forfeit your spot and payment.

Luna Events has the right to reschedule a market due to any unavoidable situation such as but not limited to weather conditions, a venue lockout or any other uncontrollable circumstance that may occur. Your payment will be forwarded to another market, this also includes postponement due to Covid-19. Luna Events are an all inclusive event, if there are requirements such as mandates and passports, the events would be postponed to ensure all vendors and attendees take part in what we offer. **Discrimination and segregation does not align with our core values.**

The vendor will not use derogatory words verbally, in writing or on any social media platforms, with the intention to damage the reputation of fellow vendors, the organization and organizers. This is not tolerated and you will be removed immediately.

Food vendors are responsible to have your up-to-date health report, also you are responsible to inform Public Health what market/s you are participating in. The event organizer will ask you for proof of your health-report at time of booking. Also keep mind to bring that report with you to the market just in case public health shows up and asks you for it. Failure to show proof will result in a fine and you will be responsible to pay that fine.

Booth assignments will be based on receipt of COMPLETED REGISTRATION FORM & FULL PAYMENT on a first-come first-served basis.

Remember to always have fun, support one another, and always be kind.





Hello and thank you for taking the time to read my Guide to Mystical Markets. I am the founder of Luna Events Canada, White Light Wellness Centre and Lotus Yoga Academy. Through these businesses I have been able to offer everything my heart and soul shines for, I feel truly blessed. I have been honored to have met and worked with many amazing beautiful souls. I hope I have inspired you to do the same.

Keep shining your light!

Mary xo

Hi, I'm Luna!

Fun facts about me:

I am a potcake and I was born in Turks & Caicos.

My nicknames are: Lunar, Lunabelle, Lulu & Lazy Luna

I love my mom!! She's the best.

I'm kinda lazy... love to sleep in!

My biggest fear are little humans and loud noises

I love when my mommies clients come over, because I get lots of pets.

Thanks for stopping by! ♥

Luna xo



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