



Hi Friends of Swag,

We are very excited for the start of the 2019 outdoor market season. Last year ended on such a “damp” note so we are optimistic for a bright start to the spring season.

Swasey Parkway is no longer under construction. This is great news. We do need to address the elephant in the room, or more precisely, on the Parkway. Last year was very difficult with dealers requesting specific spots (trees, sun, shade, etc.). This is a first-come, first-served market. So, if you want to be toward the front entrance, come early. If you want to be a bit further back where the shade trees are, come a bit later. We can not guarantee location for any dealer for any of the monthly markets.

Dave and I talked about charging more for specific spots on Swasey Parkway but the design of the Parkway is not conducive for that. We are sorry, but for ease, safety, and enjoyment of the shoppers, it will remain a first come, first served set-up. The last few markets of 2018 caused great stress for us and for several of you; stress is not the tone we want on our Saturday markets. We hope you understand and will still consider joining us this year.

We are continuing with the later start time this season, 6:45am. If you arrive before we do **please do not** pull onto the Parkway. Now that construction is over, Swasey Parkway is a two-way road until the permitting party (Swag on Swasey) closes the road. We will close the road when we arrive, no later than 6:45am. We need to respect this policy if we want the continued support of the Town and the Police Department for these markets. The dealer entrance will continue to be from the Newfields (north end) of the Parkway on Route 85, very convenient for those dealers coming from 101.

One of the most frequent questions we receive is in regards to sending in payment or receiving payment on market day. There is one very important reason we request payment in advance and that is to allow us to better promote the market. Swag is still a growing market and to be able to advertise the number of confirmed dealers is important to our market success. Our ability to generate foot traffic to the market is closely tied to the number of quality dealers scheduled to be at the market.

With that said, we can not close without saying Thank You! We know this market would not be successful without your support, your participation, and your recruitment efforts. At each market we are reminded of this as we field more questions from your friends, family, and antiquing/collectible colleagues.

We can not thank you enough.

- Beth & Dave

# 2019 Rules & Regulations



## Swag on Swasey

The Swag on Swasey market is geared for antiques, collectibles, vintage and re-purposed items. Artisans and artists are also welcome to join the market. This market is not open to direct sales companies or food vendors.

## Rentals & Reservations

Space is rented on a first-come, first-served basis. Reservations are recommended to ensure a space and ample time to advertise your participation. Reservations can be made by completing this application and returning signed application with payment. **SPECIFIC SPOTS ON THE PARKWAY ARE NOT RESERVED.** If you want to be next to a specific dealer you need to coordinate your arrival time. If you want to be closer to the entrance of Swasey Parkway, you should plan to arrive very early. If you want to be further back towards the trees, you should arrive a bit later.

## Payments

Cash or check payments are accepted up until ten days prior to the market date with your signed agreement. Full payment is required in order to reserve a spot. Payment constitutes a contract between vendor and ecm design, inc. and the vendor thereby agrees to adhere to Swag on Swasey (ecm-design, inc.) policies.

## Policies

1. Setup time for vendors is 6:45am to 7:30am on market day. **Vendors will not be allowed on Swasey Parkway prior to the organizers closing the road. Any vendor violating this will be removed from the market and be banned from future participation.**
2. For morning set up, vendors will enter Swasey Parkway from the Newfields entrance (NH-85) only.
3. Vendor designated areas will be in the roadway. Tents are allowed but only in the roadway. Tent stakes are not allowed on the grassy areas of Swasey Parkway. Electricity is not available on Swasey Parkway.
4. Vendors who reserve a space and do not show up by 8:00 will forfeit the reservation. **No refunds will be given for pre-paid vendors who do not show.**
5. Vendors will conduct themselves in a professional, courteous manner at all times. The use of loud, profane or abusive language is not permitted. The consumption of alcoholic beverages on Swasey Parkway is strictly prohibited. Any violators will be removed from the market and be banned from future participation.
6. Vendors can pack up merchandise at any time but will not be allowed to drive out of Swasey Parkway until 2:15 after the market has closed. If a vendor anticipates the need to leave before the close of the market, for any reason, the vendor will need to park their vehicle off-site and transport all items associated with their booth on foot. Swasey Parkway is a closed road on market days (6:00am - 4:00pm).
7. All Vendors are required to keep their area clean and free of hazards. No one is permitted to leave or discard merchandise, boxes or cartons on Swasey Parkway. All trash must be removed at the end of the market.
8. Vendor is responsible to carry the appropriate insurance and licensing for their business.
9. The selling of hot or cold drinks of any kind are not permitted unless prior approval has been agreed upon.
10. Pets of any type (excluding personal assistance animals) are not allowed on Swasey Parkway.
11. All merchandise must be removed from spaces at the end of the event.
12. Vendor agrees to indemnify and hold ecm design, inc., Swag on Swasey, The Town of Exeter, and the Swasey Parkway Trust harmless against all claims for injury and damage to persons and/or property arising from or in any way related to vendor's rental of space from ecm design, inc. Vendor assumes all risk and liability for injury, damage or loss due to theft, accident or negligence.

## Prohibited Items

The sale of firearms, ammunition, explosive materials, chemicals, pornographic or offensive materials, livestock, pets, drugs or drug paraphernalia, alcoholic beverages, fireworks, piercing or any service that may be deemed offensive by management is additionally strictly prohibited. Management reserves the right to have any item or items removed from sale at its sole discretion.

# Application Agreement



## Vendor Information

Name/Business Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Type of merchandise to be sold:

\_\_\_\_\_  
\_\_\_\_\_

Please email pictures of your merchandise to include in our online advertising to [beth@ecm-design.com](mailto:beth@ecm-design.com).

This agreement between ecm design, inc. and the above vendor is for renting the following space(s)

**Vendor space - one dealer & vehicle** (approx. 20 feet long and the road space in front of vehicle) **\$35 payable to ecm design**

- Apr 27       May 25       June 22       July 27  
 Aug 24       Sept 28       Oct 12



**Day of event - \$45**

**Please note: if you park your vehicle on Swasey Parkway you will not be allowed to leave early (even 5 minutes) before the scheduled end time of 2:00pm. If you attempt to leave early you will not be eligible to return to the flea market for future dates.**

It is important the vendors stay open during our posted times. If there is a anticipated reason for leaving early, you are to park your vehicle off-site and transport your items from your vehicle to your market space.

Swasey Parkway is a closed road from 6:00AM - 4:00PM except for emergency vehicles.

—————▶ **MAKE CHECKS PAYABLE TO ecm design, inc.** ◀—————

Vendor acknowledges receiving a copy of the rules and regulations of the 2019 Swag on Swasey Market and agrees to abide to all policies listed therein. This authorization is for the entire 2019 season.

Vendor: \_\_\_\_\_ Date: \_\_\_\_\_