



Vendor Guidelines

1. Vendors and representatives performing demos are required to check-in with a New Morning Market demo specialist upon arrival. You are responsible for maintaining a clean and professional demo at all times.
2. As a professional courtesy and to support the New Morning Market's daily scheduled demo slots, we ask that you start and end your demo at the designated time and call the store (203.263.0673) if you are running late or need to cancel.
3. Demos are to be performed only in the assigned demo area as directed by the demo specialist. Demos must not, at any time, impede proper customer/employee traffic flow and/or safety. You may be asked to change locations mid-shift depending on circumstances that may arise. Please do not change your demo location without first consulting a New Morning Market staff member first.
4. It is your responsibility to check product stock at least one week in advance. Please ensure the products you are demoing are sufficiently stocked before you begin your demo. If a product sells out during your demo, please stop sampling that particular product or flavor.
5. You are here to sell product in New Morning Market. Please do not demo product or flavors New Morning Market does not currently carry or promote any other retailers or websites.
6. The use of cell phones is not permitted on the sales floor. If you need to use your phone, please excuse yourself from your demo table and go outside.
7. All applicable local, state, and federal code standards for preparation, storage, and food service must be met and your valid food handler's card should be easily accessible if serving food. Any representative holding a demo must have a Certificate of Liability Insurance and/or must be covered by the company whose product is being demoed.
8. Unprofessionalism, discriminating against other products or competitors, inappropriate language, or leaving the demo station alone longer than an appropriate break period is prohibited.
9. Any support products needed (crackers, water, almond milk, etc.) must be products sold at New Morning Market.
10. Please come prepared with enough product for your demo. In the event that you need to purchase product off the shelf, please do so at the beginning of your time slot.
11. If a customer asks you a question you can not answer please find a New Morning Market staff member for assistance.
12. Please adhere to New Morning Market's dress code. No open-toed shoes. Shoulders, armpits, and midriffs must be covered. Please use moderation when wearing perfumes as some of our customers are sensitive to strong fragrances.
13. Representatives may not put up or take down any signage for the product they are demoing including shelf tags, sale signs, and/or promotional material. Please ask a New Morning Market staff member if you would like to leave material to be handed out at a later date.



Goodness Is In™

14. Please clean up your area at the end of your demo. Break down your table, dispose of your trash (or find a staff member to help you find the appropriate receptacles), and check out at the customer service desk.

If any of these guidelines are not followed or if you fail to show up to a scheduled demo, it is New Morning Market's discretion that the vendor or the representative may be asked to leave and/or not return to demo. If you have any questions, please email Morgan Leever (morganl@newmorn.com).

Prior to your scheduled demo, please fill out, sign, and email this form to morganl@newmorn.com or submit with your Request Form on newmorn.com/vendorsupport.

I have read and understand New Morning Market's Vendor Guidelines.

Demonstrator Signature

Company

Print Name

Date

Contact Number

Contact Email