



February 2, 2012

To: Hilldale Farmers' Market Vendors  
From: Lisa Lewis, Market Manager  
Hilldale Mall Management

It is once again time to begin preparations for the Hilldale Farmers' Market. Enclosed are application forms for your participation at the market. Please make sure to review the rules and regulations carefully, ***paying special attention to the following items:***

- Lisa Lewis is the Hilldale Farmers' Market Manager. She is your contact if you have any questions, concerns or complaints. You can reach her at: **(608) 209-7130**, or via email at: **hilldalemkt@hotmail.com**. The Hilldale Market Advisory Board, a committee consisting of several vendors, the Market Manager and Hilldale Mall Management, will address any complaints or violations.
- Please read the **2012** rules and fees **carefully**. All permits will allow you to sell at the market on both Wednesdays and Saturdays.
- The 2012 market will be located in the West Parking lot of the shopping center, at the entrance from Segoe Road (same location as 2011).
- Each Vendor is expected to preside over his/her stall at all times. In the event that the vendor cannot be present at the market, one designated substitute must be present in the market stall. The substitute must be the same person each time.
- If your insurance information expires at any time during the season, you will **NOT** be allowed to sell at the market until updated insurance information is received. Lisa Lewis will have a list of insurance expirations, and will be enforcing this each day.
- **Completed applications must be received no later than March 15, 2012.** Applications are accepted on a First Come First Served Basis. If we do not receive your completed application and all fees by March 15th, you will not be considered for the market. **There will be absolutely no exceptions to this process.**

Completed applications consist of the following **(all items must be received prior to acceptance and assignment of stall):**

- Signed and completed Farmers Market contract.
- A copy of your Automotive Liability Insurance
- A check payable to **Hilldale Land Company, LLC** for the correct amount **(must include the \$50 application fee)**.
- A copy of your food processing plant license if you sell processed items as detailed by the rules.
- A signed copy of the **Hilldale Shopping Center Hold Harmless Agreement**

We look forward to seeing you at the market!