



GREENFIELD
DISTRICT



**GREENFIELD
WEEKEND MARKET**

TENANT DESIGN MANUAL

ABOUT Greenfield Weekend Market

A consistent presence in the list of top weekend markets in Metro Manila, Greenfield Weekend Market has been making waves since its launch last March 2014, attracting thousands of market goers who are looking for a different kind of Saturday. Rich with adventures on food, shopping, vintage, art, music and even fortune telling, Greenfield Weekend Market promises to showcase Metro Manila's most unique finds and to be a unique outdoor family destination --- all nestled in a wide, green expanse in the middle of the city.



VENDOR GUIDELINES



Joel Janer
Greenfield Weekend Market, 2016
Acrylic on wood

1. Applying for a space

- a. Vendors who wish to join the Greenfield Weekend Market must submit the following to the marketing officer-in-charge:
 - i. Company/ Group logo
 - ii. Profile
 - iii. Point person and contact information
 - iv. Actual product photos
 - v. Product list
 - vi. Price list
- b. Product samples that are properly labeled must be sent to the Greenfield head office with address at:
Greenfield Corporate Center
88 United Street, Greenfield District,
Mandaluyong City
- c. Feedback will be given within 5 working days via email and text
- d. Note that approval of vendor concept does not guarantee a space every week. Vendors must apply for a space for an upcoming Market day on a weekly basis.
- e. A weekly schedule is as follows:

MONDAY	Greenfield to send via SMS an invitation to join to ALL pre-selected and approved vendors. Deadline will be on Tuesday 5PM.
TUESDAY	Confirmations will be ongoing.
WEDNESDAY	Greenfield to confirm participation of approved vendors via SMS.
THURSDAY	Greenfield to email blast the vendor confirmation with vendor layout and guidelines.
FRIDAY	No more movement.
SATURDAY	Event proper.

2. Securing approval to join

- a. An email and text message will be sent to the approved vendor.
- b. Vendors are asked to strictly stick to their approved product concepts. The product list that was sent to Greenfield during application for a slot in the Market should be the only ones being sold.
- c. Greenfield is trying to maintain a good product variety among vendors that should not be directly competing with each other. Should there be new product offerings, please send the list and photos to the marketing OIC for approval, and send product samples to the Greenfield head office.
- d. Vendors that are found to sell non-approved products will be automatically banned from participating to future Markets.

3. Provisions for vendors

- a. The following items will be provided to the vendors:
 - i. Space within a 5x5 meter lighted tent
 - ii. 1 table (32x48 inches) with cloth
 - iii. 2 chairs with cloth
 - iv. 1 electricity socket per vendor

4. Vendor fees and collection of payment

	1 TABLE	1 ½ TABLES (1/2 TENT)	2 TABLES	3 TABLES (1 TENT)
FOOD - Rice Meals	1,100	1,650	2,200	3,300
FOOD - Appetizers, Desserts, Drinks	950	1,425	1,900	2,850
NON- FOOD	700	1,050	1,400	2,100

A collector designated by Greenfield will collect the corresponding vendor fees between 7PM to 9PM.
Effective as of November 12, 2016

5. Vendor booth design

- a. Greenfield Weekend Market follows a “country-industrial style” design concept and all vendors must adhere to this look.
- b. Vendors will be given the leeway to dress up their stalls provided that they will work within the guidelines featured in this manual.
- c. This means that each vendor stall must have a personalized “country-industrial style” design. Brand signage, mood lighting and other decors to make your stall stand out are highly encouraged.
- d. Non-compliance will automatically ban the vendor from participating to future Markets.

6. Event day procedure

- a. Ingress schedule for Vendors
 - i. Every Saturday, 10am to 3pm – Ingress of Vendors
 - ii. After 3pm – No more movement
 - iii. 4pm to 12am – Event proper
- b. Setting up the vendor space
 - i. All vendors can ingress beginning 10am every Saturday. Egress will commence after 12am. This schedule shall be consistent every event day unless otherwise advised. Vendors are strictly advised to arrive early to finish setting up, and have enough stocks to last until the end of the event. Greenfield greatly discourages vendors from leaving the Market early because of a sell-out as this will create a hole in the layout and will not look well with Market guests.
 - ii. Each vendor will be provided a booth space, a table and two chairs. All vendors are encouraged to bring additional display materials, shelves and branding posters/ tarps.
 - iii. Vendors are asked to be mindful of their respective space allocation. Please make use only of the space, tables, and chairs allocated. Each selling space should only be within the confines of your allocated space.
 - iv. Vendors who will be cooking on the spot are encouraged to bring their own LPG stoves or other non- electrical equipment (*i.e. fire extinguisher*) for more efficient electrical consumption.
 - v. All vendors must bring their own garbage bags. The janitors will collect this from time to time.
 - vi. All vendors must clean up their space completely after every event. Vendors are partners of Greenfield in maintaining the cleanliness and high quality of the Market. All tables should be aligned with each other, with no table out of line or jutting out. All additional tables, table cloths, chafing dishes, signages, banners, tarps and any other materials to be used should be a good quality.
 - vii. Greenfield does not allow charcoal grilling to maintain the smoke smell free vibe of the Market.

7. Weather contingencies

- a. Greenfield Weekend Market is an all-weather market. Contingencies are in place to ensure that the market will not be affected by light to medium rain.
- b. In case of a severe weather forecast, vendors will be updated on a timely basis on Greenfield’s next steps.

8. Vendor activities and interaction

- a. Greenfield Weekend Market is a family-oriented and child-friendly market.
 - i. Vendors who sell alcohol must first transfer the contents in a cup. Beer bottles will be strictly prohibited.
 - ii. Drinking beers and rough housing within the vendor allocated areas are strictly prohibited.
- b. As representatives of Greenfield Weekend Market, all vendors must interact with market goers in a friendly and courteous manner.

9. Marketing support

All vendors will be asked to support Greenfield's marketing initiatives to promote the event by:

- a. Posting to social media accounts about the Greenfield Weekend Market pre, during and post event day.
- b. Liking the official event Facebook page and leading their clients to the site:
<https://www.facebook.com/GreenfieldWeekendMarket>
- c. Event flyers are available for pick up by vendors at the Greenfield Head Office with address at Greenfield Corporate Center, 88 United Street, Greenfield District, Mandaluyong City.
- d. Note that logos, product photos, etc. may be used from time to time by Greenfield to promote the event.

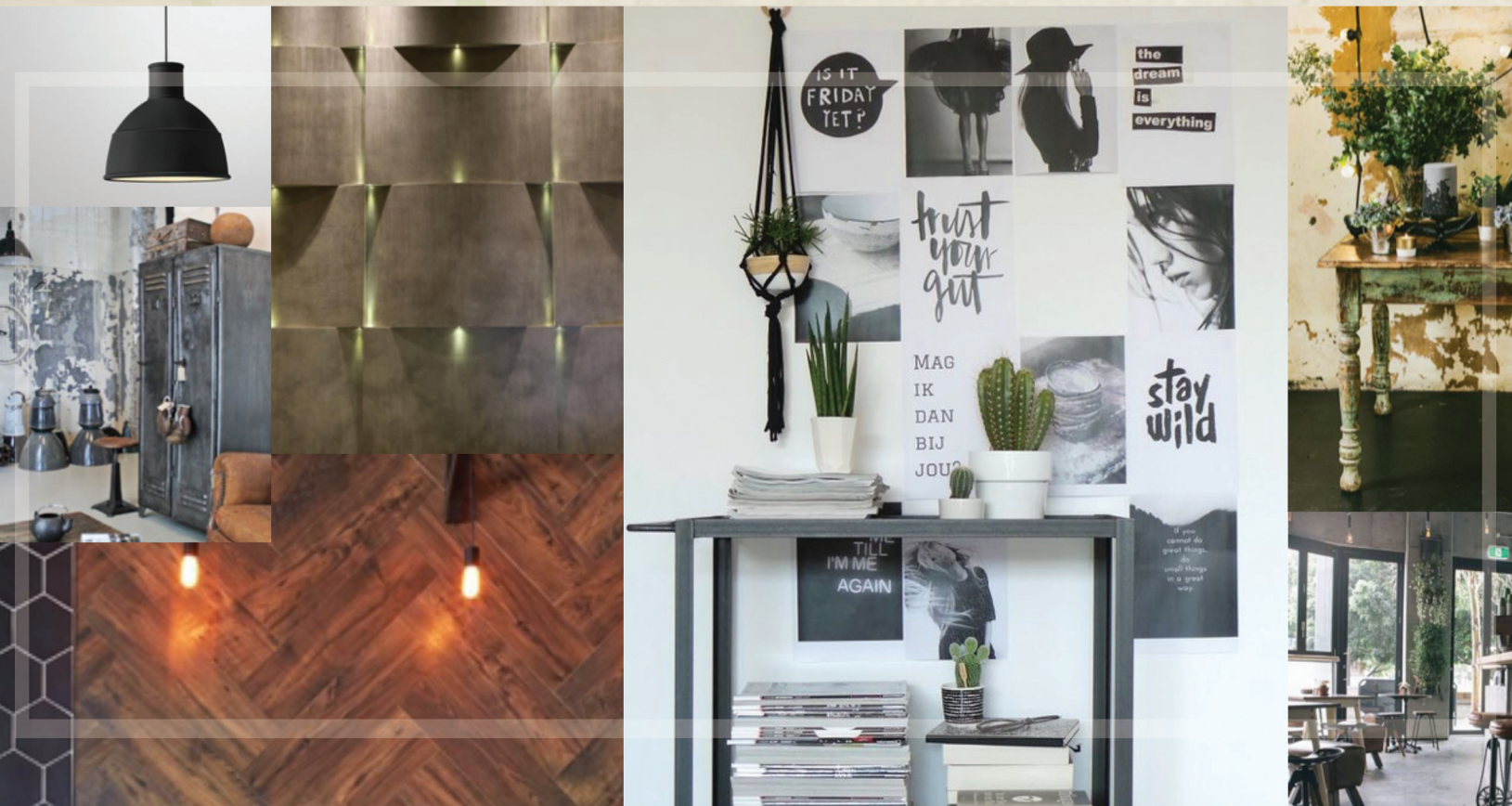
10. Cancellations, early egress, and no shows

- a. Greenfield shall penalize vendors who cancel after confirming to join, who cancel on Friday or who pack-up earlier than 12MN. These vendors will not be invited to 4 consecutive Market days and will be asked to pay the rental fee for the particular Market day when the "no show" applies.
- b. "No show" vendors without advise will be automatically banned from participating to future Markets.



Harryn Torres
Greenfield Weekend Market, 2016
Acrylic on wood

MOOD BOARD



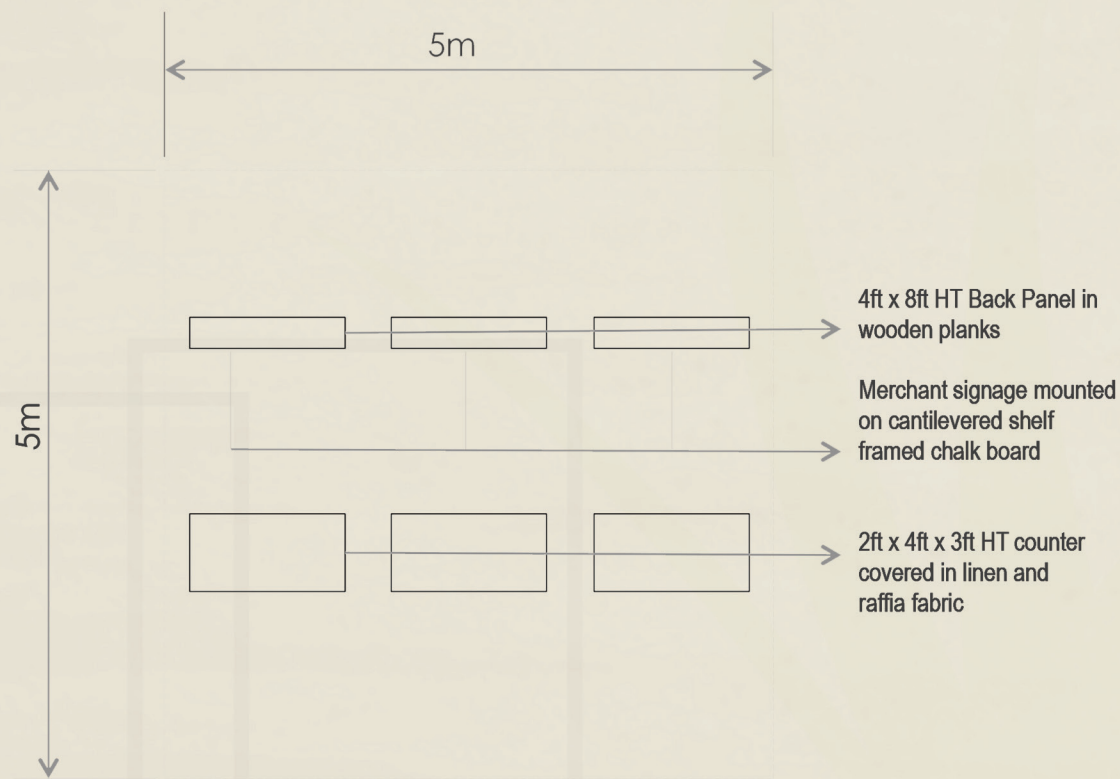
KEY WORDS



BOOTH INSPIRATION



BOOTH LAY-OUT





BOOTH PERSPECTIVE



James Carlo Mendoza
Greenfield Weekend Market, 2016
Acrylic on wood



FRAMED MERCHANT LOGO



LOGOS ENCASED IN SQUARE FRAMES

OTHER BRANDING



ADDITIONAL INFORMATION TO BE MOUNTED ON A-FRAME STANDS



James Carlo Mendoza
Greenfield Weekend Market, 2016
Acrylic on wood

BACKWALL



MERCHANT LOGO & BRANDING
(STICKER ON SINTRA)
IN PICTURE FRAMES

IDEAL DIMENSION
8R PHOTO FRAME SIZE

「VISUAL GRAPHICS FOR NON-FOOD」



「CREATIVE DISPLAY」



USE MULTI-LEVEL SURFACES FOR ADDITIONAL DISPLAY



FURNISHINGS



Rolly Rosal
Greenfield Weekend Market, 2016
Acrylic on wood



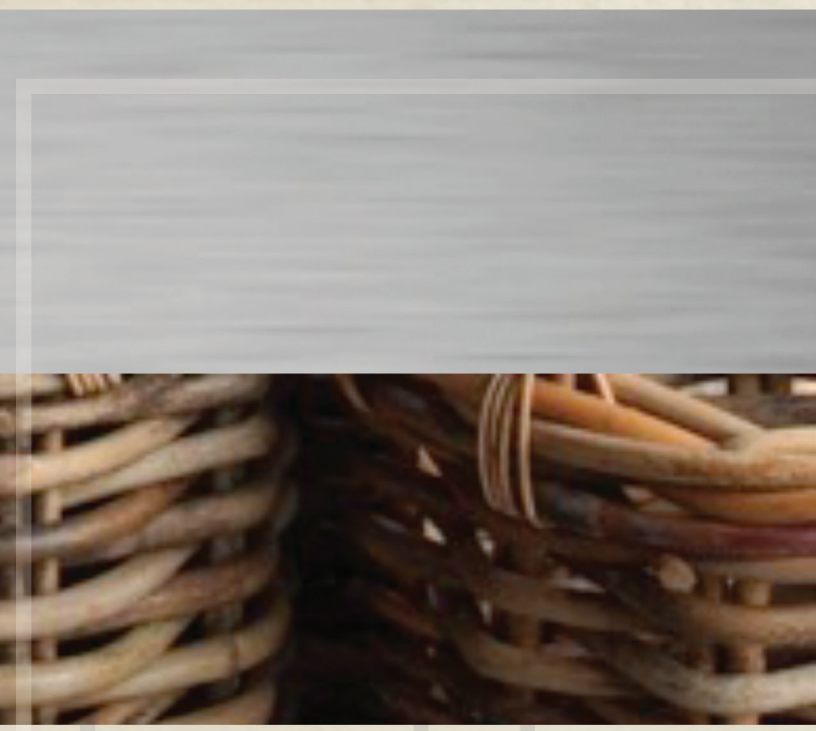
BAR STOOLS
PICNIC TABLES
OAK BARRELS

FURNISHINGS



NEUTRAL COLOR SHOULD MERCHANTS OPT FOR PRINTS IN THEIR FURNITURE.
STRICTLY NO MONOBLOC FURNITURE.

TEXTURE PALETTE



NEUTRAL TEXTURES - INDUSTRIAL FEEL USING WOOD, WICKER, METAL AND LINEN.



COLOR PALETTE



Arman Guitering
Greenfield Weekend Market, 2016
Acrylic on wood

			
GREY	PEWTER	OAK	WHITE

NEUTRAL



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