

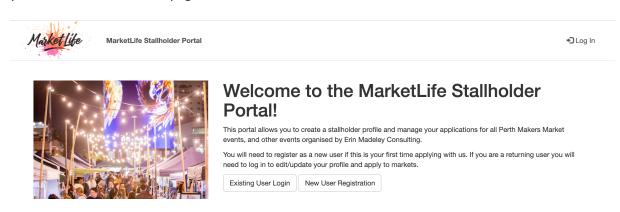
## How To Complete Your MarketLife Stallholder Profile

So you're applying to be a stallholder at an upcoming events using the MarketLife stallholder portal – huzzah!!!

We know that our system might be a little different than what you're used to, so we've created these instructions to help you out.

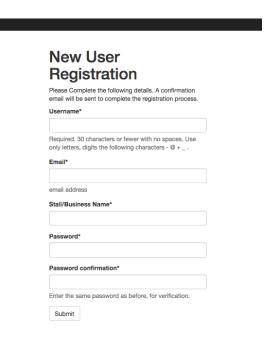
**Step 1:** You will need to create an account in our system. Please visit the following page online and read all the information provided there: <a href="https://marketlife.com.au/">https://marketlife.com.au/</a>

**Step 2:** After clicking the link and reading through our website, select the stallholder portal bar and you will be taken to a web page that looks like this:



If you are creating an account with us for the first time, you need to click the button on the bottom right that says New User Registration.

**Step 3:** Once you have hit that button, you'll be taken to a page that looks like this:



You'll need to fill in all the sections of this form, then hit Submit.

Once you have hit Submit, an automated e-mail will be sent to the e-mail address you have provided.



**Step 4:** Find the verification e-mail that our automated system sent you and follow the instructions to activate your account. If you haven't received the e-mail within 5 minutes, please check your junk mail folder.

**Step 5:** Once you have activated your account, you will need to <u>log in</u> to complete your profile. You can log in via the same page where you registered for an account: <a href="https://marketlife.com.au/">https://marketlife.com.au/</a>

**Step 6:** When you have logged in you should be able to see the following:



Welcome PerthMakersMarket

**C**→ Log Out

**C** Edit Details

# User Details @ Edit

These details form part of your application to all events that you apply for. The description of your business will be used as part of our application process when assessing your application. Please be sure to tell us why your business is amazing and how it differs from others.

Business details, web links and images will be published publicly. Contact details are kept private and are only used for communication between the market and stallholders.

Contact Details	Business Details	Web & Social Media
Name: Erin Madeley	Business Name: MarketLife	Website: http://www.erinmadeley.com
Phone: 0408932661	Business Category: Handmade	Facebook Page: erinmadeleyconsulting
Mailing Address:	Product Category: Art	Twitter Handle: None
9A Chiswick Street RIVERTON 6148 WA	Business Description:	Instagram Username: erinmadeleyconsulting
	Manager of Perth Makers Market, Erin Madeley Consulting and MarketLife	Etsy Shop Name: None
		Public Facing Description:
		Manager of Perth Makers Market, Erin Madeley Consulting and MarketLife

# **Market Applications**

## **Upcoming Markets**

You then need to click on the blue Edit button to the right of where it says User Details (please see below picture – button circled in red.

# **User Details**

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Contact Details	Business Details	Web & Social Media
Name: Erin Madeley	Business Name: MarketLife	Website: http://www.erinmadeley.com
Phone: 0408932661	Business Category: Handmade	Facebook Page: erinmadeleyconsulting
Mailing Address:	Product Category: Art	Twitter Handle: None
_	Business Description:	Instagram Username: erinmadeleyconsulting
0000 WA	Manager of Perth Makers Market, Perth Upmarket, Erin	Etsy Shop Name: None
	Madeley Consulting and MarketLife	Public Facing Description:
		Manager of Perth Makers Market, Perth Upmarket, Erin Madeley Consulting and MarketLife



**Step 7:** Fill in all the information in the Edit User Details form. All fields marked with an \* are compulsory.

# **Edit User Details**

Username

Stall/Business Name\*

Please enter your details below. This forms part of your application to any events you apply for. The description of your business will be used as part of our application process when assessing your application. Please be sure to tell us why your business is amazing and how it differs from others.

Business details, web links and images will be published publicly. Contact details are kept private and are only used for communication between the market and stallholders.

PerthMakersMarket (Change Password)
First name
Last name
Email address
erin@perthmakersmarket.com
10-digit Phone Number*
Postal Address*
Suburb*
Postcode*
State*
Vehicle license plate number
Vehicle rego is used when managing bump-in, bump-out and parking on market days.

If you **do not** have a website, Facebook page, Twitter handle, Instagram username or Etsy shop name, <u>leave these blank</u>. If you do, please follow the text instructions below each field to fill them in correctly (if you do not, the links on any public facing website will not work correctly).

Once you have filled in all the fields, hit the Save button at the bottom of the page. You will be taken back to where all details are listed and be able to view the information that you have provided to us.

**Step 8:** Add pictures. As part of our application process we need to be able to view your work, so we ask that you provide a **minimum** of 3 images to us. <u>There is no maximum</u> so if you would like to provide additional images to support your application, please do so.



To add images please click the +Add button to the right of where it says User Photos:



Before market applications can be submitted, you must add at least 3 photos assessing your application. Images with their titles and descriptions may appe

# **Market Applications**

A Refore market applications can be submitted, you must provide at least 3 n

Add your images. You can only add one image at a time. Make sure to fill in all fields marked with an \*. Once you have done so, hit save.

# **Add Photo**

Please select photos that best illustrate your products and your stall presentation. Note that all photos uploaded here will be publicly visible on the internet, and materials and posts for the market.	ay be used for
Title*	
☑ Display Image On Public Website	
Set as Cover Image for Website	
User Photo* Choose file No file chosen Save	

Once your profile is completed, the images will sit below the events you are eligible to apply for.

Continued on next page...



**Step 9:** Once you have added the minimum of 3 images, you will be able to apply for the event dates you are interested in on the main page. Simply scroll down to where it says Market Applications.

Depending on the category your business falls under, it will change what events you are eligible to apply for (based on what the event is accepting – e.g. handmade only events will only be visible to handmade businesses).

All events are listed by the organisation running the event. To see what upcoming market dates there are you will need to click the Show details and upcoming market dates button (circled in red).

### **Upcoming Markets**

#### Perth Makers Market Applecross

Location: Heathcote Cultural Precinct
Organiser: Perth Makers Market

Accepted Business Categories: Handmade, Food/Beverage, Non-Profit

Show details and upcoming market dates

#### Perth Upmarket

Location: UWA

Organiser: Perth Upmarket

Accepted Business Categories: Handmade, Designed, Food/Beverage, Non-Profit

Show details and upcoming market dates

# Town of East Fremantle's George Street Festival

Location: George Street, East Fremantle

Organiser: Town of East Fremantle

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

Show details and upcoming market dates

#### Applecross Rotary Jacaranda Festival

Location: Ardross Street Applecross

Organiser: Applecross Rotary

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

Show details and upcoming market dates

#### Perth Makers Market - Pop Ups

Location: Various

Organiser: Perth Makers Market

Accepted Business Categories: Handmade, Food/Beverage, Non-Profit

Show details and upcoming market dates

#### **Brookfield Properties Mini Markets**

Location: Brookfield Properties Perth

Organiser: MarketLife

Accepted Business Categories: Handmade, Designed, Imported, Services, Vintage Goods

Show details and upcoming market dates















° perth \* *upmarket* 

When you have hit this button, it will expand the information for that event series. Where there is an upcoming event date that you have not applied for, which is still open for applications, there will be a blue Apply Now button next to that event (see circled in red for example):

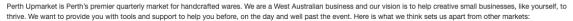
#### **Perth Upmarket**

Location: UWA

Organiser: Perth Upmarket

Accepted Business Categories: Handmade, Designed, Food/Beverage

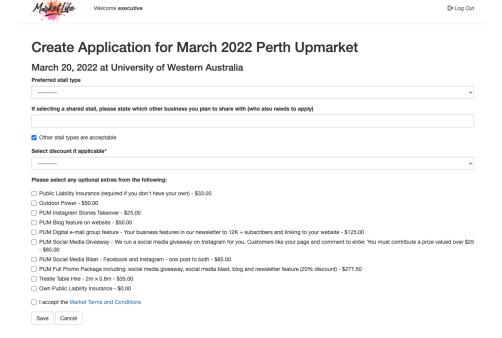




- Our events are shopping events. Our aim is to get thousands of savvy shoppers in front of your stall to buy your products.
- Our events are FREE to attend, so we attract thousands of customers to your stall at each event.
- Our events are curated we hand pick over 180 of Perth's best retailers, limiting the numbers in each category, to give customers choice and variety while minimising competition between exhibitors. You will be in good company.
- We spend hundreds of hours and thousands of dollars in executing our highly targeted marketing plan in order to attract the right people who are your target market are ready to do business with you. Perth Upmarket has previously been featured on Sunrise, Air Asia inflight magazine, Tourism West Australia, WA Weekender, The West Australian and WA Business news to mention a few.
- We care about you and your success. Many of our retailers have worked with us and together for years and have become good friends.
- Perth Upmarket is held on the picturesque grounds of The University of Western Australia centrally located between the north and south of Perth and boasting loads of free parking.
- We have 3 ATM's on site and plenty of free parking.
- We attract high quality sponsors that help elevate our event to extend our reach.
- We have a private Facebook Group community where you can build ongoing business relationships with other retailers and where we share information and tips to help you maximise your day.
- We are a professional events team and pride ourselves on being highly organised.
- Our aim is to make your day stress free and generate lots of sales.

Upcoming Markets	Market Date	Market Time	Application Closing Date	Application Notifications	
Perth Upmarket November 28th 2021	28-Nov-2021	10:00AM-4:00PM	04-Oct-2021	15-Oct-2021	
March 2022 Perth Upmarket	20-Mar-2022	10:00AM-4:00PM	28-Jan-2022	04-Feb-2022	Apply Now
June 2022 Perth Upmarket	19-Jun-2022	10:00AM-4:00PM	11-Mar-2022	18-Mar-2022	Apply Now
September 2022 Perth Upmarket	18-Sep-2022	10:00AM-4:00PM	24-Jun-2022	01-Jul-2022	Apply Now
Nov 2022 Perth Upmarket	27-Nov-2022	10:00AM-4:00PM	19-Aug-2022	26-Aug-2022	Apply Now

# When you have hit this button, you will be taken to the following page:



Fill in all fields and hit Save.



Once you have submitted your application (by hitting Save), it will appear under a new heading: Existing Applications. This appears above the Upcoming Markets section:

# **Market Applications**

## **Existing Applications**

Market Series and Location	Market Name	Date & Time	Application Notification Date	Preferred Stall Type
Perth Makers Market - Pop Ups at Various	Perth Makers Market - Twilight Christmas Market 2021	19-Nov-2021 4:00PM- 9:00PM	03-Sep-2021	Twilight Christmas Market Corner - 3m x 3m (\$250.00)

## **Upcoming Markets**

#### Town of East Fremantle's George Street Festival

Location: George Street, East Fremantle

Organiser: Town of East Fremantle

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

Show details and upcoming market dates



At any time, you can change your Preferred Stall Type by hitting the Edit button for that market date. If you wish to withdraw your application for a particular event date, you can do so by hitting the Delete button (these only appear if the event is still open for application, once the closing date to apply has passed you will need to get in touch with Stallholder Management via email).

**Step 10:** You will hear from us regarding the status of your application by the Application Notification Date for each event you have applied for:

## **Existing Applications**

Market Series and Location	Market Name	Date & Time	Application Notification Date	Preferred Stall Type	
Applecross Rotary Jacaranda Festival	2020 Applecross Rotary Jacaranda Festival	28-Nov-2020 9:30AM-	26-Aug-2020	2020 Jacaranda Stall Standard - Corner - 3m x 3m (\$230.00)	<b>©</b> Edit
at Ardross Street Applecross		3:30PM			

Now you're all done! If you run into any issues or need any assistance, please do not hesitate to get in touch.