



Vendor Guidelines

1. Vendor-staffed demos (demos performed by people other than New Morning Market employees) are to check in with a demo specialist upon arrival and are responsible for maintaining a clean and professional demo at all times.
2. As a professional courtesy and to support the store'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 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 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 we sell.
10. Please come prepared with enough product that you are demoing. If 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 cannot answer, please find a New Morning Market staff member for assistance.
12. Please adhere to our dress code. No open-toed shoes or exposed shoulders, armpits, and midriffs. Please use moderation when wearing perfumes as some of our customers are sensitive to overly 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 a later date.
14. At the end of your demo please clean up your area. 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 the store's discretion that the vendor or the representative may be asked to leave and/or not invited back to demo. If you have any questions please feel free to contact New Morning Market (contact@newmorn.com).

Please fill out, sign, and upload this form along with your Demo Request application.

I have read and understand the vendor demo policies and expectations by New Morning Market.

Demonstrator Signature

Company

Print Name

Date

Contact Number

Contact Email