

Merchant Coordinating: a can of worms disguised as a “simple job”

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*...and it *can* be simple, depending on the number of merchants, which merchants, size of the Event, the site’s modern laws, the dynamics of the site... yeah, there are a lot of variables. For event staff, merchants, and populace alike, this class/article addresses merchant coordinating in general... as well as some of the various issues (both obvious and obscure), complete with sample forms, reference links, and a worksheet of potential scenarios. Specifics as to laws in Washington, Oregon, & California are used as examples I’ve dealt with first-hand over nearly twenty years coordinating merchants.*

Pre-Event: Coordinating with the Team

The first task is *always* to correspond with the Event Steward—see [the Merchant Coordinating Checklist later in the packet for the “usual” set of questions](#):

Event Specs: Is the Event indoor, outdoor, or both? What is the expected gate count? How much space for merchants is there? Are there any site-specific requirements? Is there a history of merchants at the Event? If so, is there a contact list of merchants that people want to see again? Conversely, are there “problem children” that the Event &/or Team *don’t* want to back?

Payment: what will the merchant fee be? For an AnTir Kingdom-level Event, the merchanting fee is \$25 unless stated otherwise in Kingdom Law. **How are the merchants going to be paying their fees?** If you are accepting donations as merchanting fee, who will be collecting the items & when? Is the Event accepting pre-payment? Via check, PayPal, Castororum, etc.? Or will payment be at Gate?

Site: where is it? What is it like? What are the laws, site rules, etc.? What’s the weather likely to be? Is it near population centers or remote? A new site or an old familiar one—and if it’s familiar, have there been any changes? Indoors, outdoors, or both? If inside, will there be power and/or tables supplied? Is the terrain smooth or full of gopher holes? Does the city require a temporary business license?

Fundraisers vs. Merchants – the Populace only has so much money they are bringing with them to an Event and **fundraisers significantly reduce the number of merchants an Event can support.** If the Event has any sort of fundraiser, Silent Auction, Scadian “yard sale,” bake sale, etc., you have to take each one into account as an additional “merchant.” A fundraiser can have double the draw of a merchant (because “it’s for a good cause”), particularly the items that directly compete with a merchant. *Fundraisers/swaps/give-aways should NEVER be grouped into a Merchant Area.*

Remember, consistent communication is key. Different teams have different communication styles: in-person, email, social media messaging, text, phone / video call, discord server, etc. **Try to keep communications written down, even if its notes taken during a call/chat that can be shared in written form later; it saves on errors borne of miscommunication & provides a paper-trail of discussions.** This is also vital if *something* comes up & you have to step away from your role as Merchant Coordinator, thus needing to pass all your data to a deputy or hand it back to the main Steward.

Gate Count & Healthy Merchant Populations

“The more merchants, the better” – too many merchants at an Event for the Gate Count means little money being spent per merchant: this makes for sad merchants and an unhappy Populace. Strange, but true.

Rough gate-to-merchant ratios are as follows: large war-sized Events (700-1000) can support 15-25 merchants comfortably, Crown-sized (300-500) handle 10-15 merchants, mid-sized Events (100-200) vary widely but max around 10, & Events under 100 may or may not support merchants that come from further than 50 miles away & shouldn't have more than 3-5 merchants. Food merchants *generally* won't do well at an Event with under 500 gate count.

That said, “specialty” Events (like Culinary Symposium) are outliers that tend to support a category higher in terms of merchant population—or it may not be appropriate to have merchants at said Event at all. Most feasts do not support merchants being in attendance.

You also don't want a merchant area that's all one type (*some exceptions on this for specialty Events*). A general rules of thumb for healthy merchant populations: no more the 3 of the same category (pottery, jewelry, armor, furniture, etc.) for Events of less than 20 merchants, no more than 15% of the same category for Events with over that, the higher the \$ of the goods sold (or the farther away they come from) the fewer of those merchants can be supported by the Event & the larger the Event needed to attract them. You can sometimes attract merchants from further away if your Event is adjacent to another Event (in time or location) so they can do more Event than one on a trip. Gas is frequently a merchant's bigger Event-related expense.

Food merchants are a special category discussed more later.

Merchandising Space

Much of where merchants are placed & how much space is allocated to merchants is up to the Head Steward of the Event, but there are guidelines for good merchant-area placement. If merchants are placed poorly, & correspondingly have poorer-than-expected sales, not only are they less likely to come back but they will also be likely to tell other merchants in the future that the Event is a bad risk. This, over time, decreases both quality & quantity of merchants willing to come to your Event—and a good merchant area can increase gate-counts. Surveys given to war-attendees show that while 50% list battlefield scenarios as very-to-extremely important to why they attend, 70% list *shopping* as very-to-extremely important.

Also, merchants should always be grouped together—it's hard on both merchants AND their customers (and the Staff watching over the Event) if the merchants are divided into multiple areas.

Cell Signal! Cell Signal! Cell Signal!

This is a HUGE concern for merchants because so many of them rely on cell devices to process credit purchases: **if the site has unreliable, poor, or NO cell service, you MUST let the merchants know.** Anymore, cell signal is right up there with the having potable water on site. Some of the merchants can plan for this, but others cannot vend in such locations. Let them know!

Outdoor Events

The majority of Events are outdoors, so your main issues tend to be:

- **How close is the merchandising area to the main activities:** ideally, merchants should be easy to find & not on the far side of the site from the rest of the “main attractions.” ***Ideally, there should be nearby toilets—*** there's often at least 1 mobility-impaired merchant & it's a great comfort to shopping populace.

- **Ground:** the ground can be deceptive, with slopes, holes, & molehills making set-up a minefield for merchants. Many tents don't set up right on slopes, and shelves and table can tip over, causing loss of product—and injuries. Sandy, silty, muddy, or rocky ground also cause issues. Be kind: if there are known issues with the terrain, let your merchants know.
- **Trees:** shade is a wonderful rarity – but low-hanging branches can prevent tents from being set up beneath them. If you do have trees, check how much clearance you have beneath the branches. Pop-ups tend to fit beneath them better than pavilions.
- **Weather:** Temperature, wind, rain... all these affect attendance AND what merchants you will attract. Not all merchants are capable of handling coastal evening winds, rain, low humidity, 30°F nighttime temperatures, or 100°F daytime temperatures. Weather can also close roads and prevent merchants from making it to site (or prevent them from getting home again).
- **Guy-line inclusion:** It's vital that merchants include the space needed for the guylines on their booths! Those ropes are part of their booth and vital to planning merchant space. Very, very few booths have in-line ropes. So, if you see just 10x10 as the space a merchant needs, contact them to verify whether that includes guylines.
- **Measuring the ground:** NEVER use a measuring wheel! With a wheel, you measure every bump & dip with a device with a 5-10% known error margin. You want true linear distance, as used by tents. Use a measuring tape.
- **Remember, the depth needed for your merchants is as important as the amount of frontage they need.** While finite depth isn't always an issue, sometimes merchants back up to something (other camping, buildings, fences, roads, tree-lines, etc.) or a merchant requests a LOT of depth.
- **Merchant Arrangement:** This is the merchant equivalent of the site waiver, saying the merchant is an independent entity; [see back of packet](#)

Indoor Events

Indoor Events usually measure out merchant spaces in 10x10ft or 8x8ft blocks, depending on the dimensions of the room(s); some Events limit how many spaces any individual merchant can apply for, generally at 2 spaces. Don't let the venue try to feed you the concept of a space being a singular table (of uncertain size) with 2 chairs behind it. Merchants will use the entirety of the floor space provided, often bringing their own display furniture (racks, shelves, etc.). Very few merchants are happy with the “sitting behind a table of wares” set-up.

Other indoor Event issues include:

- **Hotel-listed measurements:** Double-check that the listed size of the room is accurate: 3-4ft of inaccuracy in room dimension may not matter to the hotel/venue, but it can ruin your set-up day...
 - **Tables:** if the indoor space is providing tables, you may not always get the size of table you were originally promised. While 2x6ft & 2x8ft are common, sometimes hotels will set out 2.5x5ft “desks” or the bizarre 1x6ft tables, even the 5' half-circles...
 - **Is the Event renting additional tables to merchants?** If so, the usual go-to price for extra tables is \$5ea (with a max of 3 fitting in a single space). Also, it's handy to have a check-box in the application for if the merchant *doesn't* want a table in their space.
- **Emergency Exits & other non-blockable features:** Some indoor spaces (particularly hotels) have many, many doors. Sometimes, they can be blocked, but often not. Also watch for light switches, thermostats, phones, hotel water stations, etc. Note these on your map so you can plan for them.
- **Aisle width:** For fire-code, make sure your **aisles are NEVER less than 8ft, with 10ft being much better.** Imagine 2 ladies in hoops skirts chatting in the aisle & then imagine people trying to get past them... Broader aisles encourage folks to linger; narrow aisles make for poor circulation and feelings of claustrophobia.

- **Limited Space:** you may have more merchants apply than you have space for, which means offering merchants a spot on a waiting list... which *can* cause negative reactions & the merchant in question contacting the Head Steward directly. When you are out of space, you are out of space. Keep the Steward in the loop & let them know as soon as you are *approaching* capacity. **Don't pack too many in a room because you violate fire codes.** People don't linger in claustrophobic environments, & if people don't shop, you lose merchants. **Also, do NOT put "a few extra out in a hall:"** not only do those merchants have to tear down completely overnight but also the shoppers tend to think *the only merchants are the ones in the hall* & the ones in the room get very poor sales—and you lose merchants.
 - Some merchants are very rigid in shape &, if the merchanting is in a smaller room, the room has to be planned around them. *Take special note of merchants that are capable of dealing with the weird/awkward spaces* (wedge-shapes next to emergency doors, flatten spaces to keep walkways/aisles wide enough, corners with little frontage) you often get inside: these are wonderful because they greatly improve the look of your merchant area & may increase the number of actually-usable spaces.
- **Ceiling height:** some merchant use frames indoors to hang goods from, & pop-up frames can be 10ft tall... is the ceiling low? Are there hanging lights, heaters, or other features to avoid?
- **Lighting (and power):** Indoor lighting can be terrible, & for some merchants this is a big deal. Are there windows? Are there power outlets the merchants can use? If so, don't forget extension cords across walkways need covering or taping down (wide painter's tape is best for this).
- **SECURITY:** Unfortunately, this is a bigger issue indoors than outdoors. There have been repeated issues with merchant areas in hotels being burgled in the night. It's best if the room is completely securable & that it's specified that you want *no* cleaners, etc., in it overnight. Putting merchants in hallways or other un-securable areas is a huge no-no—it means the merchants have to tear done completely each night. In some cases, having a trusted person guarding/sleeping in the merchant room is the only way to handle it.
- **Hotel being "helpful":** Even if you provide them with a map as to how you want the room laid out, don't expect them to get it right. Expect to completely rearrange the room when you get there because it *will* be laid out in a way they are used to arranging the room in.
- **Merchant Arrangement:** This is the merchant equivalent of the site waiver, saying the merchant is an independent entity; [see back of packet](#)

Modern Laws & Site Rules

While the SCA is a non-profit entity, merchants are generally NOT non-profit entities and must follow the laws for for-profit entities doing business at that location. Any time there is a merchant fee (or *required* donation) exchanged for the privilege of merchanting at an Event, the hosting SCA branch is the "promoter" and has to abide by the same laws as any other non-profit organization hosting a "temporary crafts fair." Merchanting at an Event is a privilege, not a right.

There are laws at the federal, state, county, & city levels regarding doing business. Some Sites, such as fairgrounds or scout camps, may also have additional requirements.

Links for information regarding West Kingdom Rules & California Laws are in [Resource Links](#) for those that may be interested &/or wish to merchant there.

And remember, Washington, Oregon, & California all have the same law regarding "open air markets" – There is no smoking/vaping allowed inside of or within 25ft *in any direction* of the selling area. This means merchants that smoke need to do so away from the merchant area as well—and not just ducking into their camp behind their booth to do so unless their camp is greater than 25ft away from ALL selling areas.

Washington

As Washington has State Sales Tax, businesses doing business in WA are required to have a UBI (Universal Business Identifier) and can be easily verified at [Corporations and Charities System \(wa.gov\)](#): just scroll down to “Corporation Search,” then put the UBI provided into the “UBI” text box and click “Search”. See the [Business Licensing and renewals FAQs](#). Merchants do NOT report their sales to any part of the Event Staff—that is between them and the tax board. It’s just important that no SCA Event hosts merchants abrogating State Law.

Oregon

In Oregon, there is no State Sales Tax & therefore no tax-identifiers for businesses, which means it is easy for entry-level & hobbyist merchants to start-up. This said, there are still plenty of laws regulating food-sales, which vary from county to county. Some cities also have additional laws that merchants at a “temporary craft fair” need to comply with.

California

As California has State Sales Tax, businesses are required to have either a permanent or temporary site-specific [California Seller’s Permit](#). Merchants do NOT report their sales to any part of the Event Staff—that is between them and the tax board. It’s just important that no SCA Event hosts merchants abrogating State Law. It’s required for any person/group that accepts fees or goods in return for merchanting space at an Event to collect & check Seller’s Permit numbers at [CDTFA Online Services](#), then to keep them on file for 7 years. **If the number is invalid for whatever reason, it is illegal for them to sell** at the Event & the Event & its Staff can be liable for hefty fines. See the anecdote below.

Other States

No one can know everything: the times when I’ve dealt with Events in other states (like Nevada, Alaska, & Idaho), I research what is required in those states from their websites as well as receive local knowledge—don’t rely on local knowledge alone because not all the information will be accurate/current & you don’t want your defense to be “*but [x] told me it worked like this.*” States make this information easy to find for a good reason.

Canada

I do not have much information on merchanting in Canada: given all the hassle & expense of a merchant crossing the international border, this is NOT feasible for most merchants—so it’s best to NOT attempt to recruit merchants from the other side of an international border.

Anecdote: “But they never check!” *never* say never

Yes, my story is from California, but there’s nothing stopping is from happening elsewhere: I had volunteered to be Merchant Coordinator for Great Western War in Caia (2000+ gate count, ~70 merchants) as the prior Merchant Coordinator had stepped up as Head Steward. As California is a state with sales tax, it’s required to collect & check Seller’s Permits & to keep them on file for 7 years. As a result, the position came with a binder full of the copies of Seller’s Permits. A few months into the job, I got a Letter of Demand from the CA Tax Board—needless to say, this freaked me out. The reason unfolded to be that one of the out-of-state merchants had been consistently getting a temporary Seller’s Permit with bad contact information, then not paying their taxes—years prior to me being on the team. This would have gotten the Event (and me) in trouble if not for the binder of records showing the history of checking the numbers & that the bad contact data was mirrored there. That avoided, the Tax Board still sent out a van full of people to physically check every Seller’s Permit & merchant on site: two additional merchants were caught & fined because they’d listed themselves as Service-only (not taxed in California) but were also selling (taxable) products.

During my 10 years as West Kingdom Merchant Coordinator—yes, the West had a kingdom officer (deputy to Kingdom Seneschal & Exchequer due to the money handled) that handled merchants at all kingdom-level Events—I'd get 1-3 bad Seller's Permits a year.

Some large Events have regular inspections from food inspectors & fire marshals, but I've heard second-hand accounts of Events that have had *surprise* inspections from Food Inspectors or Fire Marshals.

All it'd take is one complaint or someone getting caught messing with their taxes from years ago & the sh*t can roll downhill into the current Event Team's lap.

Site Rules

This is a big part of coordinating with your team: make sure the merchants know the site rules at the time that they are applying. Some sites have regulations that eliminate certain merchants, such as an indoor venue stating that there cannot be any outside food.

Alcohol

This is a hard NO: no exchange of money or goods for alcohol at any SCA Event in the US. This is a Corpora ruling. Sale/barter of homebrew (alcohol brewed outside of a licensed facility) is a federal offense.

FOOD MERCHANTS

This is the category with the most legal issues attached to it & requires the most research: not only are there differing laws by state, you also need to know what the local county (and possibly city) requires of a merchant selling food. Some locations, food merchants simply need their food-handler's card; others require a temporary food permits per food merchant (which can be rather expensive to the merchant). There is a good reason food merchants are rare, & good ones even more rare.

Merchant Application & Correspondence

Yes, you read that correctly: “application” rather than registration. Why does this matter? Because merchandising at an SCA Event is a privilege, not a right—and not all those that apply to merchant are... appropriate. Seriously, I've had upcycled modern clothing & deep-fried candy-bar vendors apply, in addition to t-shirt sellers, fetish merchants, & fairy-wing dealers. The term for a while on applications was “juried” to handle turning away inappropriate merchants, but there was the issue of “but who are the judges?”—so a better recent term is “curated.” Curating the merchants allows the team to control for appropriate. See the back for some [terminology](#).

Merchant Fees

In An Tir, if the Event is Kingdom-level, the Merchandising fee is \$25 unless specifically stated otherwise in Kingdom Law. Other Events are not regulated in their respective merchant fees: Egils Tournament (with a gate count of 700-1100) is \$3/frontage foot inclusive of ropes, but small Events are commonly either \$20 per merchant or requesting a donation of some kind.

“We'll get more merchants if we don't charge them anything” – that's actually often NOT the case: a lack of merchant fee says to the merchants that the Event is either desperate or very small, neither being good signs to a merchant.

Sample Applications

There are sample [Merchant Applications](#) for indoor & outdoor events (and a [Merchant Agreement](#)) included in this packet, refined over the past 15 years & readily adaptable to different sorts of Events. It is also possible to have the application as a Google Form, therefore all your merchant data going automatically into a spreadsheet (rather than having to hand-enter it) & which can be set as *viewable* to the rest of the team—keeping that set as **View** rather than **Edit** cuts down on the chances of accidental data-edits courtesy of crashes, cats, kids, etc. Google form

applications also make it easier to share online. *Whether you and the Event Team decide to use paper forms or online forms, there will be merchants that only do the other format—so accepting both is always good idea.*

Looking over the forms, there is data you require (email/contact method, business name, legal name, mailing address [if you are doing prepayment, in case of refund], what they sell, number of spaces/tables (indoors) or frontage and depth (outdoors),) but there is also the data that will make the lives of everyone concerned easier (special needs, smoker/nonsmoker, dog in booth, etc.). Take your time and make sure your form is collecting all the data you need before you start sharing it. [See the Sample Applications](#) at the back (links to Google form versions also included).

Set-up, Tear-down, and Selling Times

Make sure to list your merchant set-up and tear-down completion times in the application. If there are set selling hours (usually for indoor events), list those as well—it won't stop folks asking about those times, but it'll help cut down on the questions. Set-up usually starts a few hours prior to general Gate opening (traditionally around 10am at outdoor events): you don't need merchant vehicles clogging the Gate or main roads, merchants have long set-ups, and from experience I know folks will often either shop before setting up their own camp or take a break from setting up to check out the merchants...

Always list merchant tear-down completion time in your apps as 2hrs *before* the real “everyone must be out” time!

Possible curation/jurying method: what one of us has been using to curate merchants for approval for a convention has been a Discord channel (this could also be done in a chat group): the coordinator posts the merchant name, link/photos, and the description of their goods. The people in the channel can then react to show approval or comment to ask further questions or state reasons against a submission.

Recruiting & Corresponding

The main ways merchants hear about Events: social media (mainly Facebook), direct emails, & other Events. Keeping a spreadsheet of merchants you've been in contact with is an excellent future resource.

With the age of **Social Media**, posts are the most common way to get word out to merchants about an Event—and the bigger the event, the further afield you can share the posts. No matter the method of contact specified in the post, be ready to receive private/direct messages as well as emails and sometimes phone calls about the Event. Make sure, when you are posting: a) make it public so it can be shared, b) pitch it to the sort of merchants the Event would prefer, c) include the dates & expected Gate count, d) include links to your application, and e) post it for the right location. Unless the Event is a major war, you aren't going to attract merchants from the far side of the country.

Especially for established Events, or once you've gotten to know “your” merchants, **direct email or private/direct message** is a great way to get word out because it's less likely to disappear in the wash of daily info-feed.

Whether you are doing paper forms and can accept them right there in person or are hanging flyers with QR codes in the privies, **sometimes the best place to recruit is at other Events.** You never know when you will find a cool new merchant or talk to someone wanting to get into merchandising. Make sure the whole Event Team has access to the forms or flyers to share them around.

I always *try* to answer emails & private messages within 24-48 hours—or use the phrase “Apologies for the delayed response” when unable to. The simple habitual courtesy soothes a lot. Also, you may be getting emails, private/direct messages, texts, and phone calls even during the Event itself—and such communications may be extremely important: cancellations, breakdowns on the road, etc. Stay aware of messages and stay connected.

***** As soon as your allotted merchant space APPROACHES full, let the Team and the Populace know that it's getting full! Post as soon as you reach capacity! (this is often more of an issue with indoor events)** Either post or share to the team's Social Media person the completed list of merchants so they can share it and drive interest for both the Event and the Merchant Area!

Merchant Placement

Pre-plan merchant-placement whenever possible! This will save you massive amounts of time during set-up—and will save other folks a world of grief if you have a Case of Life & cannot make it for set-up.

Merchants are part of our Populace, too, & want to be part of the Event & not shuffled off to one side. Merchants—and their patrons—are so much happier if the Merchant Area is nearby the core of the Event (main list field, A&S area, Court chamber, etc.). The harder merchants are to find at the Event, the less they sell & the less likely they are to return.

Arranging merchants is a logic puzzle: you have merchants that share kitchens/resources with each other AND those that must be placed as far apart as possible, merchants with allergies/strong dislikes/phobias, merchants with mobility issues, merchants that teach, merchants that sell similar goods, merchants with a history of not showing up, etc. Not getting this right can lead to having to rearrange merchants on the fly at the Event &/or *constant* issues during the Event.

General layout guidelines are as follows:

- ***If you have merchant/event reports from past years, read them.***
- ***Always check the Special Requests section first*** & note who wants to be near/far from whom, mobility concerns, etc. If it's a neighbor-request, make sure both are requesting the same thing—if they aren't, send them a question to confirm.
- **Visibility from the list field:** if the site is laid out is such a wonderful way so that (at least some of) the merchants have a view of the action (tournaments, court, etc.), put merchants with period pavilions where they are the most visible from those areas so to maintain the best backdrop for those taking pictures in the main areas.
- Merchants of a single category (such as jewelry, clothing, etc.) should be spaced apart if possible—*unless the merchant(s) specifically requested otherwise.*
- Food, smithing, & other smoke-producing merchants should be downwind from other merchants (particularly the asthmatics) & well away from cloth- or paper-dealing merchants.
 - Similar “fallout range” considerations apply with scented-good (oils, etc.) sellers
- Clothing, fabric, wax, & book merchants are best faced north or east at outdoor Events to keep the sun from damaging their products.
- Pottery and glass is best along walls at indoor Events.
- If a merchant has a known history of not turning up & not letting Event Staff know, it's best to place them on an end or similar position that it less likely to leave you with an awkward gap.
- Booths with dogs are best *not* being neighbors to other booths with dogs unless they're requested-neighbors.
- If there is variable depth to the spaces due to obstacles on site (walls, tree lines, roads, ditches/slopes, etc.), make sure to place your deepest merchants with this in mind.
- Group known-smokers together and away from known asthmatics.

During Event

Be prepared: pre-plan the merchant area, have your merchant list & map with you, provide a merchant list to Gate, keep water with you, sunscreen/hat for outdoor Events. Don't try to do everything alone (have a backup in case something comes up & you can't make it)

Stay accessible: make sure Gate knows what you're wearing to direct people to you, keep your phone (and/or walkie talkie) on you, *don't leave site during set-up without putting someone else in charge of the Merchant Area.*

Supply Kit:

- **Your map & merchant list**
 - **your phone and/or walkie-talkie**
 - **duct tape**—don't leave home without it; it will invariably come in handy
 - **100-300' measuring tape**—NEVER use a measuring wheel
 - **blue painter's tape (Indoors)**— for marking out spaces (and for extension cords)
 - **wooden stakes or survey flags (Outdoors)**— to mark out spaces
 - **a hammer (Outdoors)**—for stakes
 - **pink/orange survey tape (Outdoors)**—good for large, complex, or finicky merchant areas,
- BUT also great for making sure all the merchants are aligned on the road
- **a water-proof pen (or crayons) & 3x5 cards**
 - **merchant space markers**—oddly, it's better to number the spaces at larger Events rather than to put the merchant name in the space: I've known merchants to switch signs, sometimes to claim more space than they applied for. Numbering them means they are far more likely to check in *before* setting up
 - **Sunscreen/hat, water, & a snack**—because you can't help anyone if you fall over

Setting up the Merchant Area

Make sure you have plenty of time to layout the merchant area: rule of thumb is 1-2hrs for a hotel Event, 2-4 for other indoor Events or most outdoor Events, 4+ for large outdoor Events like wars. Get there when the rest of the team arrives. **Remember, merchants generally start arriving 1-3hrs before Gate opens for the general populace, & a day earlier for certain large Events like wars.**

Have at least one helper: a long measuring tape is hard to hold taut alone, and a bundle of stakes plus a mallet plus the reference list/map is a lot to juggle. It's a quarter of the work with a second person.

Start by laying out your roads (or aisles if inside) first—that line of survey or painters tape is going to be your street-front. If depth is an issue (like when the back of the merchant area is against a wall, fence or road—or the merchant area is indoors), make sure your road/aisle is far enough from the obstacle to allow for the depth of the merchants.

Always use a measuring tape! *NEVER use a survey wheel.*

Measuring wheels may seem the quick solution but are notoriously inaccurate. A side-by-side experiment I participated in on a site had the wheel measure 330ft along a 300ft measuring tape held taut—that's 1-3 booths! When professional surveyors use a wheel on *pavement*, they list the wheel's +/--% on the report, but that 10% inaccuracy is horrific when measuring merchant spaces.

It is reasonable to add no more than a foot to each merchants' frontage measurement when outdoors; this eases problems if someone sets their stakes slightly further apart than normal. What you don't want is so much space between booths that the Populace think those are roads (and, honestly, that width is a mere 5 feet).

Don't think you are being silly if you decide to double-check your measurements.

Checking-in Merchants & Merchant Set-up

The most common merchant set-up start time is 10am. It is not unusual for merchants to arrive a day before the Gate opens for the Populace at major wars. Thankfully, these days merchants all either pre-pay or pay at Gate—by the way, *be nice to Gate & have a list of all the merchants & their fees for Gate to use.* While there are times merchants arrive before Gate is open (or after they've closed for the evening), ***all* merchants should check in with you *before* they begin setting up:** they need to make sure they are setting up in the correct space.

While they're setting up, keep an eye on things (see the *anecdote* below...).

During the Event...

Always let the merchants know where to find you in case of an issue (again, see the *anecdote* below...). The occasional walk-around check on your merchants is also good because not all merchants can leave their booths. This is when you hear of new good/bad neighbor combinations and other issues. It's also a time to handle small issues like encroaching neighbors, requests for the future, reminding people of the off-site-by time, etc. Enjoy (or commiserate over) the weather. Check out the new merchants, giving them tips for the future if they express an interest.

In case of Modern Law being broken (or a domestic dispute), tell the Event Steward immediately. That is above your level of authority.

Anecdote: "stupid merchant tricks"...

Some of these are simple oopsies that you need to watch for... but others are things that are likely to get someone not asked back – or are actually criminal.

Switching their space label with another booth.

Mis-stating their booth size then blaming you when the space is too small

Setting up across 2 spaces

Encroaching on neighbor(s)

Not roping tents down (usually new merchants)

Misrepresenting what they sell

Trying to pass a bad license number

Leaving their vehicle in the Merchant Area for extended periods

Parking in another merchant's booth space

Parking so that they block the road

"Hiding" their vehicle behind their booth (when there's stated "no vehicles in camping")

Setting up so that their booth is on the front edge of the space and their ropes are in the road...

Forgetting to send in their application & turning up anyways

Contacting the Event Steward to try to get a different/better answer than what you gave them

Forgetting to sign in at Gate

Setting up in the wrong space

*Not tearing down in time, or assuming the time is the *start* of tear-down rather than the out-by time...*

Smoking out their neighbors—sometimes for hundreds of feet downwind...

Forgetting to cancel

Smoking/vaping within the merchant area (which breaks state law in WA, OR, & CA)

Insisting that it's legal to smoke during set-up/tear-down times

End of the Event

The most common merchant off-by time is 3pm. The “joys” of teardown... Make sure everyone is aware of the off-site-by time. At many Events, its considered good grace for merchant to not start dropping canvas until the end of final Court (or the Event’s equivalent) but there are extenuating circumstances like poor (or incoming) weather, long packing times, long drives, poor attendance, etc.

Walk the merchant area as merchants leave to make sure it is clean, noting any spaces left dirty for future reference—and taking lost articles to Lost & Found (if still available) with a note as to the merchant-space they were associated with.

Post-Event

Documenting what happened, merchant contact info, etc. is an immense help to future teams: what was the weather? The Gate count? How many merchants actually came? What went well—or didn’t? Keep a copy you can share on request later as well as sending in one to the head Steward. There is a [sample guide](#) attached.

An Tir Kingdom Merchant Policy, as of March 2024

Find online at <https://antir.org/announcements/from-the-kingdom-seneschals-desk-antir-merchant-policy/>

This policy was announced at May Crown and incorporated into Kingdom Law.

Q: Is the \$25.00 on top of event fees?

A: Yes.

Q: Is this for local events?

A: This is for Kingdom and Crown events. A local branch may use it as a template.

Q: Why a merchant policy?

A: The Kingdom saw a need to help serve the Event Stewards of the Kingdom in working with merchants.

Q: Why isn't AnTir/West War included?

A: AnTir/West is an extremely expensive event to run. It also has it's own Financial Policy approved by the Board.

Any other questions please reach out directly to the Kingdom Seneschal. This is a living document and will be modified as needed. The hope is to build a standard merchant registration form for the Kingdom to use in the future.

Attia Prima, OP

Kingdom Seneschal, AnTir seneschal@antir.org

Merchant Policy – AnTir Kingdom/Crown Events

Merchants are a time honored tradition at events both large and small, but as sites get more expensive and more restrictive in the allowed activities, it is important to outline Kingdom Policy in regards to merchant activities at events. Kingdom/Crown level events are increasingly popular for merchants as they have the greatest opportunity and attendance for the merchants. Event Stewards and merchants all need to have an awareness of the balance in an event for merchants to be profitable, while not impacting the overall event functionality.

Event Steward Responsibilities:

- Create Merchant Application Packet
- Create Merchant Agreement (with specific site provisions, if needed)
- Delegate Merchant Coordinator
- Ensure site has space for merchant activities
- Be the second level contact in any grievance
- Determine if merchant jurying will be part of the process for your event and what purpose the jurying supports for the event.

Examples of jurying purposes:

- Event site limitations that could affect merchant activities. For example: noise constraints affecting blacksmithing, fire constraints affecting food merchants, rules/regulations preventing display or sale of items (crossbows, etc.)
- Selecting only merchants with period wares or period booths
- Selecting merchants who support the theme of the event (a particular era, region or activity)
- Publish in all applicable venues information regarding merchants including not limited to:
 - Event Steward contact information and response expectations
 - Merchant Coordinator contact information and response expectations
 - Applicable application dates

- Site restrictions in regards to merchant activities (I.e. for example, No food/beverage merchants, availability of electrical drops, Wi-Fi access etc.)
- Fees and special arrangements specifically for merchants
- Jurying guidelines, if applicable
- Provide a section in the Event Report that includes merchant activities
- If more merchants apply to an event than the capacity of the event can accommodate, the event steward is the arbiter of which merchants will attend. This selection can be through first-come/ first-serve, lottery or other method at the discretion of the event steward.

Merchant Coordinator Responsibilities:

- Receive merchant application packets
 - Confirm fees paid are correct
 - Confirm application is complete
- Jury potential merchants, if applicable
- Promptly confirm application receipt to merchants
- Promptly confirm jurying decisions and space reservations with merchants
- Notify all merchants whether they'll be able to merchant at the event or not. Accepted/juried merchants will be sent a notification to pay the merchant pre-registration fee via PayPal
- Consistently and timely respond to all merchant inquiries.
- Work with Exchequer to promptly refund any necessary fees
- Keep all application packets on file, and provide copies to the Event Steward
- Set up and map merchant space, communicate set up to Event Steward and merchants
- Be the first contact for any grievance
- Communicate all disputes and resolutions to Event Steward promptly.
- Provide the Event Steward with a written report of merchant activities as soon as possible post event.

Merchant Responsibilities:

- Fill out the online merchant form published by the Event Steward
- Comply with all conditions outlined in application
- Pay applicable fees.
 - *Standard Kingdom fee for merchanting: \$25*
 - *Events like AnTir West War with significantly higher costs will determine their fee as appropriate to the event budget*
- Comply with published dates for application deadlines
- Read entire application contact the Merchant Coordinator with any questions

With regard to issue and/or dispute resolution, communicate first with the Merchant Coordinator. If the Merchant Coordinator has not responded after 48 to 72 hours beyond the published expected response time, you may then contact the Event Steward.

- Follow the communication and mediation procedure outlined in the Merchant Policy (below)
- Load in and load out are the sole responsibility of the merchant and must be done within the published times of the event.
- Arrive on site no earlier than posted gate opening time for merchants published for the event
- Be off site no later than the posted end time published for the event.
- Decisions on merchant jurying are the purview of the Event Steward and Merchant Coordinator and are only subject to appeal before the application deadline.
- Awarded merchant space is non-transferable and cannot be shared with any other merchant.

Communication, Dispute Resolution and Mediation

- Any jurying decisions are only appealable before the application deadline.
- Any disputes must be first addressed to the Merchant Coordinator.
- If the issue is not resolved by the Merchant Coordinator, an appeal may be made to the Event Steward's decision is final and must be complied with at the Event.
- If there is a continuing dispute regarding decisions made by the Event Steward at the Event, the Kingdom Events Deputy should be consulted after the conclusion of the Event.

West Kingdom Merchant Guidelines, as of March 2024

<https://sites.google.com/westkingdom.org/policies/home/merchant-guidelines>

These guidelines apply to those specific West Kingdom-sponsored events where merchants are allowed on site to sell: Crown Tournaments, Coronations and West-An Tir Wars hosted by the West. Unless otherwise offered, there will be no merchandising allowed at any other West Kingdom-sponsored events without prior approval from the Kingdom Seneschal.

When selling at these specified West Kingdom-sponsored events, merchants agree to abide by the laws of the West Kingdom and all applicable local, state and federal laws and regulations including but not limited to the West Kingdom Fire Policy, the regulations of the California State Board of Equalization, California's "no smoking" laws, Federal Laws which criminalize Marijuana and the following guidelines.

Legal and Fiscal Guidelines:

1. Merchants are responsible for obtaining all required permits and licenses needed to conduct their business and are responsible for paying all sales and other excise taxes due to the state. Adherence to these legal requirements is not the responsibility of the SCA Inc., the West Kingdom, or their agents.
2. All merchants wishing to sell at West Kingdom-sponsored events must possess a valid and up-to-date seller's permit issued by the California Board of Equalization as well as the "specific site" seller's permit issued by the California Board of Equalization. Each merchant must also have a copy of these BOE permits in their immediate possession and available at each event; they will also be required to show these permits to the Constabulary at the gate of the event at the time of entry and to any mundane authorities at the event when requested. If a merchant does not possess a copy of these valid and up-to-date BOE's seller's permits in their immediate possession, that merchant will not be allowed to enter the event as a merchant and is thereby prohibited from selling merchandise or other tangibles at the event in question. In terms of 12th Night Coronations, all merchants must tender a copy of their BOE seller's permits with the autocrat along with their merchant fees prior to being given a "reservation" and allocated space at this indoor event.
3. In addition to the seller's permits issued by the California BOE, each vendor must fill out and bring a copy of Form 410-D from the BOE. This document can currently be found at: <http://www.boe.ca.gov/pdf/boe410d.pdf>. This document has to be given to the Constabulary before the merchant is allowed to set up. The seller's permit and Form 410-D must be double checked by the Autocrat or assigned representative to ensure they are accurate and the seller's permit is valid.
4. Unless otherwise stated, merchant booth fees are a flat \$20 for 25' frontage for West Kingdom events with the exception of Twelfth Night Coronation and Western-hosted West-An Tir Wars, which may require either a different fee structure or additional fees. If a booth has a frontage wider than 25', the fee will be \$40 (e.g., a booth with a 30' frontage will be charged \$40).

5. All merchant fees (merchant fees and site fees) will be collected by the West Kingdom Constabulary at the gate at the time the merchant enters the site and prior to setting up. There will be no latitude for merchants to pay after set-up or at a time later in the event. Additionally, all merchants (and each individual associated with that merchant) are required to pay the posted site fee; all site fees must be paid and all sign-in paperwork must be completed at gate and tendered to the Constable at gate prior to a merchant's entry onto the event site.
6. Upon payment of merchant and site fees, a receipt will be given by the Constabulary. That receipt must be maintained throughout the duration of the event, made available upon request at the merchant's booth and may be checked by a warranted constable, the Kingdom Seneschal or the Kingdom Exchequer.
7. In general, advanced arrangements are not required for most West Kingdom-sponsored events; however, advanced arrangements will be required for Twelfth Night Coronation in January and Western-hosted West-An Tir War in July. Payment of merchant fees for these events will usually take place in advance; payment of site fees may be made in advance through whatever system is set by the Kingdom or may be paid on site at the gate.
8. Merchant set-up is between 10am and 9pm on set-up day unless otherwise specified or agreed to with the autocrat and constable. Upon arrival, merchants should check in with the Constable at gate prior to beginning set-up. All merchant space (except at Twelfth Night) is available on a first-come, first-served basis.

Booth and Merchandise Guidelines:

1. The West Kingdom is a nonprofit historical education organization and part of the SCA Inc. Merchants should be aware that their target audience is primarily interested in medieval or renaissance-style goods and in items that are useful in historical re-creation. The list below includes some of the items which are not allowed on Merchant Row due a desire to maintain a medieval ambiance:
 - loud gas generators
 - trailers
 - voice amplification devices
 - vehicles
 - adult merchandise openly displayed
2. Merchants should make a reasonable attempt at wearing medieval or renaissance garb, and should work to have their booth appear appropriate to the event. Additional efforts could include disguising mundane tents and pop-ups or taking steps to hide mundane items such as electronics, metal table legs and plastic containers. Ultimately, the West Kingdom would ask you to use your best judgment and discretion in setting up and operating your booth.
3. Per kingdom law and tradition, modern tents must not be visible from the list field.
4. As all sites and events vary, merchants need to abide by any special instructions or rules specific to the site as well as the instructions of the royalty, autocrat, constables, exchequer and seneschal.
5. If merchants post advertisements at an event, they must first get the approval of the autocrat; merchants are responsible for the removal of the advertisements and for any damage caused by the posting of those advertisements.

General Guidelines

1. Smoking is not allowed on merchant row (inside or outside booths) or in the walkway around the list field. This includes the times during set-up and tear- down. These spaces are considered "public areas" and smoking is not permitted by the conventions of the West Kingdom. Note that some sites and localities may prohibit smoking entirely. In terms of "medical marijuana" (i.e. medicinal use or possession with a doctor's

prescription), due to the fact that marijuana is an illegal drug per Federal Law, the SCA Inc. has banned use or possession of marijuana at all events.

2. Merchants must have a fire extinguisher in their booth. Open fire sources, including but not limited to a forge, torch or fire pit, must not be left unattended at any time; furthermore, a fire extinguisher must be within reach and immediately available. For more information, see the West Kingdom Fire Policy.
3. Merchants will leave the site clean and on time. If a merchant booth is on or adjacent to the list field, the merchant will not tear down until Their Majesties decree that the event is complete, usually at the end of Court on the final day of the event.
4. Set-up and tear-down are the individual responsibility of each merchant.

Merchant Coordinating Checklist

- **If AnTir Kingdom-level Event, the Merchanting fee is \$25** unless Kingdom Law states otherwise
 - *If is special or NOT a Kingdom-level Event, what is the Merchant fee going to be?* _____
 - **Gate Fee Payment: Pre-paid?** __ (if so: How? _____) **At Gate?** ____
 - **Merchant Payment: Pre-paid?** __ (if so: How? _____) **At Gate?** ____
 - *Are there any other site costs for merchants? (parking, city business license, etc.)*

- **What is the expected Gate count of the Event?** _____
- **Fundraiser(s) at Event?** _____
- **Is the Event:** Indoors? _____ Outdoors? _____ Both? _____
 - **How much space do you have** to accommodate merchants? _____
 - Do you have a scale **map of site and/or merchant area?** _____
If yes, attach it for future teams.
 - **How is the cell signal?** _____
 - Any special site issues or conditions (wind, wet, rough ground, one-way access, etc.) ?

- **What are the local laws?**
 - **If the Event is in WA, any merchant doing business in WA is required to have an UBI**, & it is best practices to collect & check if the UBI is valid. Unless required by the Site, nothing further needs to be done with the UBI information. *If the Event is in CA, it is called a Seller's Permit, & record of the permit numbers must be kept for 7 years, so it is wise to include them on your merchant report for the Event Report.*
 - **Any other laws to follow for this Site** (food permit, city business permit, hotel regs, etc.)?

- **Merchant Application Method:** Online? _____ Paper? _____ Both? _____
- **Are past merchant reports/records available to reference?** _____ (if, yes, attach them)

Merchant Coordinator Report

- **Event Name:** _____
- **Event Location:** _____
- **Event Date:** _____ **Event Weather:** _____
- **# of Merchants Signed-up:** _____ **# of Merchants on site:** _____
- **Total Merchants Fees Collected:** _____

- **Highlights (what went well):** _____

- **Issues (what went wrong):** _____

- **Attached map/layout? (Y / N)**
- **Attach List of Merchants (with contact info)**

[Outdoor] Merchant Application (Sample)

Google form version at <https://forms.gle/DnzjUiB58tSmLfbs6>

Business Name: _____

Legal Name: _____ **SCA Name:** _____

Mailing Address: _____ **City/State/ZIP:** _____

Phone: _____ **E-Mail Address:** _____

Website / Social Media: _____

Merchandise Description (food vendors describe menu)

SCA Appropriate (plausibly existed pre-1650CE) **Period Appropriate** (did exist pre-1650CE)

Service (Hairdressing, massage, food etc -- MUST have any appropriate modern licensing—ATTACH A COPY)

What Percentage of your products are: **Hand-made by you** _____% **Retail** _____% **Imported** _____%

Booth: **Frontage:** _____ feet **Depth:** _____ feet *** Pavilion Disguised Modern Modern

Booth Frontage includes ropes, awnings, etc, & Depth includes ropes, awnings, camping behind booth. We will do our best to accommodate your frontage & depth requests. Please screen any non-period encampment connected with your booth from the public.

Are you interested in being open after dark? **Y / N**

Camping: in Booth Elsewhere, please state in case of issues: _____

For considerations of placement, do you or a member of your booth...

have mobility impairment? (need closer to privies)

have allergies/asthmatic to smoke/vape or scented-goods?

have a dog associated with your booth?

smoke/vape? ***Remember, merchant areas and list fields and Court are non-smoking areas***

make noise associated with your booth? (blacksmith, drumming, etc)

Special Requirements/Requests: _____

****** MERCHANT FEE is ******

>>>> Make checks payable to _____, SCA Inc <<<<

Special requests will be accommodated if possible. Staff will contact before processing payment if any there is any immediately apparent inability to accommodate your request

[Indoor] Merchant Application (Sample)

Google form version at <https://forms.gle/D9jMfUm8hAriJbsm7>

Business Name: _____

Legal Name: _____ **SCA Name:** _____

Mailing Address: _____ **City/State/ZIP:** _____

Phone: _____ **E-Mail Address:** _____

Website / Social Media: _____

Merchandise Description (food vendors describe menu)

SCA Appropriate (plausibly existed pre-1650CE) **Period Appropriate** (did exist pre-1650CE)

Service (Hairdressing, massage, food etc -- MUST have any appropriate modern licensing—ATTACH A COPY)

What Percentage of your products are: **Hand-made by you** _____% **Retail** _____% **Imported** _____%

BOOTH: Spaces are [10x10] feet and includes [1 table and 2 chairs]. Requesting: 1 Space 2 Spaces

For considerations of placement, do you or a member of your booth...

have mobility impairment? have allergies/asthmatic to scented-goods?

have a dog associated with your booth?

Special Requirements/Requests: _____

****** MERCHANT FEE is _____ [per space] ******

>>>> Make checks payable to _____, SCA Inc <<<<

Special requests will be accommodated if possible. Staff will contact before processing payment if any there is any immediately apparent inability to accommodate your request

Merchant Agreement (Sample)

The Society for Creative Anachronism, Inc., Kingdom of **AnTir**, thereafter referred to as the SCA. The SCA gives the undersigned individual, hereafter referred to as the Merchant, the privilege, as an independent operator not as an employee or representative of the SCA, to operate a sales booth at the Event in an area designated by the SCA or its agents.

The Merchant, in signing, agrees to abide by the conditions set forth in this document, & by directives of the Event, & their agents. The signing Merchant **MUST** be in attendance & tending his/her booth throughout the Event, or the selling space will be forfeit. No subletting of selling space is allowed. No exceptions. The SCA & their agents will monitor all rules during the Event, notifying the Merchant of any infractions, & asking that violations be corrected.

I. The Merchant acknowledges being an independent operator, & that neither he/she, nor his/her agents or employees, shall have any authority to contract for or incur any liability or obligation on behalf of the SCA, the Event site, or any of their agents, & will indemnify the above entities against any & all claims that may be made against them due to activities of the Merchant. The Merchant shall be responsible for any costs, expenses, attorney's fees or judgments incurred by the entities mentioned above in this paragraph due to the Merchant's activities.

II. The Merchant agrees to comply with all Event, park, civil, county, state & federal laws, rules, & regulations concerning their activities &/or sales at the Event. If the Merchant fails to comply with said rules, or with any portion of this agreement, the Event may, upon notification, take immediate action which in their sole judgment may be necessary to protect the SCA, & the Event's interests, including but not limited to, the closing of said Merchant booth, removal of sales materials, removal of person(s) & halting the Merchant's activities on the premises, without refund of any fees or any other consideration to the Merchant.

III. The pre-registered Merchants' set-up will begin no earlier than noon on setup day The Merchant will remove all equipment, sales items, supplies, packing materials, & trash from their booth & premises, & leave it in a clean & orderly condition by 3pm pack-up day of the Event. Failure to comply with this clearance schedule could impact the Merchant's ability to participate in future Kingdom Events.

IV. The Merchant assumes full responsibility for maintenance of their booth area & the area around it, keeping it clean & supplying all necessary materials for operation. Each merchant is required to supply their booth with a Valid Fire Extinguisher.

V. The Merchant's theme of décor, sales items, booth & dress, & the dress of their assistants & other persons associated with their booths, must be consistent with the acceptable historical time period of the SCA (roughly pre-1650 CE), & thus add to "an environment which evokes the atmosphere of the Middle Ages & Renaissance." Violations of, or exceptions to, these requirements shall be determined at the discretion of the Event or its agents.

VI. The Event or its agents may inspect sales booths at any time. The Event reserves the right to demand removal of any sales items deemed unsuitable, in their opinion, for sale at the Event. Use of, sale of, or display of any illegal materials of any kind will result in the immediate cancellation of this agreement, closure of the sales booth, & forfeiture of all fees paid for the Event. Furthermore, the above-mentioned violations may result in the removal of the sales items &/or person(s) involved by proper authorities.

VII. Everyone connected with the Merchant's booth are considered to be party to this agreement & must abide by the Merchant's Agreement & the rules & laws of the SCA (as set forth in the Governing Documents & the Laws of the SCA), the Rules & Regulations of the State. This includes all helpers, assistants, family & minors in the company of the undersigned Merchant.

VIII. By signing this form, the Merchant agrees that the officers & staff of the SCA, the Event, local County, & State, & their agents are not responsible for injuries, loss or damage to person or property, & the Merchant agrees to abide by all decisions, rules & requests of the Event in regard to personal display & conduct at the Event.

I, the undersigned, hereby acknowledge that all parties connected with my Merchant Booth have carefully read & completely understand this Merchant's Agreement & agree to abide by all the rules described herein.

Signature & Date _____
Legal Name (Print please) _____
Business Name (Print please) _____
SCA Name (Print please) _____

Food Booth Addendum Agreement (OREGON Sample)

We have a great need for food merchants at our Event & want to make sure that everything goes as well as possible both for all of the merchants as well as their customers. To that end, there are some guidelines & requirements that we have to abide by for your protection, as well as ours.

Since food has its own special concerns & legal requirements, there are some additional needs that come up. These are:

- Merchant that has registered the business must have a valid Oregon Food Handler's Card.
- Food booth workers must have valid Oregon Food Handler's Cards.
- Food booths must have a county & state approved fire extinguisher.
- Remember to fill out ALL of the forms in the market packet.
- The food booth owner is responsible for a county & state approved hand wash station.
- The food booth owner is responsible for county & state approved sanitation kit.
- Only approved merchants & staff may vend in the booth.
- To best serve the needs of the populace Food Booths are to remain open until at least 6pm each day (unless cleared with the Event Steward overseeing Merchants).
- Please bring a garbage can for any disposable items or refuse. We can't guarantee any near your booth.

Please make sure to abide by these requirements. If you have any concerns or questions regarding these, please let us know & we can do our best to address them. If you choose not to, we will have no choice but to ask you to leave the Event.

Also, the fire marshal has been known to visit us from time to time: make sure to have your fire extinguisher visible & ready!

Business Name: _____

Name: _____ SCA Name: _____

Legal signature: _____ Date: _____

Planned Menu: _____

Resource Links

- **An Tir Merchant Policy:** <https://antir.org/announcements/from-the-kingdom-seneschals-desk-antir-merchant-policy/>
 - **WA UBI:** <https://dor.wa.gov/open-business/business-licensing-and-renewals-faqs>
 - **Verify UBI at**
https://ccfs.sos.wa.gov/?_gl=1*iurcs4*_ga*MTAyMTgyNjQ5Mi4xNzAzMDk4NTg4*_ga_7B08VE04WV*MTcxMTY2MTg5MC4xLjEuMTcxMTY2MTkwMi4wLjAuMA..#/ Scroll down to “Corporation Search,” then put the UBI provided into the “UBI” text box and click “Search”
 - **Washington State Food:** <https://doh.wa.gov/community-and-environment/food/food-worker-and-industry/food-safety-rules>
- **Oregon State Food:**
<https://www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/FOODSAFETY/Pages/regs.aspx>
- **West Kingdom Merchanting:** <https://sites.google.com/westkingdom.org/policies/home/merchant-guidelines>
 - **CA Seller’s Permit:** <https://www.cdtfa.ca.gov/services/permits-licenses.htm>
 - **Verify Seller’s Permits at** <https://onlineservices.cdtfa.ca.gov/> /
- **Castororum (AnTir pre-reg/payment system):** <https://www.castrorum.com/>
- **SAMPLE Merchant Application (Outdoor):** <https://forms.gle/DnzjUiB58tSmLfbs6> with attached Sheet
- **SAMPLE Merchant Application (Indoor):** <https://forms.gle/D9jMfUm8hAriJbsm7> with attached Sheet

Terminology

Period Appropriate: Any item that did exist before 1600CE.

SCA Appropriate: Any retail or handcrafted item that could plausibly have existed before 1600CE.

Retail: Items that are period & SCA appropriate that are purchased new & offered for sale for the first time.

Handcrafted: Items made up of less than 40% commercial components

Re-sale: Manufactured items purchased & offered for sale.

Frontage: The measurement across the front of a merchant space. This means the full space used, and outdoors includes guylines from furthest stake to furthest stake.

Depth: The measurement from the front of a merchant space to the back of it. This means the full space used, and outdoors this includes guylines & any booth-associated camping.

UBI: Washington’s Universal Business Identifier, what any business needs to legally do business in Washington State.

Seller’s Permit: California’s tax identifier, what any business needs to legally do business in California.

Worksheet: What do you do if...

Planning

The Main Steward thinks there will be about 150 people and doesn't plan on doing pre-reg, but the Royals are planning to attend your shire/barony's event. The weather is likely to be good but there's a chance of rain. Most of the event is going to be outside but there is a small building being used for dining and Court.

It's a Crown Tournament centrally located along I-5, the current Royals are popular, and the weather is likely to be good. The Main Steward is new to the job so isn't certain of the Gate count estimates, but figures there should be "plenty of space." The site is a featureless grassy field but the Steward thinks the merchants would be best closer to the access road.

It will be a cold, wet Principality Event: most of the event is being held in a large indoor space that will be locked at night: you measured the side of the building assigned for merchants as 20x70' – but there is fire door 10' along the wall – or you can have the merchants set up outside.

It's an indoor Kingdom event and the space for merchants is going to be very tight—the room you've initially been given is 27x40'

It's 12th Night Coronation: the room for merchants is a 60x100'—but there are 8 fire exits and a service door that isn't lockable.

You're recruited to run merchants for an inter-baronial war with an average Gate count of 400; your Steward has run the event before and always wants "as many merchants as possible"... and you are getting really noncommittal answers from merchants when you try to recruit them. There are comments about issues with cell signal and issues with the access road.

You have 8 merchant spaces and 12 merchants apply... 7 of them are selling jewelry.

You have a food merchant apply! ...they are selling deep-fried candy bars...

At the Event

A merchant is encroaching and blocking the view/access to their neighbor

A merchant is having a domestic dispute with their significant other in their booth

A vehicle has broken down in the merchant area

A merchant is being excessively slow tearing down and is unlikely to be off site before the site closes

A merchant arrives in the middle of the night and sets up in the wrong space

There is a merchant openly displaying fetish goods for sale...

A merchant that was turned away (applied too late, was inappropriate, lacked required paperwork, etc.) set up their booth and are selling – outside the merchant area.
