



*Connecting farmers, food and friends*

## Greensboro Farmers Curb Market Display Style Guide

As the Market is a shared space it is important that your display can co-exist with your vending neighbors and the Market Community in a positive way. In an effort to maintain safety and security across the Market, GFM asks that all displays and signs do not block sightlines across the Market or pose safety risks. If you would like to change your signage or display, please submit a sketch or drawing with the proposed dimensions. Displays should be reviewed with GFM Management prior to build out or significant expenditure.

*GFM vendors are expected to sell from behind tables and to keep aisles and walkways clear at all times. The majority of Vendor space must be for product being sold. Use of displays and signage should support the sale of products. Vendor is required to be remove signs/displays for all Market building rentals and special events; vendor must ensure that signs/displays are removed in accordance with Management instructions. The information on signage/displays must be accurate and complete. Vendor is prohibited from making any false or misleading claims about their products including claims about product origination, methods of farming or processing. Vendor must post signs identifying, at a minimum, the name and location of their businesses, products offered for sale and the prices of those products (GFM 2022 Vendor Guidelines). Management can suggest creative use of space for vendors who need guidance and vendors are encouraged to seek out guidance in advance of Market days.*

**Display Strategies:** An effective and welcoming display creates your brand and enables your small business to connect with customers and make more sales. The following strategies can help your business succeed in an active and vibrant market environment.

- **Great a customer friendly space**
  - Easy to access (register on one side so more customers can shop)
  - Grab and go- bundle items for easy purchases
  - Standing versus sitting projects an active retail approach
- **Create depth (within reason)**
  - Three dimensional -maximize height, width and depth
  - Use lightweight racks
  - Avoid overcrowding product or display
- **Make yourself part of the display – wear a nametag**
  - Identify yourself as the seller – make eye contact and be prepared to talk about your product
  - Foster face to face communication with customers and maximize across table interactions
- **Be a Good Neighbor**
  - Your display is part of a larger entity; be mindful of your use of space
  - Displays, banner installations, signage, and coverings should be temporary in nature and easily removable (staples, screws, nails and other permanent fixtures may not be used on Market tables)
  - Displays should be easily removed in less than 30 minutes as a good rule of thumb
  - Electric capacity is limited within Market; request for electric must be listed on application and seasonally update with any change requests
  - For Annual Vendors, during vendor low production times please return table to GFM so that table can be activated either by GFM materials, Farmer FoodShare, or by providing opportunities for additional vendors

- In general, to maintain sightlines, signage should not fall below 5'10 or above 21 inches above the from tabletop including product; Keep in mind that the average height of a person is between 5'5" to 5'10
- Vendor signs/displays must not obstruct customers', Vendors', or Management's views/sightlines.
- Vendor signs/displays must not impede Vendor's ability to sell from behind the table.
- Vendor displays must not impede customer's or the Market community ability to safely navigate aisles, including hanging baskets or shelving from front of tables.
- For information regarding Displays and Vending Space, see **GFM 2022 Guidelines**