



Exclusivity

Through our research with stallholders and patrons, we have heard frustration and reduced profits because of multiple similar stalls at markets. We understand that for some makers this is their livelihood so we want to give you the best opportunity to make a profit with our exclusivity product clause for our Makers Markets with under 100 stalls.

Exclusivity Details

We do not want to double up on the products we have for sale so we have implemented an exclusive product clause at our market.

Product Category Type

We need to know the main product you sell on your stall, this must then equate to 50% of your products and be central in your display.

If you are selected for a stall then you will be the only stall in that product category / sub category

Some Products are in a broad category eg jewellery, clothing, artwork and each must have a clear point of difference so we have sub categories to be considered exclusive this will be determined by UE Management and outlined on your offer.

EG: Jewellery is a Main Category Silver will be the Sub Category

There may be some crossover of products for example some companies sell Bath Bombs and Candles so if they are exclusive in Bath Bombs then 25% of their stall they can sell Candles this will not be considered breaking the exclusivity clause.

We are promoting Exclusivity to help stallholders sell more so please do not sell products as your main category that you have not applied for.

If you are unsure or unhappy with aspects of the Exclusivity then please contact Unrivalled Events in writing on paul@unrivalledevents.com.au before the market with your concerns. A list of stallholders will be published in the week leading up to the market.