

UNRIVALLED EVENTS

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 the majority of our Makers Markets.

Market Size & Exclusivity

Markets with less than 80 stalls = Exclusivity

Markets with more than 80 stalls = Non-Exclusive

Product Category Type

We need to know the main product you sell on your stall, this is what you have filled in on your form. 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 Products

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.

EG: Jewellery is a Main Category. Your mainly sell Enamel and that will be classed as the Sub Category you will be exclusive in.

Product Crossovers

There may be some crossover of products for example some companies sell multiple products

EG Candle makers sell Bath Bombs, diffusers etc

If they are exclusive in Bath Bombs then on 25% of their stall, they can also sell Candles, this will not be considered breaking the exclusivity clause.

Market Acceptance

When we decide the stallholders for our markets, we base this around a set formula for the different main categories and the success of markets is based on our variety. In competitive categories feel free to email us to ask what you have been classed as exclusive in. If you have been accepted it may well be in a sub category.

Non-Exclusive Markets

Even on non-exclusive markets we try not to double up too much on products so may cap certain categories.

Complaints / Mistakes

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 so concerns need to be expressed before the market not on the day. You are not paying anymore for exclusivity so no refunds will be offered but if we have made a clear error then we may offer a partial credit.