

## Merchandising and Display Guidelines

It is important that each shop in the Small Shops Marketplace always looks clean, professional, and well organized, because any unprofessionalism in any of our shops reflects badly on all of us. Many people, fairly or not, will judge all of us and the store as a whole on the worst shop they see.

If we fail to maintain high standards of display and cleanliness, we will all pay the price financially. We ask that all Shop Owners pay attention to these guidelines.

- **No exposed untreated or unpainted wood.** (Paint, stain, or cover all wood displays.)
- **No folding tables** (Tablecloths can be used to cover folding tables as long as they fit neatly to the table and completely obscure it.)
- **No chairs in your shop that are not for sale without prior approval**
- **No garage or warehouse type shelving** (This includes most plastic and wire shelves. Some exceptions exist; consult with management before adding them to your shop.)
- **No hand lettered signage** (Temporary sale signs or signs for individual items are permitted to be neatly hand lettered within reason.)
- **Your shop must be reasonably full at all times**
- **Keep your inventory to a set theme or structure** (Items that do not fall under the merchandise you listed in your application may be called into question, especially those that do not fit with your other items.)
- **Merchandise must be as clean, neat, and free of wrinkles or dirt** (We may ask that items in poor condition be labeled “As Is” or removed outright)

These guidelines are meant to protect the brand of Small Shops Marketplace and to ensure that we all make money here. A good looking and well tended to shop creates a positive shopping atmosphere that brings customers in regularly.

With how important these standards are to helping us make a profit, we will take whatever steps are needed to maintain these standards and protect all of our partners