

Medieval Week Market 2011

INFORMATION

The Medieval Market – heart of the week

Right in the middle of the Unesco World Heritage of medieval Visby, where the sound of the ocean waves soothes the mind and the roaring cheers of the Jousting Arena makes your heart pound, lies the Medieval Marketplace. Through cooperation and respect for the illusion we all strive to make the experience as authentic and vivid as possible.

The visitors of the Medieval Week are a varied group, but all share the passion for the medieval character and genuine quality of the event. To keep the authenticity and reputation of one of Scandinavia's top quality historical markets it is important that everyone care for not only themselves but the whole concept and are passionate in avoiding plastic, Coca-Cola cans, huge non-medieval looking signs etc. As organizers we are most grateful for your development and "medievalization" of your market booths, and the adaptation of your selection to meet our quality standards and market rules. We strive to make the market expansive and the selection varied so that it is suitable for adults and children, families, cruise visitors, the medieval traveler and "the experts".

In connection with Medieval Week 2007 the Swedish Institute of Tourism Research (TUI – Turismens utredningsinstitut) carried out a visitors survey. The results and conclusions of this survey are far beyond what we have expected. The estimated number of visitors is 200.000 who consume 184 million SEK during Medieval Week. The market got high scores. 94 % of the respondents refer to the medieval market as one of their favorite attractions throughout the Medieval Week. According to the TUI-survey, the average visitor is 33 years old with 52 % women and 48% men. Three out of four do not come from Gotland. Most come from Stockholm, Västra Götaland and Uppsala. 11 % of all visitors come from abroad, mostly Norway and Germany.

Is this the first time you are applying for participation? Great to hear! We recommend you to read through our market rules before sending in your application. If you have any questions, do not hesitate to contact our office by e-mail: marknad@medeltidsveckan.se.

Important changes for 2011

Our dear market-general Leila Strandmyhr retired by the end of 2010. She will be dearly missed and we wish her all the best! We are currently in the process of finding a replacement for her, however there will of course be a market as usual in 2011. If you have any questions, please send them via e-mail market@medeltidsveckan.se, to help our office keep up with their work. We will answer mail related to the market once a week, and thank you for your understanding in this matter.

Prices for market booths will from now on be counted by square meters.

In consideration of earlier requests we have decided to change the open hours of Thursday's market, and give us all an early evening closing at 18:00, Thursday 11 august.

Due to the retirement of Leila Strandmyhr, we kindly ask everyone, including long time participants, to include photographs of your market booths and selections.

Application

Your application must be submitted to Medeltidsveckan no later than **March 31st** 2011. Please make sure that you closely go through our rules for the market. They include regulations for selection, market booth and appearance. The application should be sent to **our office address or mail**, see details below. Our market group will then review the applications and the selection will be based on the criteria mentioned above. Final notice will be sent out in April, 2011.

Please send your application to our office (we prefer applications by e-mail, but if you do not have access to a computer, applications by post are also possible)

E-mail: marknad@medeltidsveckan.se

Address: Medeltidsveckan på Gotland; c/o Gotlands Museum, Strandgatan 14; 621 56 Visby, Sweden

Warm Welcome!

Marie Flemström,
Secretary General, Medieval Week on Gotland Ltd

Markets of Medieval Week 2011

HOURS & FEES

Market days	Opening hours	Show at Jousting Arena
Sunday, August 7th	12.00 - 18.00	no tournament
Monday, August 8th	12.00 - 20.00	19.00 Tournament
Tuesday, August 9th	12.00 - 20.00	21.00 Beauty and the Beast
Wednesday, August 10th	12.00 - 20.00	19.00 Tournament
Thursday, August 11th	12.00 - 18.00	17.00 Tournament
Friday, August 12th	12.00 - 20.00	21.00 Beauty and the Beast
Saturday, August 13th	12.00 - 21.00	21.00 Tournament
Sunday, August 14th	12.00 - 18.00	no tournament

With reservations for changes.

Fees

Everyone participating in any of the markets will have to pay a registration fee of SEK 500. The fee is the same regardless how many market days one participates in. Outside this fee there will be additional costs per the following:

Raw space / sales unit (excluding food¹)

Space (6 m ²):	SEK 480/day
Extra space (per m ² , max 4 m ² *):	SEK 55/day

I.e. If you have need for 16 m², you will have to book 2 market stalls and extra 4 m².

Ambulatory sellers: SEK 480/day

Rent a market booth:

Per day:	SEK 250/day.
All week (8 days):	SEK 1800

Power Supply connection

Order your power supply in advance otherwise we will be unable to guarantee a connection. Connection will be provided 9 days (Saturday 6th August – Sunday 14th August). Prices given include usage, connection fee and service. Bring your own earthed cables, maximum of 230 V with standard connection, for higher usage modern standard euro sockets must be used. If you have not applied for power supply and there is enough capacity you can apply on site. Unauthorized connections will grant immediate refusal from the market.

230 V	SEK 600 /connection (80:- per day)
16 A	SEK 1440 / connection
32 A	SEK 1600 / connection

Authorized paper-mugs

25 cl (80pcs / pack) SEK 80 / pack

All prices excluding VAT at 25 %.

*NB! Responsible person for market stall or extra space that exceeds 2 m will be charged with an additional fee for another extra space.

¹ Are you interested in selling food on the market please get in touch with our office in order to get the application papers for Food Sellers.

Medieval Week Market Rules 2011

Revised version 2010-12-10, with reservation for changes.

The goal is that seller, market stall and items sold at market shall together provide a good illusion of a medieval market. By signing the contract you commit yourself to abide by the following rules.

If rules are not followed the Medieval Week will draw a fine of SEK 500 – 5000 per violation. If repeated, the violator may immediately be refused from the market.

1. All products or activities/services shall be authorized by the Medieval Week before being allowed on the market. We allow products and material that may have been present in the Medieval Age, which are products that either is of medieval character or inspired by the period. Products should be made of medieval period materials, or made with medieval techniques.
2. The market stall shall be made out of wood and of medieval type. Please attach a picture of your market booth to your interest registration. (Description can be requested from Medieval Week). Signs have to be in medieval style – use symbols or talk to sell the goods.
3. Sellers and others that stay at the stall shall wear medieval clothing, also think on suitable shoes. A simple tunic, cloth bag or similar item over modern clothing is not acceptable. Women should wear head gear. You can get good advice and tips from Else Marie Gutarp's book "Medieval manner of dress". The book and patterns can be bought or ordered from the office of Medieval Week.
4. Smoking is not allowed in the market stall, nor are you allowed to visibly drink coffee, canned drinks or talk on the mobile phone.
5. Sale of coffee is not allowed and reserved to the organizer. Carbonated drinks are restricted to restaurants with special agreement with the Medieval Week. Suitable drinks like lemonade, herbal tea or lassi (yogurt mixed with water) may only be sold in mugs.
6. Market items can not be shown on tablecloths of paper or in paper cartons, metal boxes, plastic bags, plastic containers, thermos jugs, modern table hangers, etc. Do not keep plastic bags or disposable packing visible to the public.
7. High demands are set on garbage handling. Sellers, especially of foodstuffs, who do not keep the area around their market stall neat and clean can be required to get help with this and will be charged for necessary work at SEK 500 per hour, with a minimum fee of SEK 500.
8. The assigned stall site shall be used on all registered dates. Sellers are not allowed for "no-show" without reasonable and acceptable reasons. In case of illness, medical certificate must be shown.
9. Canceled participation must be done in text (e-mail or regular post). The registration fee of SEK 500 is not refunded. If canceled 30-15 days before the event, 25% of the whole fee is charged. 14-7 days before, 50% of the fee and 6-1 days before 100% of the fee is charged.
10. The space applied for cannot be expanded. Control measuring will be undertaken during the week, and extra space will be charged.
11. Sellers who do not respect all rules risk being removed. A verbal warning will be followed by a written warning. In case of continual infringement or serious offence, the seller will be fined (at least SEK 500) and can result in suspension with immediate effect or will result in suspension the following year, followed by reconsideration. The seller will be charged for possible incurring costs.

The Market of Medieval Week 2011

INTEREST REGISTRATION

All information in the form must be properly completed and any enclosures must be sent in, or the interest registration will not be handled.

1. Surname First name

Registered company name

Address Mailing address

Phone Fax.....

VAT number/Personal ID number

2. I wish to participate in the following markets. Please note your dates below.

Aug 7th Aug 8th Aug 9th Aug 10th
Aug 11th Aug 12th Aug 13th Aug 14th

3. Items to be sold. You will have to send a picture and description of all items if you want to have your registration considered (this only applies to new participants or new and previously not authorized products). Only approved items can be sold

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Crafts to be performed

4. Description of my market stall including precise measurements: m²

Please attach photographs! **Due to Leila's retirement this is required of ALL participants)**

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5. Do you want to rent a market stall (a table with roof) from the Medieval Week? If so, please note days below

Aug 7th Aug 8th Aug 9th Aug 10th
Aug 11th Aug 12th Aug 13th Aug 14th

6. Power supply. Please order power supply connection in advance otherwise we are unable to guarantee connection.

230 V 16 A 32 A (please specify how many units you will be needing)

7. If you would like to order authorized brown paper mugs, please specify how many. They will be delivered on the first market day you participate.

8. Will you use liquefied petroleum gas (LPG)? Please note that you yourself will have to register this with authorities. If so, how many units in need of LPG will you use?

Points 1-4 have to be completed by everyone.

The application should reach Medieval Week latest March 31st.

E-mail: marknad@medeltidsveckan.se

Address: Medeltidsveckan c/o Gotlands Museum, Strandgatan 14, 621 56 VISBY, Sweden

Place and date.....

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Signature of person responsible for sales

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Name in block letters