

## Merchant Coordinator

The Merchant Coordinator(s) and Registration Coordinator work very closely together once registration forms begin arrive. The Registration Coordinator keeps a running list of paid Merchants and notifies the Merchant Coordinator, on a weekly basis, with updated information. Merchants are allowed to purchase more than one space, each space being a 12 foot frontage x 20 feet deep. The Merchant Director is responsible for contacting individually each merchant by phone to confirm information received from the Registrar.

A mandatory year apprenticeship is required to be considered for the position of Merchant Coordinator. Preferred Professional/Personal Skills: previous experience as a vendor. The successful applicant must be highly organized, communicate clearly, friendly, personable, possess strong problem solving skills, and able to deal with the public in a polite and tactful manner. The successful applicant must also have a basic understanding of computers. The successful applicant must be willing to commit to minimum of 1-2 hours on a weekly basis throughout the registration period. The time commitment during festival is on a daily basis as needed. Post festival time commitment is minimal if any.

Pre-festival duties consist of the following:

- Attend Dragonfest meetings as necessary or required.
- Submit all necessary information pertaining to merchants to the Publications Coordinator
- Respond to general questions from merchants via e mail and phone.
- Attend the site visit in order to insure the spot needed Merchants Row is available and locked in
- Contact paid Merchants to confirm the following information:
  - The names and PID # for everyone in their group (merchants are allowed to bring 2 adult helpers and their immediate children under the age of 18)
  - Camping needs (is the merchant planning to camp with their booth)
  - Special needs (over sized vehicle or trailer etc)
  - Products to be sold by the Merchants
- Submit list of Merchants w/assistants list to the Registrar to verify all are registered and submit to the Gate Coordinator/Lieutenant for Tuesday's arrival of Merchants (All Merchants, assistants and children must be on the Merchant's List to be allowed early entry)
- Inventory supplies/equipment
- Obtain approval of the Merchant Area from the Wellington Lake Caretaker.

Festival duties consist of the following:

- Arrive in time for Monday's set-up to be able to coordinate with the Set-up Crew where things need to be
- Plot the Merchants Row:
  - Measure and mark spaces for booths prior to Merchants arrival on Tuesday.
  - Hang banners and place merchant signs. (Merchant entry is at 10:00am –10:pm Tuesday)
- With assistance of Lieutenant(s), greet Merchants on Tuesday and direct to staging area
- Direct placement of Merchants in Merchants Row (90% of all Merchants show up on Tuesday)
- Conduct a "walk through" of Merchants Row Tuesday evening to ensure all needs of the Merchants have been met
- Be available during the day to handle any issues that may arise with the Merchants

Post-festival duties consist of the following:

- Take down/inventory of equipment.
- Final walk through of Merchants Row for clean up purposes (trash removal, no stakes left in the ground etc)

## Merchant Lieutenant(s)

It is the recommendation of the Merchant Coordinator that there should be at least 3 Lieutenants when there is only one Coordinator or 2 Lieutenants when the position of Merchant Coordinator is shared by two people.

The successful applicant must be highly organized, communicate clearly, friendly, personable, possess strong problem solving skills, and able to deal with the public in a polite and tactful manner.

Pre-festival duties consist of the following:

- Attend Dragonfest meetings as necessary or required.

Festival duties consist of the following:

- Arrive in time for Monday's set-up to be able to coordinate with the Set-up Crew where things need to be
- Assist the Merchant Coordinator(s) with the plotting of the Merchants Row:
  - Measure and mark spaces for booths prior to Merchants arrival on Tuesday.
  - Hang banners and place merchant signs. (Merchant entry is at 10:00am –10:pm Tuesday)
- With assistant of Merchant Coordinator(s), greet Merchants on Tuesday and direct to staging area
- Direct placement of Merchants in Merchants Row (90% of all Merchants show up on Tuesday)
- Be available to answer any questions when the Merchant Coordinator(s) is not available

Post-festival duties consist of the following:

- Take down/inventory of equipment.
- Final walk through of Merchants Row for clean up purposes (trash removal, no stakes left in the ground etc)