



HIAA Art & Craft Market Instructions for Vendors

When: 18.8. 2024

Where: [Narinkkatori](#), 00100 Helsinki

Setting up: 10:00 - 11:00

Selling time: 11:00 - 17:00

Cleaning: 17:00 - 18:00

MAIN RULES

- All products sold at the market must be your original, hand-made work or reproductions of your own work.
- The products must be representative of the images submitted in the application.
- Artists must be present at the entire event, unless agreed otherwise. Spot checks will be instituted. There will be volunteers on site if you need to leave your table for a while but if you require a longer break, you must find your own substitute who will look after your table. **Participants must be present at the market during the opening hours including one hour of preparation in the beginning of the market and one hour of cleaning in the end. No early leaves are possible!**
- Artists are solely responsible for the set-up and removal of exhibits; however volunteers will be available to help.
- No smoking or alcohol is permitted at the close vicinity of the market.
- Artists retain 100% of their proceeds.
- It is the responsibility of the artist to collect and pay sales tax.

- Helsinki International Artists' Association will not be responsible for lost, stolen, or damaged property. **Insurance is not provided.** All vendors must obtain their own insurance for the event.

HIAA ART & CRAFT MARKET FEES

The market table reservation becomes official upon receiving a payment confirmation. The fee to attend HIAA Art and Craft Market is **30€ for HIAA members and 60€ for non-members**. The fee includes one table and one chair. There is also a possibility for participants to share the same table with another vendor and save 50% of participation fee, but this must be organised by the vendors themselves. **The contract needs to be signed and invoice paid latest by the deadline given by the organisers.**

We usually also have a waitlist for our market; if payment is not made in time, we will assume you are no longer interested and your spot will be given to another vendor. Full refund is possible only in case of cancellation within a **minimum of one week before the market.**

PRE-EVENT CHECKLIST

- Prepare and pack plenty of inventory! Always bring more than you think you'll sell—an empty booth isn't fun for anyone.
- Try to bring items of various prices ranging between 2€ - 100€. If the majority of your work is rather expensive, consider creating postcards or other merchandise with your art that would be more price friendly. Note- expensive items don't really sell in street markets.
- Order and print promotional materials and [signage](#). Think outside of business cards and postcards. How can you convey your brand in a memorable way, or via something useful? Can you incorporate a sample of your product into your customer takeaways? Beware of wasting money on printing high quantities of items that can't be reused (e.g., seasonal/time-sensitive materials like lookbooks).
- Don't forget basic supplies! Pack a supply kit with things like pen, paper, a calculator, bags, tape, extension cords, zip ties, hand sanitizer, snacks, and water.
- Bring bags so customers can easily carry their purchases.
- Together with your POS system consider bringing extra cash and a cash box for safekeeping.
- Avoid bringing glass items to the market!
- The market will run in any weather conditions. Consider having a waterproof plastic sheet to cover your table. Bring some weights to keep your products in place in case of windy weather. Sun umbrellas, parasols and tents are strongly encouraged. Please remember to bring weight to

keep your furniture in place! According to the Finnish law, outdoor furniture must be securely attached using weights. The amount of your weights depends on the size of your tent and the wind. It could be anything from 20kg to 40kg or even 50kg. Tents without sufficient weight won't be allowed to be set up for safety reasons.

- Pack a white table cloth for your table. For safety reasons, the tablecloth must be tightly attached to the table with pins or tape to prevent it from floating in the air.

PARKING

[Pysäköinti Kamppi. P-Kamppi - EuroPark](#)

[Runebergsgatan 3 Parking](#)

[EuroPark P-Autotal](#)

OTHER MEANS OF TRANSPORTATION

Narinkkatori is located in Kamppi, the heart of Helsinki with great transport links. Metro is one of the best options as it runs frequently.

The Kamppi Bus Station is right next to the square.

The Central Railway Station is about 10 min walk from the square where our market takes place.

Other means of transportations are for example trams [10, 4, 2](#).

SELLING FOOD AT HIAA MARKET

In a pop-up restaurant, the food and foodstuffs are served and consumed immediately after preparation either at the restaurant or as takeaway food. Only those vendors with a valid hygiene pass can join our market. The foodstuffs and food can be prepared in facilities that are not within food control, such as an unregistered home kitchen.

For food safety reasons, products requiring special food hygiene competence, such as raw or almost raw meat and fish, have been **excluded** from the activities.

The pop-up restaurant operator is responsible for the safety of the foods served and for not misleading consumers.

Each food vendor applying for our markets **must have at least one plant based option** on the menu.

We also encourage gluten-free products and products suitable for other allergies.

The facilities used for pop-up restaurant activities must be clean at all times.

In addition, the Finnish Food Authority instructs the following:

- A pop-up restaurant must clearly inform consumers that it is a pop-up restaurant.
- The name of the person responsible for the activities must be displayed to consumers.
- On request, the consumer must be told orally or in writing what ingredients and products in the foods and foodstuffs served cause allergies and hypersensitivity (intolerance). Further information: **allergens (in Finnish)**.
- It is recommended to inform consumers in writing of the country of origin of the fresh, cooled or frozen beef, pork, mutton, goat meat and poultry used as an ingredient in the meal.

Although pop-up restaurant activities do not need to be registered with the food authority, certain parts of food legislation must be complied with in the activities.

- The activities must be safe and they must not mislead the consumer (Food Act 297/2021, section 6, subsections 1–3).
- The operator must inform the food control authority of serious hazards to human health, such as discovered suspected cases of food poisoning and the measures that have been taken to rectify the shortcomings (Food Act, section 17).
 - For example, if a customer contacts the operator to say that they suspect food poisoning, the operator must notify the matter to the food control authority. You will find the contact details of the food control authority in your municipality here: **Contact the food control authority**.
 - Further information: **What to do in suspected cases of food poisoning (in Finnish)**
- Comply with the instructions for good hand hygiene. Do not prepare food if you are ill. Further information:
 - **Personal hygiene (in Finnish)**
- Use only fresh products of good quality. Observe the date markings of foodstuffs. Check what ingredients the foodstuff contains and where the foodstuffs have been obtained from. The information given to consumers about the foodstuffs /foods must be correct and true. It is forbidden to give misleading information. Further information:
 - **Information on package labelling in a nutshell – online course and guide**
 - **Information on food storage periods (in Finnish)**
 - **Information on date markings on foods**

- Make sure that the storage and handling facilities are suitable for the activities, tidy and clean so that you can prepare food safely in them. Take care of the hygiene related to preparing the food, including the hygiene of the preparation facilities, surfaces and equipment. To prevent cross-contamination, keep raw and cooked foods separate from each other. The utensils used in preparing the food must not spread bacteria or allergens. Further information:
 - **Hygienic working practices**
 - **Hygiene in the home kitchen**
 - **Utensils and facilities in the home kitchen (in Finnish)**
 - Foodstuff-specific handling instructions:
 - **Fish**
 - **Meat (in Finnish)**
 - **Fruit and vegetables (in Finnish)**
 - **Cereal products (in Finnish)**
 - **Milk and dairy products (in Finnish)**
 - **Grilling**

- Comply with the temperatures for storing and serving foodstuffs. Take care of the cold and hot chains by keeping hot food hot and cold food cold. Avoid keeping foodstuffs in temperatures between 6°C and 60°C if they require temperature control. Further information:
 - **Management and monitoring of temperatures**
 - **Storage temperatures for foodstuffs at home (in Finnish)**

- Take care of allergen management. Further information:
 - **Management of allergens (in Finnish)**

Read more about pop-up restaurants:

www.ruokavirasto.fi/en/foodstuffs/instructions-for-consumers/-operating-in-the-food-sector-as-a-private-person/pop-up-restaurant-activities/

PAYMENTS

We don't recommend a cash-only approach.

These days, having a [POS system](#)—your point-of-sale software and the hardware that supports it—is crucial. Cash-only vendors see many missed sales opportunities, and writing out receipts by hand is not efficient.

Today's shoppers are leaving cash behind and relying on cards, and depending on what you're selling, potential customers might be unwilling to spend the extra time and money to take cash out from an ATM.

First things first, you'll need [point-of-sale \(POS\) software](#). This enables you to sync your in-person sales with your online store and allows you to track your sales, manage your inventory, and create detailed reports to help you to clearly see any trends—all from a smartphone or tablet.

To accept tap, swipe, or chip card payments, you'll also need a card reader. You can either use a simple swiper that plugs into the audio jack of a smartphone or tablet or invest in a Bluetooth hardware option like [Shopify's Chip and Swipe Reader](#).

MobilePay- a [mobile payment](#) application developed by Danske Bank. The service allows payments by means of a [smartphone](#) application. A company or a private individual can use MobilePay for their sales. By downloading this application, users are required to connect a credit card and account information to their mobile number. Money transfers are performed by entering a mobile phone number which is registered in the system. The funds are then transferred to this account, while the amount is deducted from the sender's credit card. There are no fees for private MobilePay accounts.

SumUp- [SumUp](#) enables cashless payments and makes paying easier than ever. Accept payments in person or remotely using card readers and when choosing payment methods. Payment transactions take place without monthly or recurring costs, only a small processing fee per payment transaction.

RAIN PROTECTION

HIAA Art & Craft Market operates in all weather conditions. The success of the market is dependent on the commitment of participating artists to the event and to fellow artists. There are no refunds given for no-shows. However, in the event of potentially dangerous weather conditions in the forecast, please check the HIAA website or FB page after 8:00 am to confirm whether the market will proceed on that day. We take safety very seriously. We will not issue refunds on such dates - alas, we cannot control the weather.

To protect your work, please look into buying a **transparent plastic sheet** (Tokmanni, hardware stores) that can be placed on the top of your table so that the items for sale remain protected and your display visible.

You are welcome to bring your own tent, but please remember you must comply with specific legal weight requirements. Parasols are also allowed at the event but they also must be securely attached to the ground in case of rough weather.

WIND PROTECTION

When the wind starts to pick up, it can be a real headache trying to keep your products from flying away or your displays from tipping over. Choosing the right Vertical Ledge displays is crucial when it comes to protecting against wind.

One of the key factors is the weight of your products. For heavier items, like pottery or ceramics, it's important to use displays with a lower centre of gravity that can withstand gusts of wind. On the other hand, for lightweight items like prints or jewellery, displays with a higher centre of gravity and less surface area are recommended to minimise the effects of the wind.

PREPARE FOR UNEXPECTED WEATHER

When it comes to outdoor markets, weather can be unpredictable. It's important to be prepared for unexpected changes and protect your displays from rain or wind. Checking weather forecasts in advance can help you plan accordingly. Additionally, having rain covers or alternative display options on hand can provide peace of mind and protect your products. Don't let unexpected weather ruin your market day - be prepared!

WATER AND ELECTRICITY

The nearest access point to drinking water is in Kamppi shopping mall. Electricity is available, but there is an additional fee. If you need electricity, you must inform the organisers beforehand. Random onsite electricity requests might not be considered.

The fee for electricity is 40€.

MAINTENANCE

It is your responsibility to keep your table area tidy and organised. Your items should not be lying around as they may become a hazard for people (see suggestions for hanging and display below). Vendors are recommended to have their own general liability insurance. Vendors are solely responsible for damages resulting from the sale of unsafe or unsound goods, in addition to any accidents that occurred at the HIAA Art & Craft Market. **HIAA no longer provides insurance!**

SUSTAINABILITY

Sustainable vendors carefully consider environmental, economic, and social factors while planning and setting up facility management systems. With our new sustainability strategy, we'd like to encourage everyone to consider the basic sustainability rules of our events.

1. Waste management and control.
2. Please avoid unnecessary wrapping of your products. Consider more sustainable materials such as plastic alternatives & paper. Plastic is not the only way to go, but if necessary, consider charging people extra for plastic bags just like stores do.
3. Other things to consider are for example supplier sustainability & sustainable sourcing.
4. Animal cruelty free products.

HIAA INFO TENT

Helsinki International Artists' Association will have a tent at the market. In case of medical or other emergency, please reach out to the staff. The staff will be wearing a reflective vest so they are easily recognisable in the crowd.

Contact information:

Alex Kollerová; Chairperson 045 7873 4058

events.hiaa@gmail.com

DISPLAY SUGGESTIONS

There are multiple hacks for organising your table display in a cheap and creative way. For some inspiration, please have a look at the following images of various hanging and storing options that can also be done DIY.



