

# BAM 2018 –War of the Rams VII

Bordermarch Autumn Melees

Nov. 15-18, 2017

## *Merchant/Tavern Information*

Greetings,

Bordermarch does not charge a merchandising fee, we do request a donation to Bordermarch for them to use in prize baskets, war chest or largess. Merchants and Taverns are required to be set-up by noon on Friday. We wish to no longer keep space open for a merchant who is not committing to be there for the better part of the event.

We create a village feel with a wide row of merchants. Merchants Row extends between bath houses.

Merchant gets about 30 feet of depth and up to 30' for their store front based on booth size. The electrical side has more trees and deeper spaces. I work at not crowding anyone, but create a feel of a close little village. There are a fair number of trees along Merchant Row that play into placement. This makes laying out Merchant Row a challenge but has worked well over the years as we've grown. Knowing **exactly** how much space you need helps fit everyone in. I try to honor requested to be placed next to another merchant(s).

Merchants are expected to present a period look on their frontage. Some of the merchants have 10x10 pop-ups- which is fine. Keep your area tidy and presentable.

RVs are not allowed on Merchants Row and would need to be parked at the front of site. Because of the size of this event, it is not an event for a first time merchants. Merchants will be qualified and are expected to have merchanted at other SCA style events. We will consider exception for a unique product or service not already offered by existing merchants.

**Fees: Each person is still required to pay the gate fee. Gate is Cash only again this year.**

**We now require a photo of your booth set-up with your application for first time Merchants and Taverns.**

*Returning* Merchants need not submit a photo. A photo from another event is best.

*If plans change and you are not able to make it, I really appreciate it if you let me know, even if it is last minute. I often make last minute adjustments to fill in spaces.*

*Looking forward to seeing you this year at War of the Rams – AKA: Bordermarch Autumn Melees!*

Lord Phocas of Bordermarch - Merchant and Tavern Stewart

## FAQ

**How soon can I setup?** Site opens at Noon on Thursday. We will allow Merchants and Taverns to come in as early as Wednesday afternoon so that you can setup your booths and then help us with site setup.

**Where will I setup?** There will be little flags marking the two front corners of your booth- Your name will be on the two flags marking your frontage. You have all the land back to the road behind you. The Bordermarch website will have a placement map posted in the first week of Nov. where you can see where your booth will be before you arrive. Setup with booth opening along the row. If you'd like front *and side* openings for the populace, let me know.

**What's the deal with Water and Electricity?** There are water faucets throughout the site at the electrical boxes.. Electricity is \$10 to share a tap for lights and/or your tent. \$40 for Taverns.

**What is expected of me?** Present a period look and feel; hide or cover the mundane things. Follow all local, state and national laws. Follow the site rules and have a good time.

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## *Merchant/Tavern Application*

By filling out and turning in this application, it is expected that you are familiar with the guides lines set forth on the previous page. If you need to think of them as rules, please do so.

Please provide me with the following information:

- 1) Tavern or Merchant **booth Name** :
  
- 2) Proprietor's name ~
  - a) **SCA/period name:**
  - b) **Real name:**
  
- 3) Space needed (in feet):
  - a) **Pavilion or tent size:**
  - b) **Frontage space (width) needed including ropes:**
  
- 4) **Sales Blurb** for website and Gate Book (sell yourself)~  
( Returning Merchants/Taverns can "use last yrs")
  
- 5) **Electricity? Pick one:**    \_\_\_ **No**        \_\_\_ **Tent(\$10)**        \_\_\_ **Tavern with Elec. for cooking(\$40)**
  
- 6) Approx. **expected arrival Date/ time** (Wed. PM - Thurs AM - Thurs. PM – Fri AM)
- 7) Check one:  
\_\_\_\_\_ I'm a returning Merchant/Tavern  
\_\_\_\_\_ This is my first time at your event and I'm submitting a photo of my set-up/Booth

After you have setup and unloaded, please move your vehicle to the parking area. See a current site map for location. Current site map should be published on the website in October.

Lord Phocas of Bordermarch - Merchant and Tavern Steward    [Phocas@bordermarch.org](mailto:Phocas@bordermarch.org)  
Camping behind Mystik Oak Tavern this year.

COMMENTS or Questions: