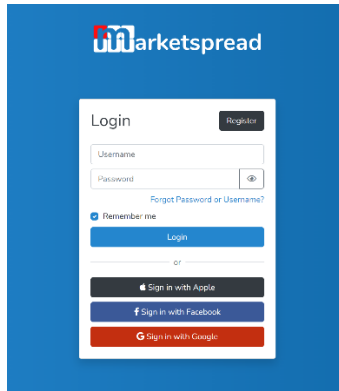


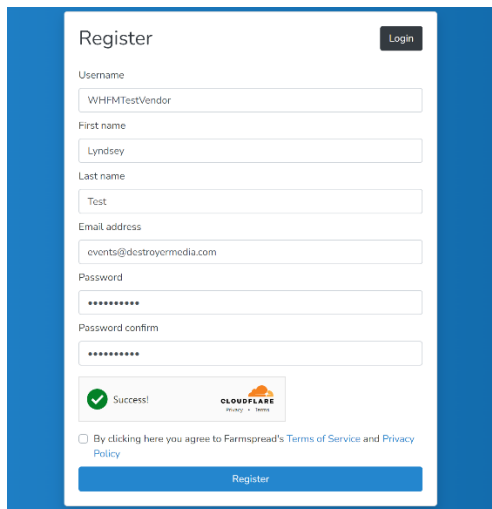
## How to Use Marketspread for the Winter Haven Farmers Market

\*Recommend using desktop over mobile\*

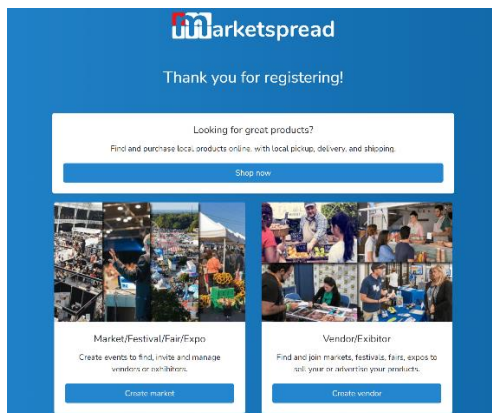
1. Go to Marketspread.com and click login
2. Click Register Button



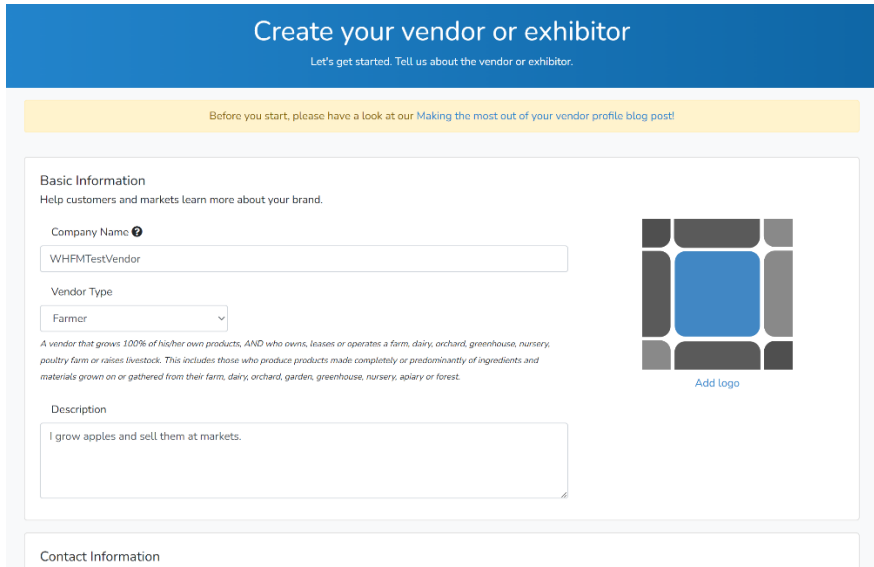
3. Fill out all required information and click Register

A screenshot of the Marketspread website's register page. The page has a blue header with the Marketspread logo. Below the header is a white register form with a 'Register' button and a 'Login' button. The form includes fields for 'Username', 'First name', 'Last name', 'Email address', 'Password', and 'Password confirm'. Below the form is a 'Success!' message with a green checkmark and the CloudFlare logo. At the bottom, there is a checkbox for 'By clicking here you agree to Farmspread's Terms of Service and Privacy Policy' and a 'Register' button.

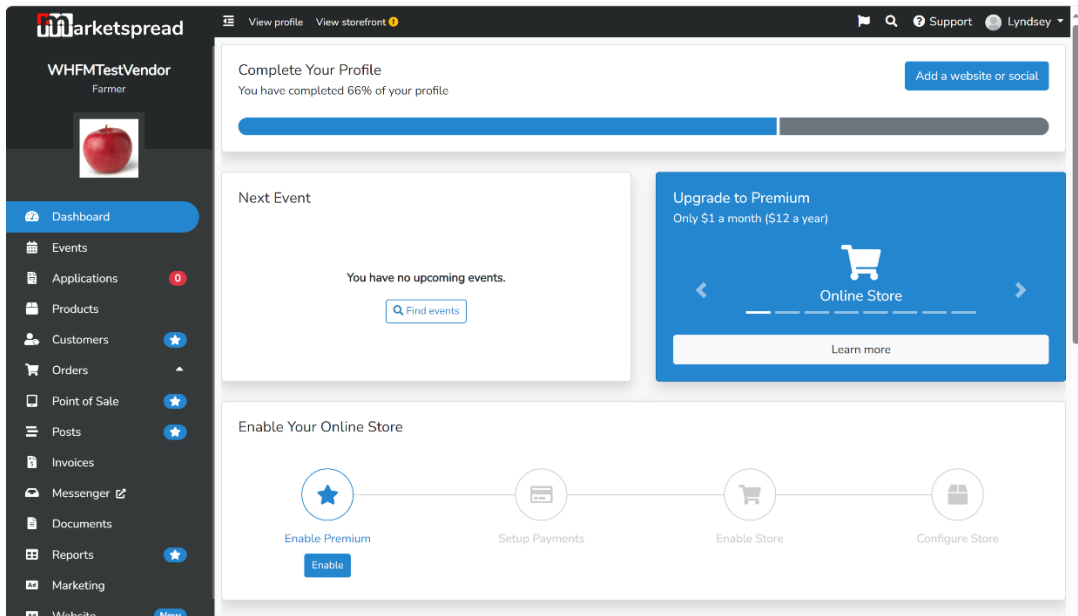
4. Click Create Vendor on the bottom right.



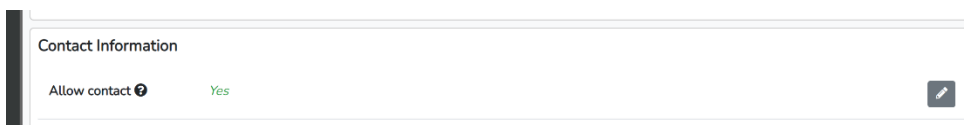
5. Fill out all required information and click Save and Create. You may be prompted to upgrade to a premium account on Marketspread. You do not need to upgrade to use Marketspread for our market.



6. Click Add a Website or Social button in the top right to complete your profile.

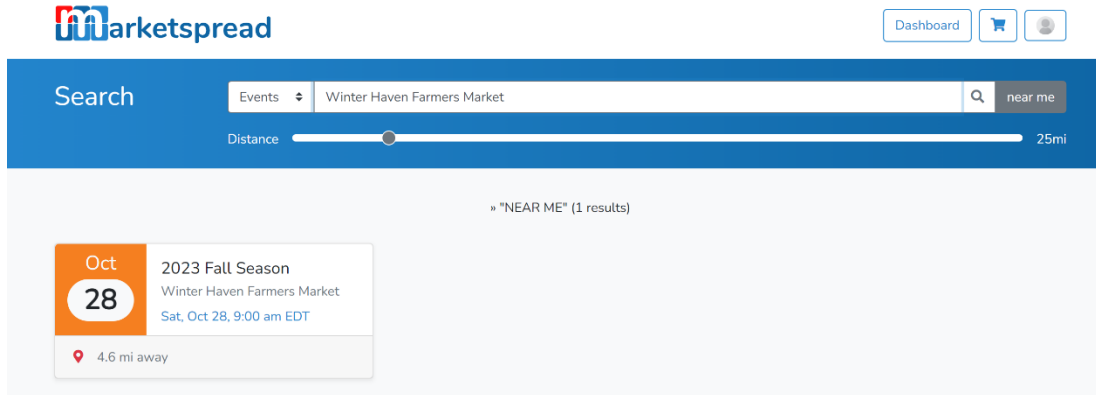


7. While updating your profile, ensure Allow contact is "Yes"

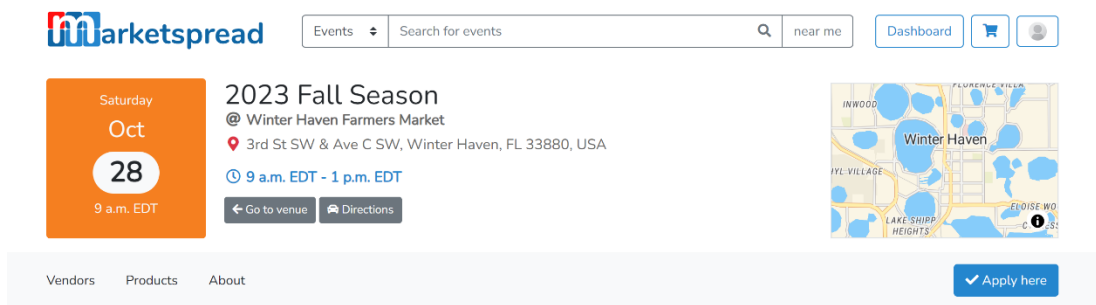


8. After you've finished setting up your profile, click the search icon in the top right corner (magnifying glass).

9. If you're close to Winter Haven, the Winter Haven Farmers Market will appear on the next screen. If not, you can search for "Winter Haven Farmers Market"



10. Select the Winter Haven Farmers Market and click blue Apply Here button.

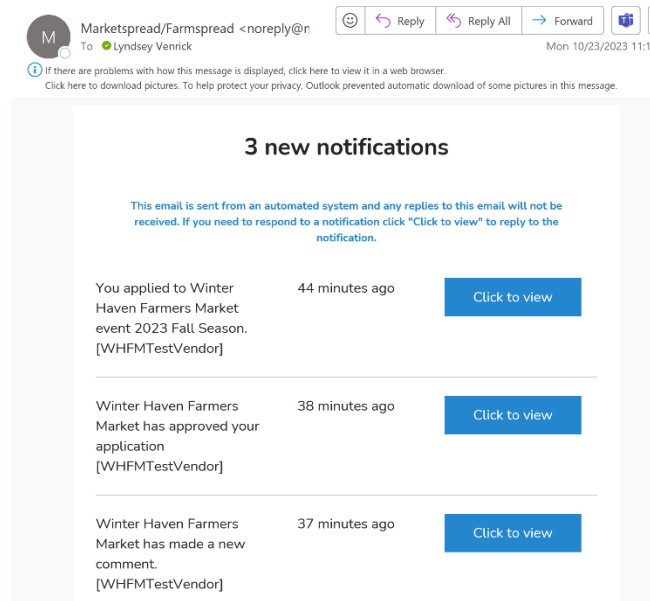


11. READ the information at the top of the application. Answer all fields on the application. In the Days to Attend field, select all dates you are available. There is no guarantee you will be booked for all dates requested. When we review the applications, we try to evenly distribute dates amongst vendors in the same category. After filling out all fields, click blue Apply button.

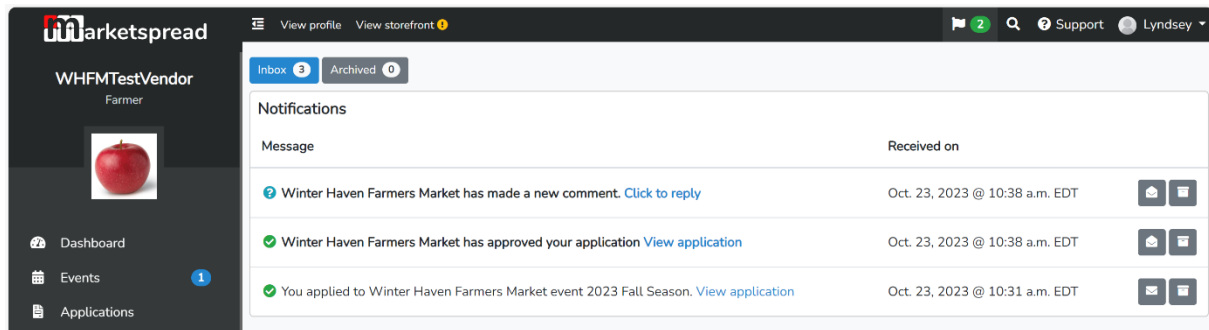
12. The Winter Haven Farmers Market receives notice of your application and reviews it. We will take one of the following actions:

- Approve- if you meet our market guidelines and we have space for you on your requested dates, we will approve your application and assign dates. We will also send you day-of load in details when approved. **Dates you are approved for will show as "assigned."** **If there are dates we could not fit you in, those will remain "pending" in case someone cancels and we can backfill you in, see step 15 for more info.**
- Received- if you meet our market guidelines but we do not have space for you on your requested dates, we will mark your application "received". If we receive cancellations for these dates, we will reach out to backfill you in.
- Declined- we may choose decline your application if you don't meet our market guidelines.

13. You will receive an email notification informing you of your application status.



14. You can also view any updates under your notifications on Marketspread (flag icon in top right).



**\*Comments are the main way we communicate with vendors. Always read these. You can also communicate back with us using the comment section.**

15. If you click on any of those blue links (Click to reply, View application), you will come to the same page. Here you can view the dates you were assigned to the market.

- The yellow "pending assignment" dates are dates that the vendor applied for, but were not approved (vendor was waitlisted).
- The green "Assigned" date is the approved date. This is the date we will expect you to be at the market and will invoice you the Wednesday before the market.
- Red "not attending" dates are dates the vendor did not apply for.

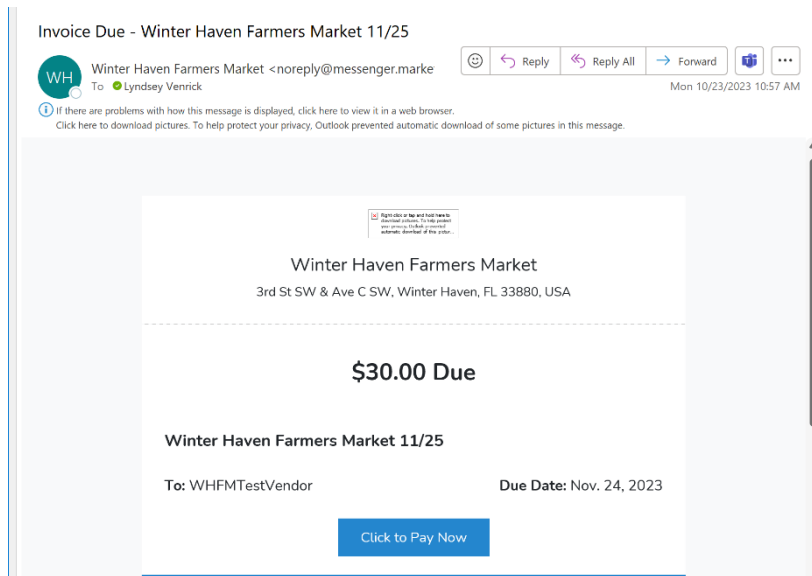
The screenshot shows the Marketspread vendor dashboard for 'WHFMTVendor Farmer'. The 'Event' section displays details for the '2023 Fall Season' at the 'Winter Haven Farmers Market'. The market manager is Lyndsey Venrick, with contact information including an email (lyndsey@destroyermedia.com) and a phone number (+18632742021). The market address is 3rd St SW & Ave C SW, Winter Haven, FL 33880, USA. Below this, the 'Auto Pay' feature is currently disabled, and the application status is 'Approved'. A table titled 'Days' shows the assigned dates and their status:

Day	Weekday	Start time	Status	Booth	Rentals	Price	Sales
Oct. 28, 2023	Saturday	9 a.m. EDT	Not attending				
Nov. 4, 2023	Saturday	9 a.m. EDT	Pending	Pending assignment			
Nov. 11, 2023	Saturday	9 a.m. EST	Pending	Pending assignment			
Nov. 18, 2023	Saturday	9 a.m. EST	Pending	Pending assignment			
Nov. 25, 2023	Saturday	9 a.m. EST	Assigned	TBD	0	\$30.00 per day	
Dec. 2, 2023	Saturday	9 a.m. EST	Not attending				

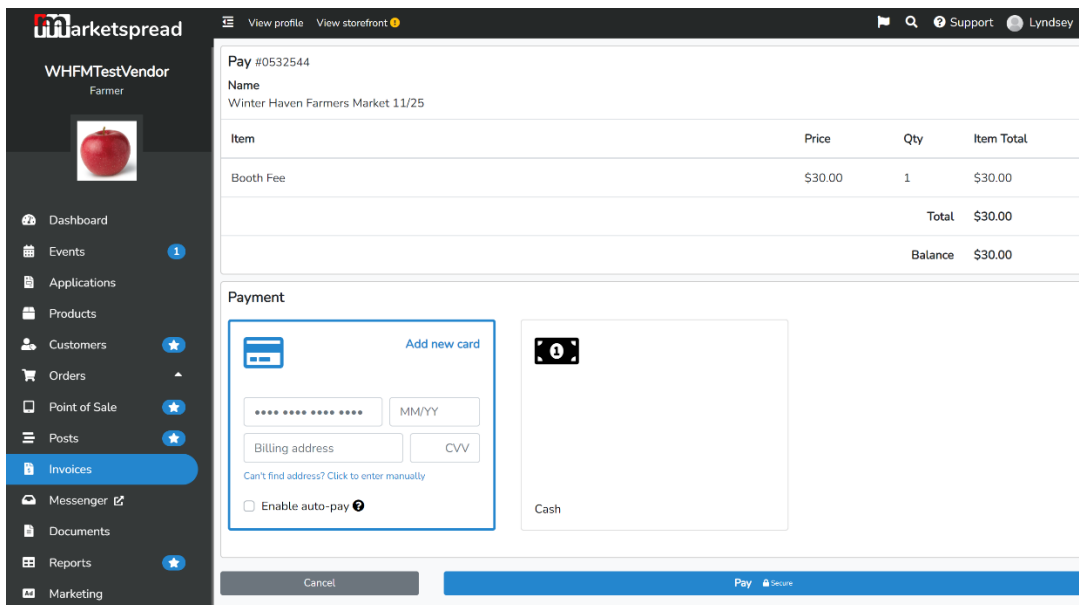
16. If you scroll down on this same page, you will find the comments section. This is where we will send you information and where you can communicate with us.

The screenshot shows the 'Comments' section of the Marketspread vendor dashboard. It features a text input field for writing a comment and a 'Send Comment' button. Below the input field, a comment from 'Winter Haven Farmers Market' dated 'Oct. 23, 2023' is displayed. The comment text reads: 'Thank you for applying to the Winter Haven Farmers Market. You are approved for select dates. Please review Marketspread closely to see which dates you were assigned to. Fall market hours are 9 am to 1 pm and the vendor fee is \$30 per 10 foot space. Invoices are sent every Wednesday before the market. If you are unable to attend a market you signed up for, you must notify us by end of day on the Tuesday before the market. If you cancel after that, you are still responsible for the weekly vendor fee. Multiple cancellations/no-call no-shows may result in removal from future dates. \*NEW\* For day-of cancellations and changes, either leave a comment in Marketspread or email WinterHavenMarket@gmail.com. This allows us to have a record of your request and share information more easily among the market team. Please do not text market coordinators directly day-of as we alternate coverage at the markets and your message might not make it to the right person. All vendors are responsible for their own setup, including tent, tent weights (required), table, chair, signage, etc. Set up starts at 7:30 am. Please check in with the market organizer when you arrive to be directed to your space as we often have to make last minute changes to the layout. We ask that you are in place and ready prior to 9 am. If you are a food truck or trailer vendor, it's important that you arrive at 7:30 as it can be hard to get trailers in place once other tents have set up. After unloading, please park in the BBT lot or in any of the street parking. Do not park in the Grove Roots parking lot.' Below the comment, there are two notification links: 'Assignments changed for "2023 Fall Season"' and 'Market approved the application "Fall 2023"'. The 'Dec. 23, 2023' row from the previous screenshot is also visible at the top of the comments section.

17. On the Wednesday before each market, we send invoices for that week's market. You will receive an email notification of the invoice. Click the blue "Click to Pay Now" button to pay the invoice.



18. This will bring you back into Marketspread to pay the invoice. You can also choose to pay cash day-of.  
**Note:** Marketspread does have an autopay function, but there are many reported issues with this function. You can try to use it, but it doesn't always automatically pay your invoice.



19. If you need to modify any future dates, you must do so by leaving a comment in Marketspread. You cannot access the date picker again after you submit the initial application.