



## *2011 VENDOR INFORMATION PACKAGE*

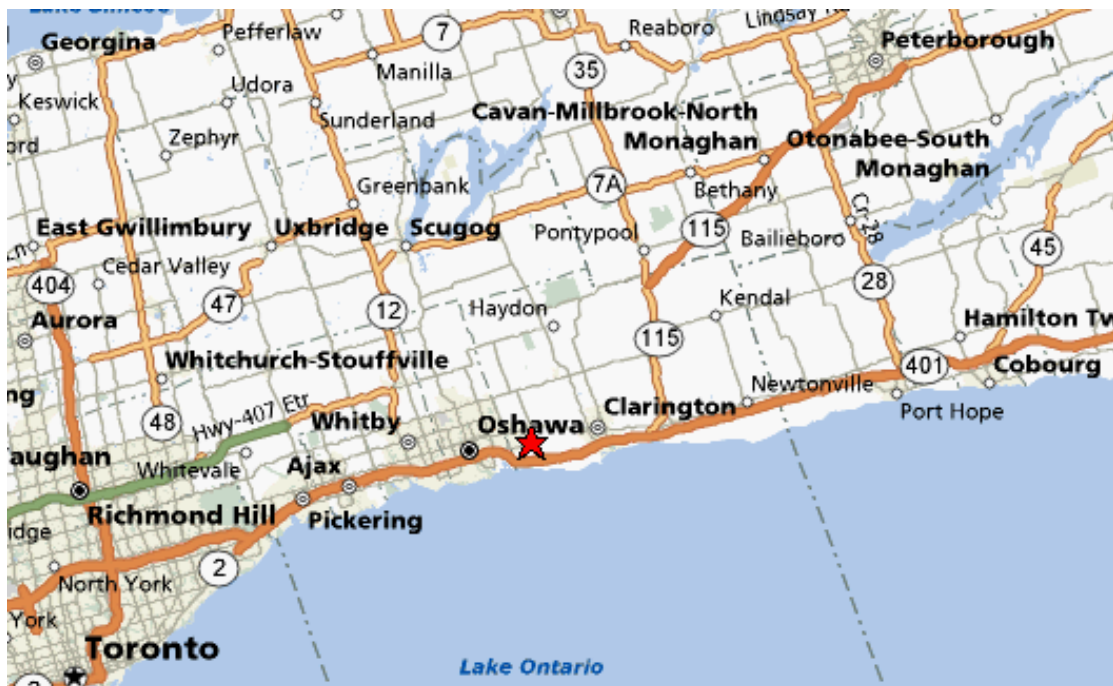
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## Introduction

Since the Courtice Flea Market opened its doors in the summer of 1992, hundreds of thousands of people have browsed, shopped, and traded with our many vendors that offer a little bit of everything, all at bargain prices. Flea markets have been a way of life for centuries and making a "good deal" is something that brings a smile to everyone's face. The large selection of goods and services offered by the vendors in the Courtice Flea Market gives our customers the opportunity to find those good deals in a carnival atmosphere, and at the same time, provides an inexpensive entertainment alternative for family outings. At the Courtice Flea market you can stroll through our indoor and outdoor market and deal directly with the shop owners themselves to get the bargain of a lifetime. From antiques and collectibles to a farmers market - we have it all. Every weekend, weather permitting, you will find musical entertainment, pony rides, games for the kids, and don't forget "Cousin Courtice" will be handing out free balloons to all the kids.

## Location

We are located in Courtice, part of the Municipality of Clarington (Newcastle, Orono, Bowmanville, and Courtice) just east of Oshawa. The Courtice Flea Market draws customers from the local community as well as tourists from cities to the west like Toronto, Markham, Stouffville and Hamilton, to the east Port Perry, Cobourg, and Peterborough. We are easily accessible from Hwy 401 by taking the Courtice Rd exit North for approx. 2 km and going west on Bloor Street.

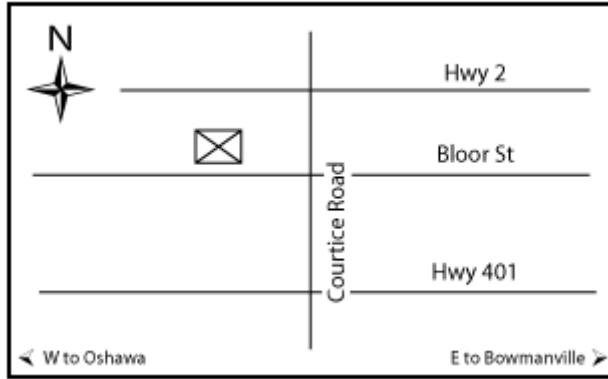


For demographic and economic information on the Municipality of Clarington visit :  
<http://www.clarington.net>.

**Directions**

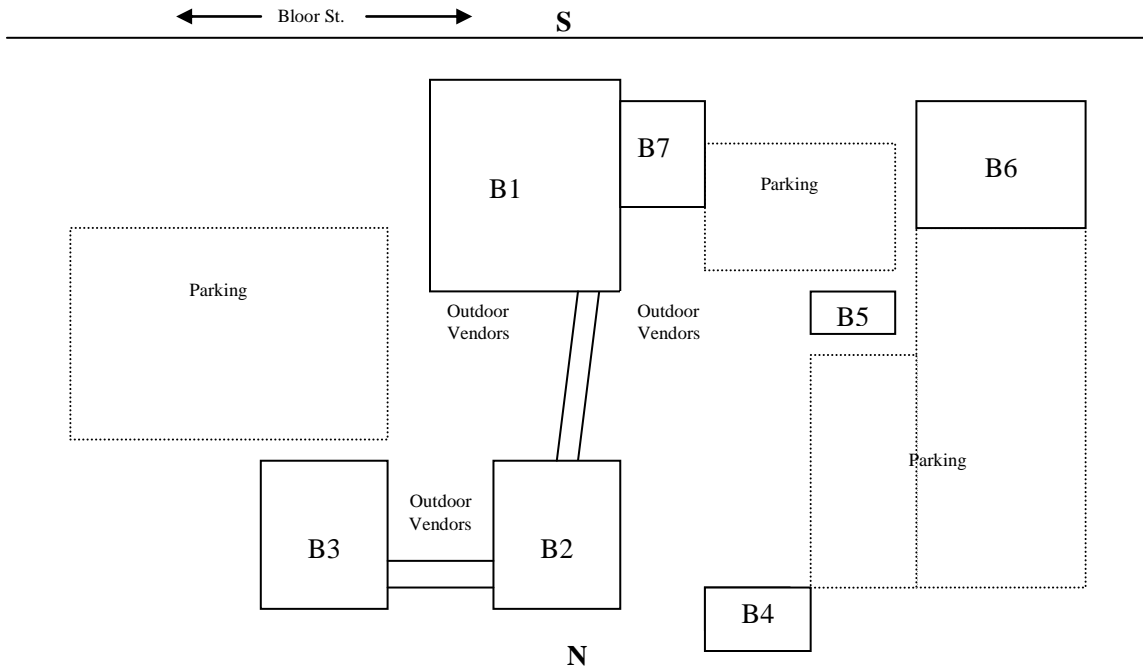
From Hwy 401: Exit Highway 401 at Courtice Road (4 km east of Oshawa), travel north and follow the signs to Bloor Street. Travel time from Highway 401 is three minutes.

From Hwy #2: Exit Hwy #2 at Courtice Road, travel south and follow the signs to Bloor Street. Travel time from Hwy 2 is two minutes.



**Facilities**

We operate on 12 acres of land in 7 different buildings with parking for 700 cars. The facilities can house 160 indoor vendors and 80 outdoor vendors for a total of 240 at full capacity.



### **Booth Rentals**

As a vendor you can choose to be inside or outside dependant on availability and your retail needs. We provide the customers and the booth/space; as a vendor you are to provide everything else to meet your merchandising/service/marketing needs.

Rates for booth rentals are as follows:

<b>Building 1</b>		
Monthly	10' x 10'	\$230 to \$310*
Daily	As available	\$60.00 Sunday
		\$40.00 Saturday
<b>Buildings 2 &amp; 3</b>		
Monthly	10' x 10'	\$195
Daily	As available	\$60.00 Sunday
		\$30.00 Saturday
<b>Outside</b>		
Daily	12' x 20'	\$40.00 (per weekend)
		\$45.00 Under roof

All prices are subject to GST. Prices are subject to change without notice.

\*Depending on location within main building. Corner booths are \$300.

### ***How to Rent a Booth***

- A. Determine your budget
- B. Determine if you would like to be inside/outside
- C. Determine how much space you need; will one booth be enough?
- D. Determine the duration of your booth rental
- E. Contact the market (information on last page) to determine availability
- F. Pay for your booth at the time of reservation.

### ***Vendor Opportunities***

Currently the market is seeking vendors distributing the following products:

- Electronics
- Household products, House wares, Cookware, Kitchenware
- Furniture
- Used Furniture
- Fabric, Lace, Ribbon
- Nature products, Health products
- Tools, Hardware
- Home Renovations
- Automotive products/accessories
- Airbrushing
- Sporting goods
- Outdoor Living
- Lighting
- Military Paraphernalia
- Satellites
- Musical Instruments
- Medical supplies
- Books
- Souvenirs and gifts
- Service booths
- Antiques
- Fashion clothing
- Water softeners

For a complete and up-to-date listing of our current vendors and products/services sold please check our website.

### ***Food Vendors***

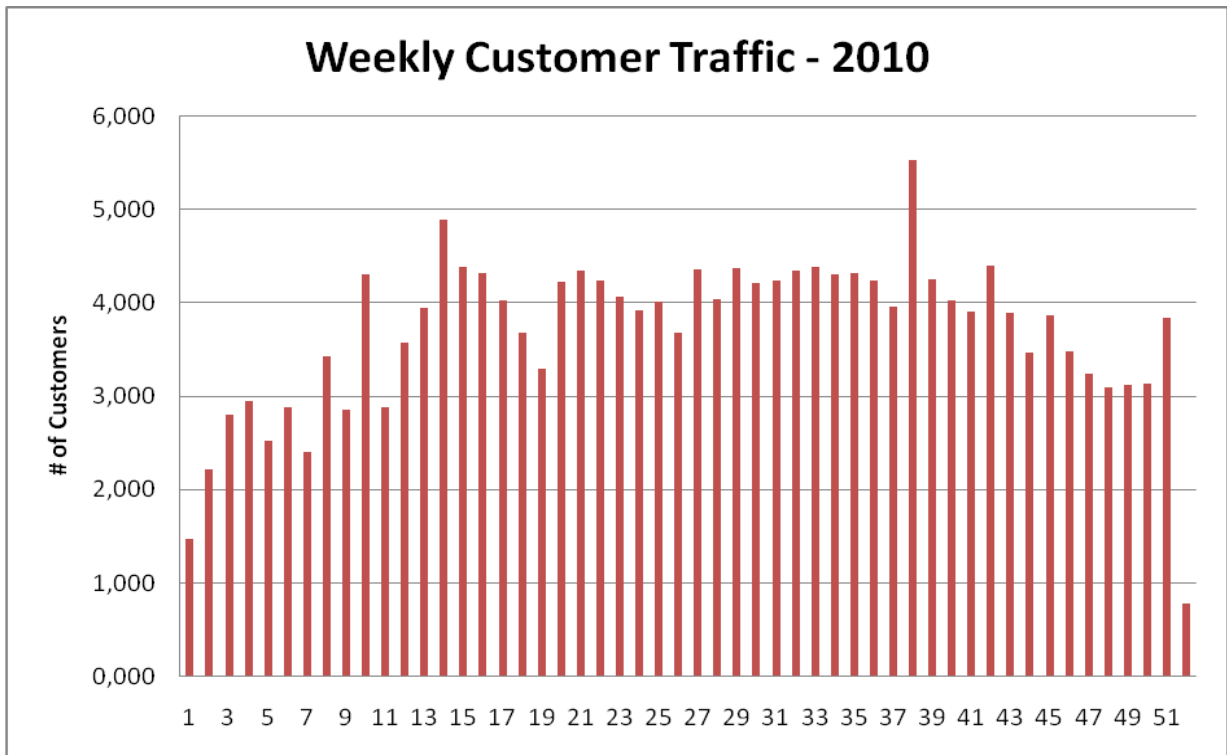
We are developing and expanding our food portion of the market. We currently have the following:

- French fries
- Hot dog/sausage cart
- Pizza
- Deli meats
- Restaurant – General (breakfast, soup, sandwiches, coffee etc.)
- Donuts
- West Indian food

We currently have openings for Bakery goods and Fresh Meats. We welcome any ethnic foods and alternatives. Contact the Durham Region Health Department for regulations 1-888-777-9613 ext. 2196

**Customers**

Our focus is to provide a shopping atmosphere for the community and tourists, rich in country culture and fun for the whole family. We see a variety of age groups come through our doors every weekend. The following is a chart depicting the 52-week customer traffic flow for 2010. Attendance at the market increased by 4.5% compared to 2009.



PLEASE NOTE: Graph does not reflect dollars spent.

## **Marketing Initiatives**

At the Courtice Flea Market we put a lot of effort into advertising and event promotion to bring customers to our vendors. Typically, we use the following venues; however, we are continually analyzing the media we use to ensure it is effective:

Radio – Durham Radio Inc (CKDO, KX96)

Newspaper – Metroland (Clarington This Week, Oshawa This Week, Whitby This Week, Port Perry Standard), SNAP Clarington, SNAP Oshawa

Specialty Publications – Wayback Times, Curious Daytripper, Parks Ontario (Darlington), Clarington Visitor Guide, Durham Region Visitor Guide, Clarington Community Guide

Website – [www.courticefleamarket.com](http://www.courticefleamarket.com)

Internet – Kijiji, durhamregion.com, clarington.com, clarington.net, cbot.com (Clarington Board of Trade), durhamtourism.ca, ontariofleamarkets.com, provincial tourism websites, on-line community billboards, and on-line service directories

Pamphlets – located at community centres, tourist destinations, bed and breakfasts

Road Signage & Billboards– Courtice Road (north and south), Hwy #2 (east and west)

Special Events – various family events throughout the year

### ***Website***

At [www.courticefleamarket.com](http://www.courticefleamarket.com) we provide customers with information on our vendors, products/services, special events and more.

As part of the 2010 Courtice Flea Market Media and Marketing Plan, a new website was created to add additional features to promote the market, including: vendor profiles, an enhanced vendor directory, articles of interest for customers and vendors, an online application, and opportunities for banner ads. The market also entered the world of social media with the introduction of its Facebook page in April 2010. We will continue to evaluate different social media applications to be able to introduce new vendors to the market's loyal customers.

### ***Special Events***

The market hosts a number of family oriented events each year to draw in visitors. The objective is to create a carnival like atmosphere to appeal to all ages. Local musicians are encouraged to play at the market throughout the year, and incentives are offered for their participation.

January	February <b>Help Our Kids! Fundraiser for Grandview Children's Centre</b>	March
April <b>Family Easter Egg Hunt</b>	May <b>Welcome Back Farmers Market</b>	June <b>Cousin Courtice's Birthday Bash</b>
July <b>Women's Day</b>	August <b>Corn Festival Weekend</b> <b>Antique, Hobbies &amp; Collectibles Day</b>	September <b>Fall Classic Car Show</b>
October <b>Halloween Fun Weekend</b>	November <b>Senior Saturday</b>	December <b>Santa's Workshop &amp; Toy Drive</b>

## **Contact Us**

Operations Manager: Steve Simic

Owner: Randy Henry

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Courtice, ON  
L1E 2N1

Telephone: 905-436-1024

Email: [info@courticefleamarket.com](mailto:info@courticefleamarket.com)

The Courtice Flea Market is a proud member of the following organizations:

Clarington Board of Trade  
Oshawa Chamber of Commerce  
Ontario Chamber of Commerce  
Clarington Marketing Minds

The market also monitors the activities of:  
Clarington Tourism  
Durham Tourism  
National Flea Market Association (USA)  
Tourism Ontario  
Festivals and Events Ontario  
Ontario Tourism Marketing Partnership Corporation (OTMPC)