



Vendor Handbook

About Us

A corporation whose primary purpose is to strengthen the social fabric of our local community by developing and operating open-air fresh Markets, by providing the opportunity for increased economic development and the opportunity for improving public health. Each Market is located in pedestrian-friendly, outdoor locations that can host a minimum of 50 – 100+ Vendors selling only fresh, local, homemade, handcrafted and eco-friendly products. Each Market provides a venue for local groups, businesses, and nonprofit organizations to interact with the citizenry and strengthening community spirit through the marketplace.

Each Fresh Market hosted by Tampa Bay Markets, Inc. is operated by the Market Management Team:

Tiffany A. Ferrecchia - Executive Director of Operations and Vendor Relations

Greg Barnhill - Executive Director of Finance and Operations

Susan Schiber - Market Manager for Corey Avenue Sunday Market on St. Pete Beach

Meredith Watson - Assistant Market Manager, Music Booking Manager

How to qualify to be a Vendor

Each market location requires its own completed application. All market applications are accepted in the completed online version only. It is necessary for an interested potential vendor to complete an online Vendor Application in its entirety, providing details and several photos of the items they wish to sell at the market. If the application is not completed correctly it will not be reviewed for vendor space.

***Each Market only accepts products that do not directly compete with merchants within that particular area. This includes all Jewelry/Accessory items that are not hand made by the vendor and most ready to eat foods that the merchants currently prepare.**

Each Market is specifically looking for Vendors who sell products that are locally made and preferably handcrafted by them in some way, shape or form. We give priority to farmed products, dairy, fresh flowers, herbs, gourmet, ethnic or unique take home foods, spice blends, condiments, hand-crafted products, organic and/or eco-friendly products.

How to Apply to be a Vendor

A potential vendor will need to complete an online Vendor Application attaching pictures, and/or submit samples (as needed) for review.

All requests can be submitted by using our online application system. Please visit our Website and click on the vendor tab and then "How to Become a Vendor" to be directed to the application.

All product samples and additional pictures can be sent to: Tampa Bay Markets, Attn: Application Management, P.O. Box 290888 Temple Terrace, FL 33687-0888. Additional pictures can be forwarded via email to: applications.tampabaymarkets@gmail.com

All applications for the Market must contain business name (if applicable), contact person(s) name, mailing address, phone number, email address (whenever possible) and signature of a responsible person. The applicant shall acknowledge the applicant organization's' liability for damages (including the costs for clean-up and/or damages to property belonging to merchants, tenants, or the property location hosting the market).

The application must include a complete list of product items intended to be sold by a vendor at a specific market location. Acceptance/approval will be based on existing overall market mix of products, duplication or similarity to currently approved vendor mix and existence of similar products in existing retail locations in close proximity to the specific market location.

The Application must include a complete list of items to be sold. Each Application will be accepted based on the **Primary Product Line** listed on the Application.

****Primary Product Line is defined as: The product that makes up 80% of the items to be sold at a Vendor's booth space at the Fresh Market. Vendors selling multiple Product Lines will be reviewed and accepted on the overall total content of the booth.***

Application Response Timeline/Schedule

The processing of all vendor applications is handled by the Tampa Bay Markets Team.

In order for a Vendor Application to be reviewed a \$10.00 Application Fee must be received. Only one application fee is required per “season” for any number of applications being submitted. Please note – the application fee will not be refunded if the request to vend is not approved.

A season is defined by “Fall” and “Summer”. Fall season is defined as the months of October – May. Summer season is defined as the months of June – September. Approval of a submitted application is for the current season only. A new application must be submitted for review and approval for each season. Approval and vending in one season does not necessarily imply approval will be granted to vend in the next following season. Typically, approved market vendors do continue participation in their original approved market location. Approval for one market location does not assume approval for all market locations applied for.

Due to the high volume of applications submitted per week and because markets operate each weekend, new vendor applications are reviewed in the middle to end of each month. The goal is to respond within 2 weeks of receipt of the application. If a response is not sent within that time frame those who are interested may email our team directly at: applications.tampabaymarkets@gmail.com for follow up.

***PLEASE NOTE - Filling out an Application does not guarantee acceptance/participation with a market.**

If a Vendor is approved for a market space, an e-mailed approval letter will be sent. (If an application is **declined** or **wait-listed** an email will also be forwarded.)

Approved vendors will be contacted via e-mail to schedule initial screening dates for the approved market location. Upon completion of 1-2 screening dates market management will touch base to review and discuss final approval and ongoing participation.

The newly approved Vendor will then be reserved for a market space on the approved days requested on their Application. Payment for the reserved vendor space is required prior to the first attendance. Upon acceptance/approval payment information will be forwarded prior to the first scheduled market date.

Our Vendor Viewpoint

It is our intent to establish and maintain a vendor kinship and create a community gathering place at each Market location. The formula for a successful market is cooperative spirit combined with the success of vendors to create a memorable experience for return customers. As part of our dedication to creating this formula, we will continuously explore all vendor booth displays, product quality and demonstration. We may offer constructive criticism and feedback about products, presentation and character on an ongoing basis during the market season. At Tampa Bay Markets, we know that consistent development and support will help the market mature as a whole!

We encourage all vendors to:

- ✓ Offer the highest-quality products.
- ✓ Set fair prices.
- ✓ Display your items in a neat, well-organized, & eye-catching manner.
- ✓ Provide samples if possible.
- ✓ Be friendly, courteous, and respectful to customers. Talk to them!
- ✓ Learn about and support other vendors around you.
- ✓ Hand out flyers or business cards.
- ✓ Use bright, eye-catching signage.

The Vendor Products We Accept

Tampa Bay Markets gives priority to vendors who can provide locally farmed products and homemade and hand-crafted ready to eat foods, take home foods, and artisan made products. In order to maintain the integrity and vision of Tampa Bay Markets all vendor products must be defined by one of the following vendor categories:

All products are accepted and priority will be given to, in the following order:

1) Agricultural Products

- **Local Farms:** We are very interested in cultivating relationships with local farmers as well as supporting the expansion of their sales for Tampa Bay. Our “**Farm to Fresh Market**” program offers free space to any local grower who wants to sell farmed items for consumption including fresh fruits, vegetables, eggs, dairy and farm raised meats. In order for a local grower to qualify for this program they must provide evidence that 80% of the product in their booth space is grown locally.
- **Produce Resellers:** At each market we have 1-2 main Produce Resellers to sell conventional produce at the market. The fee for vendors in this category is \$25.00 per 10x10 space.
- **Herb/Medicinal and/or Ornamental Plant Vendors:** Evaluation is based on the sole character of their plants and how unique the plants are compared to existing plant vendors at the market. *Vendors in this category do not qualify for the Farm to Fresh Market program. The fee for vendors in this category is \$25.00 per 10x10 space.
- **Licensing:** It is the vendor’s sole responsibility to carry the appropriate license with the **Division of Plant Industry** with the **Florida Department of Agriculture**.

2) Take-Home Foods & Ready to Eat Foods

- **Healthy Foods:** Freshly prepared or packaged organic and/or natural foods & products that manifest healthy eating and well-being. Foods that are made with low sugar or natural sugars, and foods that are produced without the use of preservatives, additives, and/or hormones.
- **Unique Foods:** Ethnic & cultural food, spices, dressings, jellies, jams, dried or pickled fruits & vegetables, family recipes, and foods made with unusual ingredients.
- **Baked Goods:** Homemade or freshly prepared or baked pastries, breads, muffins, bagels, desserts, cakes, pies, scones etc...

3) Hand Crafts

80% of all items sold within a stall space must be made by the vendor. If they are not made by the vendor, they must be either Eco-Friendly or Certified Fair Trade. *Although we accept vendors who resell products that are Eco Friendly or Fair Trade, please know that we have very limited space available for this category as it is more of a priority for us to book vendors who actually “make” the products they sell.

- **Product Priority:** The main spotlight of the Fresh Market is connected to food and plant vendors. Craft vendors are an enhancement to the core products at the market, as they provide variety and vibrancy to the market. Crafts made by the vendors themselves are given strong preference, as it is our intention to support local craftspeople, e.g. the cottage industry. *Items for resale are generally not accepted.
- **Product Type:** Pottery, Glass, Clothing, Jewelry, Personal Care Products, Art, Photography, and Clothing are all accepted. **Fair Trade Crafts;** crafts that are sold with a direct connection between the vendor and the craftsman. **Food Related Crafts** including cookbooks, kitchen utensils, table linens, aprons, etc... are acceptable, even if they are not made by the vendor.
- **Attendance Rotation:** Approved Craft Vendors may be scheduled according to product priority and most will be scheduled on a rotating basis. *Please contact the market manager directly for more information.

4) Homemade Soap / Bath & Beauty Products

We have room for 2-3 unique Soap / Bath & Beauty type vendors at each market we operate as long as their products do not compete directly with one another. This is a vendor category that fills quickly at each market we operate.

In order to serve our customers in the most honest and healthy way we require all of our vendors in this category to follow the guidelines, rules and regulations set by the Federal Drug Administration (FDA) and the Consumer Product Safety Commission (CPSC) in regards to Soap Making or the making of any Bath and Beauty products that are intended to be sold at any of the markets we operate.

We understand that manufacturers or vendors who create Soaps or Bath and Beauty Products are held responsible for creating safe products. In order to make sure that our vendors are labeling their products correctly we have strengthened the application process for vendors in this category. Please take note of the following when applying to a market:

- Read the Tampa Bay Markets Rules and Regulations for Soap / Bath Vendors located at the end of this handbook.
- Before applying please send a sample of one of every product you intend to sell at the market for testing and label inspection to: Tampa Bay Markets, Inc. Attn: **Tiffany Ferrecchia: P.O. Box 290888 Temple Terrace, FL 33687-0888** . *Please include your contact email and phone number. Upon review, an email will be sent within 7 days of receipt of the product which will contain feedback on your product/s. Advice on what market to apply to will be also given at that time.
- When applying to a market please make sure you check off the appropriate product you are intending to sell; for example True Soap, Cosmetic or Beauty Bar, Lotion, Body Butter, Bath Salt, Sugar Scrub, Salt Scrub, Shaving Cream, Deodorant, Lip Balm or Perfume.

- After applying and upon your first “Screening Date Approval” your product will be inspected to make sure that it is labeled according to the FDA or CPSC Rules and Regulations. If your product is not labeled properly you will not be allowed to sell it at the market.

5) Health and Wellness

Approved vendors in this category will provide the opportunity for on-site services to focus on improvement of overall health. Examples of vendors may include: Chiropractors, Health Screening, Acupuncture and Massage.

6) Eco-Friendly or Green Products or Service

Eco-Friendly, Fair Trade and Vintage

We do accept vendors who resell products that are Eco Friendly or Fair Trade, please know that we have very limited space available for this category as it is more of a priority for us to book vendors who actually “make” the products they sell. Those category types would include the following vending types:

- Fair Trade Items - items made specifically by a collective to improve social/environmental standards
- Vintage or Antique collectables
- High Quality Craft and Handmade items
- Up-cycled or restored salvage
- Original art

Tampa Bay Markets operates with a strong focus on sustainability and intends to provide a vehicle to educate the community on the importance of good health as we create more business opportunities and residential benefits.

Green Products

- Energy saving, environmentally friendly products such as: non-toxic pesticides, cleaners, compost soil or machines, recycle devices, gas-friendly vehicles, bikes, mopeds, recycled clothing, reusable containers, etc...

Service Vendors

- **Vendor Type:** We commonly accept service vendors if the service is conducted at the market, for example: Cooking Demonstrations, Face Painting, Henna and Knife Sharpening, etc...

Non-Profit/Community Organizations

Tampa Bay Markets offers space on a limited availability at our market locations for small, local, non-profit organizations to do outreach and provide information on their efforts to improve or enhance their local community.

These groups are:

- * Non-profit or community-serving groups.
- * Groups with a local focus or relevance for the market location.
- * Providing an engaging and relevant activity for families.

Participation at the market does not allow for:

- The sale of items from their booth (including raffle tickets) or fund raising (including donation jars)
*The option to give away free items such as branded paraphernalia, water, baked goods and such is available, but must be pre-approved and must not compete with what a vendor in the market is already selling.

Our markets are private events to which we welcome the public. We do not provide the opportunity for religious or political organizations, signature gathering, petitioning, leafleting, partisan political groups, political campaigning, etc. at the markets.

Space is limited, and we do not have the room to accommodate all inquiries.

Applications are accepted on case-by-case basis. We screen applicants for space and reserve the right to refuse space to anyone. If you are interested in scheduling space, please click on the link to complete a regular vendor application. You can find a list of market applications by clicking here:

We do not accept the following vendor categories:

- Direct Sales
- Multi Level marketing (Mary Kay, LulaRoe, It Works, etc.)
- Wholesale distributors
- Franchises

Can our Religious Organization, Election Campaign or Political/Action group get involved?

Tampa Bay Markets is a non-political, non-religious entity. While we fully support the freedom of personal choice in all matters, the display or distribution of political or religious matter is strictly prohibited. Any activity including politically motivated efforts, which threaten to divide or polarize our community is expressly forbidden.

Market Sponsorship

We do not accept applications for businesses wishing to promote services that are not provided in the Tampa Bay area. The Market is not presenting a Business Expo thus the presence of service type industries will be severely limited. However we do offer businesses the opportunity to sponsor the Market. Please e-mail sponsorship inquiries to tampabaymarkets@gmail.com

Vendor Product Overlap

In order to maintain the integrity and vision of the event we must insist on what we consider “Fair Event Rules”.

*All vendor booth/displays must consist of their approved **Primary Product Line**.

The Primary Product line is the main product that each vendor sells and must take up 80% of their booth space. The Primary Product Line must be displayed and advertised as the main product line on all signage that is displayed within the 10x10 vendor booth.

*Vendors can be approved to sell additional products over and above their **Primary Product Line**.

Any product that is not considered part of the Primary Product Line is called the Secondary Product Line. A vendor’s Secondary Product Line is allowed to take up a maximum of 20% of their booth space and must be approved by the Operations Director and Application Department in order to be displayed or sold. The Secondary Product Line must be displayed in a small area of the 10x10 vendor booth and shall not take up more than 4ft of space. 1 Small Sign is allowed for promotion and advertising and cannot be larger than 2 feet and must be placed in a secondary location to main product signage.

For Example:

(I.E.-If my main product line is Cheese then **80%** of what is being sold in the booth space should be Cheese)

*Understandably there will be product overlap but that should only account for 10-20% of your booth/display items. (I.E- **80%** cheese and perhaps **10%** Sausage and **10%** Goats Milk)

Working with these percentages will keep one vendor from infringing on another vendors **Primary Product Line**.

* If a vendor does have overlap items, all prices must be similar to like products of other vendors. Price gauging and undercutting will be frowned upon and noted.

It is our recommendation that all vendors carefully review/distinguish their product against existing products at the market before applying.

*Sampling of vendor products that have not been reviewed/approved will not be allowed.

* Unique food items that are not currently at the event will be given greater priority.

*Overlap of products such as farmed fruits, vegetables, herbs, honey and dairy are the only exception to this rule as we look to expand and allow as much “Locally Farmed” agricultural products as possible. Agricultural products that are conventional and/or re-sold and not farmed locally are not given as high of a priority in this matter.

We strive to do the best we can to make things fair and simple for all concerned. These rules are based on information from various other events, official offices and other markets throughout the US.

Vendor Product Changes & Additions

Vendors are not permitted to add additional product lines (outside the products described in the acceptance email) without written approval. Requests must be made by email. Any vendor who wants to add additional products to his or her booth will not be permitted to do so without the approval from a Market Manager.

Examples of a product line addition requiring approval would include:

- A baked goods vendor adding prepared sandwiches to their offering.
- A craft vendor, who sells decorative accessories, adding a line of jewelry.
- A health and beauty vendor expanding their line or adding candles or jewelry to their offering.

Rules for adding Branded Apparel to any one market booth:

Branded apparel such as t shirts and hats with a company logo or slogan on it is a fantastic way to get your local brand out to the community, however because we have vendors whose primary product lines are apparel based we need to protect those vendors with our fair market rules. In order to add on branded apparel of any kind to your booth space you must first ask permission and email your request to tampabaymarkets@gmail.com. Once approved you will be allowed to display this product line, but limited to 5 items only per 10x10 space. Additional sizes, colors and styles are allowed to be on site, but cannot be displayed.

Vendor Logistics

Market Vendor Logistics containing guidelines for set-up and a map denoting the vendor space is sent the day prior to each scheduled market.

Space Location: Upon approval you will be assigned a space in the market you applied to. This space location will be assigned to you based on the genre of product you sell and the overall look and size of your display. Additionally, vendor spaces are assigned based on the layout of the market and space availability. The space number assigned to you on your first day of rental may change in order to fit the needs of the market and/or your requirements. It's our goal to assign each vendor a space that is consistent so that you can build a customer base at the market, however there is not a promise or guarantee that the space assigned to you is permanent. Space locations may change due to missing vendors, schedule changes and more. Changes can be made the morning of an event that will impact your set-up location. Please make sure to check in with the on site manager the morning of the market day to verify your space location.

In order for a vendor to be approved to participate in any event we operate they must sign a Vendor Rules and Regulations document. This document is an electronic form that is sent to every vendor and must be signed before his/her first day of participation.

Important Equipment Requirements

- A. Tampa Bay Markets, Inc. is under no obligation to provide electric, water, weights, tables, tents, or any equipment to participants. An applicant that needs specific services such as electricity to provide**

their product for sale must make their needs known on their application. Electricity is not guaranteed at every market as each location has limitations and access to.

B. Vendor Tent Requirements and Recommendations:

- All vendors are required to have clean, well working 10x10 tent. **8x10 Tents are not allowed.**
- The tent can be any color, but if it has graphics on it, the graphics must match to the vendor's company/products sold.
- **We PREFER vendors to have a 10x10 EZup Tent or ZShade Tent.** These tents are particularly durable especially for vendors who are looking to create an outdoor storefront that is professional and that will hold up for the long term. **Here are the specs on these particular tents**

***This list covers all of what we require our vendors to have upon set up:**

- *10' x 10' Commercial Shelter*
- *The commercial grade top provides 99% UV protection and is water/fire resistant. *Commercial grade water and fire resistant (CPAI-84) 600 Denier top*
- *It is approximately 5 ft. long and will fit in most trunks*
- *2 year limited warranty*
- *Fully assembled "Insta-Lock" aluminum and steel frame*
- *Adjustable height aluminum legs with aluminum feet to prevent rust and corrosion*
- *Comes with a Company Name Banner option for printing a 9x1 or smaller size front banner*
- *Comes with a front Awning for extra shade on hot days*
- *Set of 4 sidewalls with a middle entry on one side wall and comes with roll-up feature on all walls*
- *4 Anchor-weight plates and 4 Stakes to hold the tent in place on extra windy days*
- *Oversized roller bag with pockets for storage of walls, awning, name banner, stakes, and anchor-weight plates*

Some markets have table spaces available. If you have selected to have a table space we advise you to bring an umbrella for shade. Please make sure to weight this umbrella down at all times during the market or event.

C. Canopy Weight Guidelines:

Most accidents at events involve canopies. It is your job to minimize the risk. There are two general rules regarding canopies, which all participants need to remember:

- Your canopy shall be fully secured before setting up anything else.
- Be sure that your method of securing your canopy to the ground does not create an additional hazard.
- Florida has unpredictable weather, and often strong, gusty, and unpredictable winds. While participants use canopies to shield themselves from the rain and sun, our region's winds can turn your canopies into deadly missiles with one unexpected gust.
- All participants must have their own weights, with a minimum of 25 pounds or more, per tent leg. Gallon water jugs and single bricks are not safe. A gallon of water weighs only 8 pounds and single bricks are worthless, weighing in at 3 pounds.
- Professional Grade Tent Weights including PVC pipe filled with concrete or tent weight sandbags are safe ways to weigh down your tents.
- Strong gusts come up without warning at any time before, during or after the event has closed. After

the first gust catapults your canopy through the air or into a customer or fellow vendor, it is already too late to decide to secure your canopy.

- You should assume winds will come! While participants may experience calm conditions during morning setup, conditions can change dramatically by late afternoon and breakdown.
- Setup and breakdown periods are when canopies consistently prove to be most vulnerable to the wind. You must be sure to completely secure your canopy as soon as you set it up, and take down your canopy as soon as you remove your weights at the end of the day. **DO NOT** let yourself be interrupted by **ANYTHING** in the middle of this process, as a half-secured canopy is as dangerous, if not more dangerous, than an unsecured canopy.

Examples of Bad Canopy Weights

- Gallon water jugs are not heavy enough for large gusts of wind. One gallon of water weighs 8 pounds. One gallon of water on each corner would be the equivalent of a 3 year old child trying to hold down a 100 square foot parachute.
- Tying tents, canopies or umbrellas to tables, coolers or vehicles provides tripping hazards and frequently does not provide adequate weight. Vendor safety is just as important as customer safety.
- Sandbags that cannot be placed upright and securely tied to the tent or canopy should not be used.
- Tent stakes driven into the ground are not an option as some market locations may have sprinklers that could be punctured.
- In addition to not providing enough grip to prevent a canopy from taking flight in a strong gust of wind, tent stakes are barely visible to shoppers and can cause a serious tripping hazard to an unsuspecting customer.
- Never use cement blocks! They are hard, easy to trip over, and are very effective toe and shin breakers.
- At all costs, avoid stretched out cords and lines. Customers and their children will get them wrapped around their arms or legs, causing them to trip and fall, and perhaps pull over your displays in the process.

Examples of Tent Weights that we DO NOT allow: **Please keep in mind that although these weights may be 25lbs. or more, they are not professional grade. Tent weights like these can be made in different ways with different materials. We do not bring a scale to each market event to make sure that they are the correct weight and in order to make sure that 50-130 vendors per market location have the proper tent weights we need for all vendors to be in compliance with what we allow.*



All vendors are required to have suitable weights in the event of wind gusts. Market Management requires a minimum of **four PROFESSIONAL GRADE TENT WEIGHTS *25 lb. per tent leg to be on site in the stall space at**

all times during the event. Vendors who do not have a total of 4 weights and the type of professional grade tent weights we require **WILL NOT** be allowed to participate!

Here is a list of what is allowed and what is not allowed for Tent Weights at all Tampa Bay Markets events:

*The PVC pipe filled with cement hangs on the inside of the canopy pole, it has soft edges and the ability to move, just in case someone still manages to collide with it. *In order for these to be acceptable they must be tied on to each tent leg from the top of the tent and around the leg to hold the bottom of the tent leg in place. These will not be allowed if they hang freely on the side of each tent leg!*



Instructions for making these weights:

- Use a 5 inch PVC pipe cut 30 inches long, purchase two end caps for each section along with a long eye hook.
- Drill a hole in one of the ends to allow the bolt end of the eyehook to go through it.
- Using an adhesive for PVC pipe, seal one end.
- Fill the tubes with the bags of quickcrete. Add water to the pipes (The moisture will
- set the quickcrete).
- Secure the end cap with the hole, again using adhesive, and stick the bolt end of the eyehook through the hole making sure it inserts into the quickcrete.
- Stand the pipe up to allow curing.
- Use tie-down straps or bungees with hooks on both ends that allow you to adjust the height for your weights. This keeps the weight tension tight.

Additional *Professional Grade Tent Weights that are allowed:



1. Plastic Weights that can be filled with Sand with clips to secure around the legs – these are the best because they are easy to carry, easy to fill and they snap around the legs. They will not rip or break as easy.
2. Professional Grade Tent Weight Plates – We like these because they are also easy to carry, they won't break and you can buy additional plates to add the weight you need for your tent. *Remember 25lbs. is required, but it's smart to buy extra weight!

3. Professional Grade Tent Weight Bags – We like these because they wrap around the legs, they have handles for carrying and they are durable. Please keep in mind that you have to handle these with care because they will rip over time.

D. Electrical Guidelines:

- All electrical cords need to be intact, free of defect and should never be personally repaired (for instance, wrapped electrical tape on an opening in the cord casing).
- Any and all extension cords and power strips need to be able to accommodate the amount of watts/amps, of the device(s) a vendor is being connected to. *If they are hot to the touch, that's a big warning sign, you aren't using the right cord!
- Generators will be allowed to operate during the Market only if permitted to do so by the Market Manager.
- **If in use, power cords must be covered / taped and conform to the local Fire Department regulations. Any vendor who needs electricity must have rugs or cord covers to cover their cords as well as duct tape on hand to secure the rug in place on each market day they are scheduled for.**
- In Florida, we often work in damp conditions. OSHA states that in damp conditions a GFCI (Ground Fault Circuit Interrupter) should be used. Below are examples of different options that can be used.



E. Tent Display: “Advertising and Creating your Outdoor Storefront”

We strongly suggest that each vendor make the effort to create an attractive booth display that will entice customers to stop and visit them or one that will make customers remember them! Here are some items that will help draw more attention to a regular booth space in our markets:

- All vendors are required to have a front banner and a back banner for their tent space. We require this because we view the tent space as the vendor’s “outdoor storefront”. We feel that the vendor will get the most exposure for their tent if they have signage on the front of the tent and on the back. We suggest that vendors purchase a 1x9 banner for the front of the tent (or something similar) and a 2x6 banner for the back of the tent (or something similar). The main key is to have 2 points of signage for your booth, one in front and one in back!

*We recommend purchasing your banners on line through Vista Print or AllstateBanners.com. *Here is the online pricing from www.allstatebanners.com for example:*

Select size:	1	2+	11+	21+	51+
	\$24.30	\$23.08	\$21.87	\$20.65	\$19.44
Your price will be:	\$21.60	\$20.52	\$19.44	\$18.36	\$17.28

Select size:	1	2+	11+	21+	51+
	\$32.40	\$30.78	\$29.16	\$27.54	\$25.92
Your price will be:	\$28.80	\$27.36	\$25.92	\$24.48	\$23.04

- All vendors are required to have signage, flyers and/or business cards available for customers at their booth. *Business card or Flyer holders are highly recommended for this.
- All tables in the tent display must be covered with tablecloths. The tablecloths must be long enough to cover all four legs of each table inside the tent space. Fitted table cloths can be found online for purchase under \$15.00! Click here to be directed to one of our favorite sites!
<http://www.tableclothsfactory.com/Fitted-Polyester-Spandex-Tablecloths-s/181.htm>
- Create height to your table display! Covered boxes, wooden shelves or wire racks are just a few ways to help create height and dimension to your booth space.
- Tables that are higher (standing above a customer's waist line) help to create more sales at vendor booths. This option can be done by purchasing tables that raise up or by buying bed risers to put under each table leg. This option helps the customer to see things more at eye level than when they have to bend over to look at the items on the table.
- Display Pictures, Biography and Information about who you are in the community! Tell your story at the market! How did you become a vendor and why? Is your sauce from Grandma Ida's Kitchen? Do you have pictures of her that you can display? *Keep in mind, customers are coming to the market to purchase products that they can't buy anywhere else. By telling them your story they will get to know you on a personal level!

This is an example of one of our Vendor's Booth Display. Although it's not the best picture, you can see the individual items that are displayed to increase visibility of her product line in a professional manner.



Above are examples of the following:

Front Banner, Back Banner (both properly hung), Product Signage, Tablecloths that cover table legs, Professional Grade Tent Weights, a Booth Rug, Covers for Chairs, Tables that are raised to bring the product to eye level, a Side Sign to catch passing traffic, Shelving for products.

**PLEASE NOTE: We do not get compensation, in any manner, from any company that may be referenced as a point of contact for the purchase of required items for the market. These websites/companies are suggested sites only and you are not required to purchase from them.*

Stall Rental Fees: All Vendor Fees are charged per event.

Below is a basic rental fee for most Markets currently in session. Each rental fee noted is a per event fee. They are subject to change at any time and may vary from location to location.

- **The Seminole Heights Sunday Morning Market | 2nd Sunday of each month year round - Standard Rental Fee:** \$40.00 per 10x10 space per event
- **The Fresh Market at Wiregrass | 1st & 3rd Saturday of each month year round - Standard Rental Fee:** \$40.00 per 10x10 space per event.
- **The Fresh Market at Hyde Park Village | 1st Sunday of each month year round - Standard Rental Fee:** \$50.00 per 10x10 space per event (*Effective October 2018).
- **The North Tampa Market | 2nd Saturday of each month year round - Standard Rental Fee:** \$40.00 per 10x10 space per event
- **The Dunedin Downtown Market | Fridays November - May and Saturdays November - June - Standard Rental Fee:** \$40.00 per 10x10 space per event
- **The Corey Avenue Sunday Market on St. Pete Beach | Sundays October - May - Standard Rental Fee:** \$40.00 per 10x10 space per event

***Electricity is not available at all market locations, however where and when we can provide electricity and when a Generator is present an additional fee of \$10.00 is charged to each vendor who requires it. Food vendors at each market location are given priority for electrical use.**

Additional Vendor Fees per Event:

Standard 6-8ft. Table Space: \$25.00 per 10x10 space.

Farm to Fresh Market Program - Local Farms: Local Farm or Grower who intends to sell 80% of what is grown locally is offered FREE participation.

Produce Resellers: \$25.00 per 10x10 space.

Herb/Medicinal and/or Ornamental Plant Vendors: \$25.00 per 10x10 space.

Community Group Vendors:

Non-Profit Rental Fee: \$15.00 per 10x10 space.

Non-Profit 6-8ft Table Space: \$10.00 per 10x10 space.

**Space is limited for Non-Profit groups to participate at each market location.*

All Vendor Fees are collected and managed by Greg Barnhill, Director of Finance & Operations. He can be reached at: tampabaymarkets@gmail.com

Vendor Fee Guidelines:

Please note that we do not accept Cash Payments at the market!

Payment for your reserved space must be paid one week prior to the event date to maintain your reserved space in the market. You must pay ahead for your space in order to participate on any market day. If you pay last minute you must bring a copy of your online payment receipt with you and present it to the market manager the morning of. Verification of late payment must occur prior to set up to be able to sell at the market that day. The only payment that will be accepted at the market will be in the form of Check or Money Order. These must be made payable to: Tampa Bay Markets and note the location and date being paid for.

- All vendors are required to pre-pay their booth reservation by the Monday prior to your scheduled Market date.
- If payment is not received by the due date, the space reserved for that vendor will not be guaranteed for that market day.
- Invoices for your reserved market space will be sent prior to each scheduled market. Vendors are responsible for keeping track of their market schedules and for paying for their booth space on time.
- If a vendor fee is not paid prior to the scheduled market date there is no guarantee that the assigned space will be available. The only way for us to guarantee an assigned space at the market is for the market fee to be paid in a timely manner.
- A \$5.00 late fee will be charged to any vendor who pays for the market the day of unless a discussion that overrides this rule has occurred prior on behalf of the fee collection for that day.
- Vendors can pay ahead for future market dates during market operation hours the day of to avoid any future late fees if necessary.
- If a Vendor pays online 2 days or less prior to the market day they must provide a printed payment receipt the day of the market to avoid the \$5.00 late fee.
- Vendors who still owe payment/s after a market has already taken place will be asked to withdraw from that market location until the fees are paid in full. Continued consistent late payment may result in market participation termination for any and all market locations scheduled for.

Cancellation Policy and Vendor Withdrawal:

The year is broken into two seasons – The Fall Season includes all Market events from October thru May and the Summer Season includes all Market events from June through September.

Vendor applications for the Main Season each year come out in July for all pre-approved or current approved vendors to register for their Fall season dates.

The Summer Schedule is sent out between April and May each year for vendors to register their dates for the markets they want to participate in for the Summer season.

*Regardless of the season a vendor is registered for, all dates submitted by you are reserved and posted to the Market schedule. You, as an approved vendor, are held accountable for renting space on the dates reserved.

In order to receive a credit for a market date paid for or to not owe for a day missed, YOU MUST SUBMIT A WRITTEN (preferably by email) 2 WEEK NOTICE PRIOR TO THE DATE TO BE CANCELLED. *This is very important because in order for any market or event to survive it must pay its bills. We will not keep vendors in any market if they are not willing to pay on time and be communicative.

All emergency cancellations concerning health, family or travel must be made via phone to the Market Operations Director or the contact manager for the market/event for that day. This phone number is available

to all accepted vendors and is always listed on the Vendor Logistics Newsletter that is sent out the week each event is held.

Once a vendor is accepted to a market or event we have full intent to create a responsible communicative relationship with them. If a Vendor determines a market or event is not the best option for their products to be sold and they decide to withdraw from the market, they must send notice via email to TampaBayMarkets@gmail.com with the reason for their withdrawal.

We reserve the right to deny any vendor the option to participate in the market they have been approved for if they cannot fulfill the schedule they signed up for. Three or more consecutive missed dates may result in termination due to the unreliable nature of that vendor.

*Keep in mind that in order for us to make the adjustments needed for each market we must have communication from/with our Vendors.

**There are many factors that may affect sales for any given market - economy, weather, other scheduled events in the region and a vendor's sales approach may impact sales - any vendor may have a slow day at a market or event –it's to be expected! It's our advice to try the market for at least 4 weeks before any decision is made to withdraw. Continued market presence will help build customer anticipation and familiarity with your product will generate continued, repeat customer demand. Your location, vendor mix and display at each event can also contribute to ongoing success!

Our Weather Policy:

All markets / events we operate are held on the date scheduled – RAIN OR SHINE!

If inclement weather is forecast, vendors must then make the best decision as to whether they should attend the market or event for that day.

Please keep in mind that what the forecast calls for early in the week will always change by the end of the week. The weather report will show rain in the forecast even if it's not going to hit that particular area where the event takes place. It's our advice that you watch the RADAR on your local news channels the day before the event and to also pay attention to the HOUR BY HOUR report listed on the web – via www.weather.com Regardless - all calls for any rain in the forecast above 50% or more will deter some regular customers from attending so we advise you to pack or prepare accordingly.

*If a vendor decides not to attend the event due to bad weather the vendor fee **will not be credited** to future event dates or any other event. Please understand that all vendor fees collected pay the bills necessary to operate the market whether or not the event takes place. All associated event bills are paid in advance.

*If you elect not to attend a market please contact the manager on site so that adjustments in the layout can be made. Phone numbers can be found within the logistics sent out a few days prior to the scheduled market.

As normal we will continue to include the Weather Report in the Vendor Logistics email that is delivered the Friday prior to the market day. If for any reason the Weather Report calls for extreme conditions such as Hurricanes, Hail, Tornados or any other natural disasters, we will have no choice but to cancel the market due to liability issues and potential danger. In the case this happens an email will go out the night before the event takes place to advise of market cancellation.

As a Vendor you are responsible for keeping track of the weather reports and for reading your emails.

Liability Waivers & Rules / Regulations Form

Tampa Bay Markets requires all vendors to sign a Liability Waiver/ Rules & Regulations Form in order to participate. This waiver is part of the online vendor application. A Vendor's registration or new application will not be approved unless this form has been signed.

Vendor Liability Insurance

Tampa Bay Markets requires all participating vendors to carry liability insurance.

The link below will provide additional details for obtaining the required level of coverage needed to participate. If you are obtaining a policy specifically to vend with Tampa Bay Markets please wait until approval confirmation is received to initiate coverage. The link further describes coverage requirements and provides guidance on finding an inexpensive policy that matches the vendor's type of products. The agencies included within the link are a starting point to search for coverage. They are by no means a comprehensive list of agencies nor is their listing an endorsement by Tampa Bay Markets.

[Vendor Insurance Overview](#)

Timeframe: Proof of coverage will be required upon acceptance of approval as a vendor.

Sales Tax & Business Licensing

Proper sales tax collection for products sold is the responsibility of the participating market vendor. Business Licenses are not required by Tampa Bay Markets in order to operate as a vendor in the Market. Proper city, county or state licensing required to run a business and participate in the markets is the sole responsibility of the participating market vendor.

Prepared Food Items

Tampa Bay Markets does provide for the opportunity for vendors selling prepared foods to participate in the markets we operate.

The link below will review the licensing and permits that may be needed. It will also provide a food vendor checklist for those looking to participate in a market location.

[Vending of Prepared Food Items](#)

Vending of Soap or Bath & Beauty Products

In order to serve our customers in the most honest and healthy way we are requiring all of our bath & beauty product vendors to follow the rules and regulations set by the Federal Drug Administration (FDA) and the Consumer Product Safety Commission (CPSC) in regards to Soap Making or the making of any Bath and Beauty products that are intended to be sold at one or more of the markets we operate.

Please review the information found in the link below for the specifics for vending with this product line at any of the markets Tampa Bay Markets operates.

[Vending of Soap or Bath & Beauty Products](#)

Tampa Bay Markets Advertising

We the managers for Tampa Bay Markets take advertising seriously for each market we operate. Although we have a limited advertising budget, we do our best to use the best resources to advertise each market location and the vendors in it! Here is a list of what we provide our vendors each season for each market location:

- Each Market we operate has it's own web page located at www.tampabaymarkets.com
- The Market page contains a description of that market, location, directions and a photo slide show of that location!
- Press Releases are delivered to our media list at the beginning of each market season.
- Each Market has it's own ad and it is printed in one or more local newspapers on a weekly or monthly basis.
- Our Markets are advertised in local magazines that are distributed in the communities that each market resides in.
- We hand out informational market flyers to both customers and vendors periodically throughout the season containing the name and location of the market.
- We hand deliver posters and signage to the nearby merchants located in neighborhoods where the markets take place.
- We design, print and hang signs/banners inside the neighborhoods where the markets are located whenever possible.
- We periodically design and print market tote bags that contain market flyers and distribute them to customers at different market locations.
- We design an E- Newsletter that highlights the upcoming market and vendors each week a market is held.
- We use Social Media tools such as Facebook, Twitter and Instagram to promote our vendors product offerings, the E-Newsletter and each market location per week or month the markets are held.
- Each morning at the market we upload a photo to post to the Facebook page allowing for our fans to view and remember the market is open for the day!

Below is a link with additional details for FaceBook marketing:

[Facebook Marketing Pointers](#)

