

SATURDAY MORNING MARKET

OPERATIONS GUIDELINES FOR SPONSORS

KEY GUIDELINES

- Booth Participants - All participants in the booth must be provided and read these guidelines.

ARRIVING AT MARKET ON SATURDAY

- Arrival - Vehicles should only enter the parking lot from 1st Ave SE, just east of 1st Street. All traffic moves to the south at entry and exit.
 - Check with the Market Staff when you arrive at this location for directions to your booth.
 - Sponsors can set up after 7:00 a.m. to ensure time for Market staff to put up the tent and table.
 - The market is closed to incoming vendor traffic at 8:15 a.m., due to the volume of pedestrian traffic.
 - Those arriving after 8:15, will have to unload their vehicle from the parking lot on the east side of the market.
- Booth Setup -
 - The boundaries of your booth space are from one numbered front corner to the other.
 - As you are unloading, park your car in a way that enables other cars to get around you.
 - Unload your vehicle and immediately move it out of the market as soon as you are unloaded. Then, set up your booth.
 - All vehicles should be out of Market by 8:30 am.
- Driving Speed – For safety of distracted vendors and customers drive at walking speed – about 3 mph.
- Tents and Tables - The Market provides the space, tent, and a table.
 - You have the option of bringing your own tent and/or tables. Please let us know ahead of time if you are.
 - You must have 25# weights on all 4 corners of your tent at all times.
 - Chairs are not provided.
- Set-Up - As you are unloading, park your car in a way that maximizes the ability of other cars to get around you. Move your car out of Market at the very earliest opportunity.
- Booth Setup – All items (e.g. tables, signs, dog bowls) must be completely behind the front booth line.
- Parking - It's critical that we leave the most convenient parking available for customers.
 - You should park in the South Core Garage, adjacent to the Market. Enter it from 1st Avenue S., east of 2nd St. Do not park on the street.

CANCELLATIONS

- Advance Notice – We need to receive email notice (saturdaymkt@yahoo.com) of cancellation by 6pm Wednesday before the Market. Your fee will be applied to a future attendance date.
- No Attendance without Cancellation - If there is no notice of cancellation, and no attendance of a confirmed attendance date, you will
 - be billed \$200 to cover the cost of the space and set up of a tent and table
 - not allowed to return.

OPERATIONS

- Hours – The Market is open from 9 a. m. until 2 p. m.
 - We ask that you remain set up for the entire time the Market is open.
 - Let the Market Manager know if you need to break down early for any reason.
- Approved Activities – Only activities that have been explicitly applied for and approved can occur.
- Obstacles – No signs or other objects can be put in the walkway that might impede pedestrian traffic.
- Walkways - Staff may not stand in the public walkway outside of the booth to talk to customers.
 - If staff wants to be in front of their table, they need to move the table back in the booth.
 - You cannot hand out literature in the walkway (only within your tent).
- Outcrying - No 'out crying' (calling out to passersby) is allowed.
- Smoking – Smoking by vendors in the market area is prohibited.
- Need Assistance – If you need assistance for any reason, ask Market staff (in the Market booth in the center of the Market), or call (727) 455-4921.
- Disputes - Any disputes with customers or vendors should be reported to the Market Management.

END OF MARKET DAY

- Vehicle Access - A vehicle should never be driven into the Market until the Market staff have officially opened the entry gate.
 - Opening is typically about 2:15p , depending on the volume of pedestrian traffic in the market.
 - Do not bring your vehicle into the market until you are completely packed and ready to load.
 - Then, load your vehicle as quickly as possible, and exit immediately.
- Clean-Up – All participants are responsible for taking their garbage with them, and leaving their booth area free of debris
- Completion - Cleanup should typically be complete by 3:30 pm.

CHALLENGING WEATHER CONDITIONS

- a) Our Philosophy - Our policy is to be open - rain or shine. We close entirely only if the wind or storm circumstances would cause danger to customers and vendors (e.g. lightning).
 - The market will not close simply due to a general rain possibility (e.g. a 60% percentage chance of rain sometime on Saturday).
 - Starting on Friday, we closely monitor the hour-by-hour forecast and animated radar.
- b) How We Notify Our Weather Status - On weekends with weather uncertainty, we may post a notice about our plans on our homepage (www.SaturdayMorningMarket.com).
 - Please don't expect us to respond to individual inquiries about our weather plans. With over 120 vendors every week, we're simply unable to communicate on an individual basis.
- c) Attendance Notification – If you choose not to attend on a rainy day, you must notify us as soon as possible.

- d) Wind Adjustments - If strong wind conditions arise unexpectedly during market, it may be necessary to remove the tent canopy or take the tent down completely.
- If you need assistance in taking your tent down, feel free to call 727.455.2017 to get assistance from a Market staff member.
 - During short strong gusts, it's often necessary to physically hang onto the tent frame. If you are too short to grab the frame, you can hang a bungee cord from the frame, and hang on to it.
 - Vendors are responsible for assuring the safety and integrity of the tent and our customers.
 - In windy conditions, a tent should never be left unattended.
 - This is particularly true at the end of the day.
 - Wait for Market staff to break it down, or ask a neighboring vendor who knows how to do it.

SPONSOR VENDOR AGREEMENT

- Please complete and scan or mail the Sponsor Vendor Agreement to the Market office.
- By signing and submitting you are indicating that all of your staff attending Market in your booth have read these Operations Guidelines.
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SPONSOR VENDOR AGREEMENT

Please complete and scan or mail this agreement form to the market.

Please be sure that all participants in your booth read these Operational Guidelines.

Name: _____

Organization _____

Address: _____

Telephone: _____ Email _____

1. I, the undersigned, have read the Sponsor Operations Guidelines, and agree that all the participants from my organization have read and will adhere to them.
2. I understand that the market reserves the right to limit or discontinue the participation of a sponsor at any time.
3. I agree, as a designated representative of my organization, to indemnify and hold harmless the St. Petersburg Saturday Morning Market and its agents and employees from any liability, cost, damages, and other expenses suffered or incurred during the Market.

Representative's Signature _____

Date _____