



# VENDOR HANDBOOK

Our policies & procedures for  
NPR Fourth Friday

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## OUR PROCESS FOR VENDOR SELECTION

- We require all prospective vendors to apply, each season, to our market in Marketspread.
- We work to accept vendors that sell products that are locally made first and foremost.
- In order to consistently present the best “Buy Local” events to our community, we allocate a certain amount of spaces for each product category in each of the markets we operate, and prioritize selecting vendors who design, make or produce what they sell.
- We also accept local vendors who wish to showcase their small local business, boutique or products they resell. However, as most boutique vendors do not make what they sell, boutique products are not prioritized for space allocations and are limited.
- Each market location has a finite amount of space available. When the spaces fill up, we work to create a wait list of vendors who can join the market when space becomes available.
- We do not book vendors on a first come first serve basis, but instead focus on vendor rotation as a key value in our booking process. This ensures that each market is balanced properly for vendor sales and overall success.

## OUR VENDOR VIEWPOINT

The formula for a successful market is cooperative spirit combined with the success of vendors to create a memorable experience for new and returning 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 on-going basis during the market season.

### **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.**

## PRODUCT CATEGORIES WE ACCEPT

- **Agriculture:** locally farmed and resale produce, plants, farm raised meats, eggs, dairy and local seafood.
- **Take Home Foods:** locally produced jams, dips, nut butters, granola, spreads, spices, sauces, pickled products, baked goods and breads.
- **Hand Crafts:** pottery, glass, art, photography, knitted items, clothing, jewelry, and accessories.
- **Local Apparel & Clothing Companies:** We give priority to vendors who hand make their own textiles, apparel and/or print their designs on apparel.
- **Bath & Body Products:** cosmetics, soaps, lotions, shaving cream, candles, lip balms and deodorant.
- **Service Vendors:** tarot readings

## RESTRICTED OR NOT ACCEPTED

- **Resale Products:** Resale products or boutique style vendors are not prioritized for space allocations and are limited.
- **Not allowed:**
  - **Kratom**
  - **Tobacco**
  - **CBD, THC or Delta 9**
  - **Alcohol**
- **Local merchant competition:**
  - **Crystals & Rocks**
  - **Loose Leaf Tea**
  - **Cold Pressed Juice**
- **Vendor categories:** direct sales, multi-level marketing (Mary Kay, LulaRoe, It Work etc.), wholesale distributors or franchises

\*We are 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 matters is strictly prohibited.

## RULES FOR CERTAIN PRODUCT TYPES

Although we allow the sale of products that burn such as Candles, Wax Melts, Incense and sage, we do not allow any of these items to be lit up or actively burning during the course of any market event we operate. This rule is set in place to protect both vendors and customers from fire hazards and those who may have fragrance allergies.

Additionally, this also protects our vendors from scent cross-contamination of their selling areas.

## MARKET SPONSORSHIPS & COMMUNITY PARTNERSHIPS

We believe when we come together in celebration of local business, artistry and placemaking, our communities become even more vibrant and engaging. In support of this value, we are proud to offer the following additional opportunities in support of our 'buy local' events:

- **Business Sponsorships:** We do offer for-profit and non-profit businesses the opportunity to sponsor our Market. We offer a range of sponsorship levels that highlight your support for the best 'Buy Local' events in our community.
- **Community Partnerships:** We value strong community partnerships and actively partners with the best of Tampa Bay to broaden our reach and increase engagement with our markets and events.
- **Non-Profit & Community Outreach:** Community organizations and local non-profit businesses can apply for market and event participation to connect their outreach and provide information on their efforts to improve or enhance our local communities.

**Sponsorships and partnerships are limited to businesses located in New Port Richey only.** Space allocations for business sponsorships, community partnerships and outreach are rotated throughout our market season calendar. As we are not business expos, we do have a limited availability. Please email inquiries to [nprfourthfriday@gmail.com](mailto:nprfourthfriday@gmail.com).

## TYPES OF BOOTH SPACES AVAILABLE

- Upon applying for any market, a vendor will have the option of a 10x10 space.
- The option to rent more than one 10x10 space is available, but limited and must be approved in advance. There are no discounts for additional spaces.
- We are not responsible for supplying anything other than the available spaces and are not responsible for damage or harm caused by vendors, third parties or inclement weather.

## THE VENDOR TENT DISPLAY, “YOUR OUTDOOR STOREFRONT”

Each vendor who participates must present their products professionally as we see each booth in the market as an “outdoor storefront”. ALL VENDORS are required to submit 2 to 3 photos of their booth set-up equipment within each Marketspread application for review and approval.

\*We do not provide any equipment for operation in the market. Any vendor looking to set up in a 10x10 tent space must have the following equipment to be approved for market participation:

- **Commercial Grade Functioning 10’ x 10’ tent. (8x10, 6x6 tents or tents with slanted legs are not allowed.)**
  - **Getting a tent that has a vent at the top is very helpful when it comes to bad weather!**
  - **A tent that comes with sidewalls is also recommended for days that you need extra shade or rain coverage.**
  - **Branding your own tent with your logo is never a bad idea!**
  - **Some tent recommendations:**
    - [ABC Canopy Tent](#)
    - [Eurmax Canopy Tent](#)
    - [Eagle Peak Canopy Tent](#)
- **Tablecloths that cover the Legs of all tables**
- **Front valance banner 9’ x1’ (or similar)**
- **Back banner 6’x3’ (or larger)**
- **Signage/Flyers about your business**
- **Weights: We only allow for weights that fit OSHA guidelines for events. Tent weights are required to wrap around the tent legs and be at least 25lbs heavy per tent leg (no milk jugs or uncovered cinder blocks).**
  - **[Sandbags](#): These weights wrap around the tent leg.**
  - **[Water Weights](#): These weigh 22lbs per tent leg and we could allow this.**
  - **[Tail Gate Canopy Weights](#): We don’t recommend these so much because you need to buy 4 packs that all weigh 30 lbs to meet the minimum 25lb requirement for each tent leg.**
- **If you are a food vendor you must have the proper up to date permits onsite with you that are required for inspection. (Cottage food must follow the proper labeling guidelines)**

### \*Important Notes:

If needed \*New vendors are given time to obtain the proper banners and will be allowed to come in as a “Screener” to try out the market before purchasing this signage.

## ELECTRICITY

Electricity is not available. Since this is an evening market, battery powered lights will be required. We recommend these [USB Lighting - Simple lighting](#) for your tent, you may need more than one link depending on product display and how well you want items to be lit. A battery pack will also be needed for these.

Generators will not be permitted.

## VENDOR LOGISTICS

**Market Vendor Logistics containing guidelines for set-up are sent the week of the market event. These logistics come from Marketspread via email 1-2 days prior to the day of the event. They are instructions that provide directions and steps for setting up and breaking down. The vendor map and space location are listed in Marketspread under the market location a vendor has been approved for.**

- Upon vendor Approval, you will be assigned a space location.
- 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 may change at any time 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.
- Vendors are required to check in during load-in to verify your space location. Space locations may change due to missing vendors, schedule changes and more.

## OUR APPLICATION PROCESS

We provide year-round opportunities for vendors to sell their high-quality products to the community we serve. We prioritize bringing farm-fresh, locally made, handcrafted, innovative, fair-trade, sustainable, eco-friendly and wellness products to our markets and events.

- We require all prospective vendors to apply, each season, to our market in Marketspread.
- Before you apply, please review the Marketspread Guide for step-by-step application tips.
- **Vendors will select their ‘requested dates to attend’ for any or all available dates** in the scheduling section of each market or event’s application. Please select all that are viable for your participation for the season to maximize your booking consideration opportunities during the review process.
- **For All Vendors:** Once submitted, we will then review each vendor’s market registration(s) submitted for scheduling consideration and will either **‘approve for booking’** or **‘pre-approve / wait-list’** vendors, based on availability for space and product category offered. Please allow up to 12 working days for review and process your market-specific applications.
- **For Returning Vendors:** Each season, we will connect with each vendor to register for the new season.
- **For New Vendors:** Once your registration is pre-approved for a specific market or event, each new vendor will have communication with us and may be issued 1-3 screening dates or will be waitlisted until space becomes available for your participation. Each scheduled screening date is an opportunity for the vendor to test out the market and our operations and it’s also an opportunity for us to review the vendor’s sales approach and booth display. Following the completion of Vendor Screening Dates, we will follow-up with each vendor, via Marketspread, within 12 working days of the final screening date. Each vendor will receive either an approval confirmation as an official welcome to the market or event or a denial letter if the vendor’s product and presentation was not a good fit for us at this time.
- Each market we operate accepts a mixture of products based on the needs of the area we are serving as well as those that do not directly compete with merchants within the Downtown New Port Richey area. *Please note: Approved vendors are not guaranteed space on any specific date.*

## WHAT YOU NEED: YOUR APPLICATION CHECKLIST

Here is a MANDATORY LIST of what you will need to successfully submit your application. Any application that does not have the following items needed for processing will be automatically sent back for correction and resubmission.

### 1. Complete your Marketspread Profile including:

- Your Company Name and Bio - includes an explanation of what you sell and where/how it’s made.
- The mobile phone # for who is in charge of market scheduling for your business. \*If you are accepted we use your phone number to call and ask questions regarding your application and upon booking you we send out no-reply text messages concerning any bad weather conditions

### 2. Photos of your products and your outdoor vending equipment / set-up including:

- 1-2 pictures of your booth display showing your tent display or your table display to clearly include the following - tent weights (4 x 25 lb ea.), tables, table cloths and signage.
- 3. Hold Harmless agreement**
- Generate your Hold Harmless Agreement PDF here: <https://nprfourthfriday.com/vendor-hold-harmless-generator/>
- 4. Certificate of Insurance naming Unik Collective LLC as 'additional insured:' *(not required until 2025)***
- Additional Insured should read, “Unik Collective LLC, 5780 Main St, New Port Richey, FL 34652”. COI must show active coverage dates.
- 5. State-Issued Licensing for Mobile Food Vendors (non-cottage foods) *(not required until 2025)***
- An active Mobile Food Vending Permit for Pre-Packaged Foods.
  - Here is the link to our Food Vendor Guidelines for licensing detail (Coming for 2025)
    - **Cottage Food Vendor Label:** Required in lieu of a mobile food vendor permit for those vendors who fall under the FL State Cottage Food Guidelines



## WHAT ELSE SHOULD YOU KNOW ABOUT APPLYING?

Any vendor looking to apply to a market must first apply to our individual market and event registration for the season at <https://www.marketspread.com/>. You will complete a Marketspread vendor profile in order to apply. Click here for our Marketspread Guide for complete steps on creating your profile and submitting an application.

- Once your application is submitted, please allow up to 12 working days for processing. All vendor applications are processed by our Application Team. Once your application is submitted it will be received and reviewed to ensure it has all the proper information, pictures, applicable licenses and insurance.
- If your application is incomplete in any way, the team will assign a 'RESUBMIT' status to your application with a comment outlining what elements are missing or incomplete and will provide steps to correct via Marketspread Comments. In order for your application to be processed in the timeliest manner, it is to your benefit to supply a thoroughly completed application with your first submission.
- **Submitting an application does not guarantee approval and participation.**
- **Declined Applications:** If your application is declined, you are welcome to reapply for the next season if your application can be updated to fit our guidelines.
- **Our Wait List** - When an approved qualified vendor registers for a specific market or event, they may be 'waitlisted' due to an oversaturation of a product category at the time they apply or there is a chance the market could be full on the dates they applied for.
- **Our Market Season** - Each Market Season runs from January through December annually. We accept applications from New and Returning vendors year-round.
- **Returning Vendors** are given priority for market space on a rotational basis each season. New Season Applications for returning vendors are launched and reviewed between October and November each season.
- **New Vendor Applications** are launched on or around November 1st and are reviewed throughout the season.
- **We require all vendor applicants to have a Commercial General Liability Insurance policy** in order to submit an application to any market or event. **Our Insurance Guidelines (coming 2025)** describes details such as the required coverage, prospective providers, and more. **Please Note: All approved vendors with us are required to have a COI naming Unik Collective LLC as 'additional insured' as a booking requirement with our markets.**
- **Licensing Responsibility** - Obtaining the proper licenses or permits and obeying any regulations of the Florida Department of Agriculture or other regulatory agencies is the sole responsibility of the vendor. Our **Food Vendor Guidelines (coming 2025)** document provides more details.
- **Sales Tax** - The seller is responsible for paying sales tax, where required by the State.

## VENDOR FEE STRUCTURE:

There is currently no application fee. A standard 10x10 Space: \$55

## OUR COMMUNICATION PROTOCOL

We use Marketspread to communicate to all of our vendors company wide. Once you have applied you can use this Communication Protocol to send us a comment to any market you have applied to.

- Log into your Marketspread dashboard
- On the left side panel click on "EVENTS"
- Then click on the market you want to address for example: "NPR Fourth Friday 2024"
- If you are looking to make multiple changes to schedules for different markets please understand that you must address each market location separately. For Ex. Please do not send a notice for 2024 season while sending a notice for a 2025 season.
- Scroll below the calendar to the "Comments" Section
- Type in your comment and then hit the "Send Comment" button at the bottom right of the box.
- This sends an email notification to us immediately regarding your update. It also keeps a dated record on your file so all correspondence is vendor/market specific.

**\*\*Please note if you are commenting on a market where your application has not yet been processed you will use the above steps, however you will click on APPLICATIONS instead of EVENTS**

**\*\*\*We do not accept messages from the Messenger Tab in Marketspread. The Messenger Tab is used for outbound messages only from us.**

## MARKET TO VENDOR 'NO REPLY' SMS TEXT via MARKETSPREAD

We use the no-reply SMS Text tool provided to us by Marketspread in emergency cases such as oncoming bad weather or market cancellations. Adding Your Contact Phone # in Marketspread - We often communicate market changes via SMS notifications through Marketspread, (weather, etc)

To ensure you receive these vital SMS notifications, please follow the steps in this Marketspread help document:

<https://marketspread.com/learning/article/248/adding-your-cell-phone-to-receive-sms-texts/>

## VENDOR PRODUCT CHANGES & ADDITIONS

We work to balance and curate our markets according to the demographic we serve and the needs of the community we operate at. In order to keep things fair, we ask vendor applicants to list their primary product line (80% of what they sell) and what their secondary product line is (20% of what they sell). *\*We allow a vendor to sell 20% of a product that may overlap with what another vendor is selling.*

Vendors are not permitted to add additional products or a product line extension to their booth display without written approval. Requests must be made by sending a comment using the communication protocol.

### **Examples of a product line extension 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. As we do have vendors with apparel based primary product lines, we need to protect those vendors with our fair market rules. Therefore, in order to add branded apparel of any kind to your booth space, you must receive written approval from us for the specific location, using the Marketspread Communication Protocol and uploading pictures for approval.

## VENDOR SCHEDULE CHANGES

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. Once you submit certain dates on an application they cannot be changed by you. In order to make changes to your schedule - add a date or take a date off you must follow the communication protocol.

**Important Note for new vendors:** Your location, vendor mix and display at each event contribute to your ongoing success! However, keep in mind that there are many factors that may affect sales for any given market - the economy, the weather, other scheduled events in the region and a vendor's sales approach and presentation may impact sales and any vendor may have a slow day at a market. It's the world we work in and 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.

## OUR CANCELLATION POLICY

In order to receive a credit for a market date paid for or to not owe for a day missed, All vendors are required to submit a written cancellation email using the Communication Protocol within 2 weeks prior to the scheduled market date. \*This will allow us the time to fill your space at the market and reconcile your account.

**All emergency cancellations** concerning health, family or travel must be made via email. This email is available to all approved vendors and is always listed on the Vendor Logistics email that is sent out the week each event is held.

**Vendor No-Call No Shows** - If a vendor does not show for a market date that was officially booked and did not make any effort to alert us in any way this is considered a “Vendor No Call No Show” and is documented the day the event takes place during setup. Keep in mind that in order for us to make the adjustments needed for each market we must have communication from/with our Vendors.

## OUR WEATHER POLICY

- The contracts we have in place with market locations requires that we operate on the date scheduled – RAIN OR SHINE! As a Vendor you are responsible for tracking weather reports and for reading your emails.
- Updates regarding bad weather conditions are sent out by us via messenger email through Marketspread. We send out emails and no-reply text messages.
- All vendors are also required to have a correct cell phone number for the person operating the booth listed in their profile so that they can receive the text updates when needed.
- We operate every event on a rain or shine basis. If the market closes early due to bad weather conditions, vendor fees collected are final and will not be returned or credited.
- All vendors need to make the best decisions for their business. If you decide not to participate, advise us of your decision immediately, and we will adjust the market footprint accordingly.
- Please note that a market will continue in light rain or even have a delayed opening due to weather conditions at set up. We will continue to operate the advertised market unless the weather conditions worsen and it becomes a dangerous situation to continue with the market.
- In no way is Unik Collective LLC responsible for any damage or injury incurred as a result of inclement weather and we strongly encourage all vendors to have an inclement weather plan in place to ensure that your space is secure.

### **In the case of rain or bad weather we ask our vendors to please follow these steps**

- Check the weather the day before the market and the morning to make the best decision for your business at the market. Keep in mind that weather in Florida changes on a dime and it can go from rain to sunshine quickly. We feel it's always best to make the decisions in the 1-2 hours before a market by looking at the radar for the zipcode of the market location.
- Please look at these apps: Bay News 9, Klystron Radar hour by hour and Weather.com (type in specific area) and look at the hour by hour. \*Weather.com does not always update quick enough and it's not so reliable. A good app to download on your phone is called NOAA Weather.
- Keep in mind a lot of rain predicted for market days are passing showers where it's projected to clear up and allow for us to do a delayed opening. If this is the case the market may call for a delayed opening. We will be in touch with all vendors regarding this decision.
- Prepare your booth set up and pack accordingly. Make sure to pack (4) 25lb weights or more for your tent display. You may want to add on more weight to hold your tent down on windy days because this is only the minimal requirement. You must plan on setting up your booth with your tent walls if you have them and bring plastic covers to protect your products.
- Windy days make good for "tentless days". If strong wind conditions arise unexpectedly during the market, it may be necessary to remove the tent canopy or take the tent down completely. If for any reason you don't have weights for your tent you will be required to vend without the tent altogether.
- Pack up Early Announcement: Based on the radar and the projected ETA of the rain, we will work to alert all vendors (via text message) of the opportunity to pack up. This is not a requirement, but an opportunity for those who want to take it. Vendors are responsible for making their judgment of when they will stop vending.

### **Onsite Safety Steps for Sudden Wind or Storms:**

1. Double check and make sure your tent weights are completely secured to each of your tent legs.
2. Cover your product and equipment with plastic or tarps. It is a best practice to always carry a rain kit in your market bin. Inclusive of plastic, tarps and additional weights, bungee cords.
3. Prop down your tent to the lowest level so it does not become a parachute.
4. Exit your booth and find shelter in a building or automobile. Standing in your tent during a thunderstorm is not advised.

### **Hazardous Weather Conditions**

If hazardous weather conditions such as a hurricane, tropical storm, flooding and/or severe thundershowers and wind are predicted prior to the market date and don't appear to be changing prior to the opening, we will issue a market closure for that day within 24 -48 hours in advance.

Hazardous conditions are not conducive for an event to set up and is considered a liability to the market location, the vendors and the organization as a whole. If and when a market cannot be opened due to hazardous conditions a half day credit will be issued to the vendor for that event date.

## VENDOR NON-COMPLIANCE POLICY

We value quality, collaboration, integrity, diversity, leadership and accountability with our team and our vendors. To ensure we create a consistent environment for those values to flourish, our non-compliance policy provides transparency and appropriate pathways for conduct and communication at our events.

The following examples indicate non-compliance to our guidelines that will be addressed with immediacy by us. Our goal is to resolve any safety or behavioral concerns in a timely and productive fashion.

- **Conflict Resolution between customers, vendors, and/or market staff**
  - Occasionally, there may be differing points of view surrounding service or operational methods. We expect civil discourse to resolve any disagreements with the goal of a constructive, fair and positive outcome.
  - Vendor grievances. If a vendor has a specific concern surrounding their business arrangement with us, it should be brought to our attention.
  - Vendor complaints surrounding the actions of another vendor(s) should be brought to our attention and not directed to the vendor in question. This ensures the appropriate mediation and adherence to our policy.
  
- **Progressive discipline for non-compliance regarding behavioral or safety concerns**
  - Any vendor who does not comply with the rules and regulations written in the Vendor Logistics Email will be given a written warning following the market date and depending on the severity of the situation the vendor may be issued a temporary or permanent suspension of future scheduled market dates.
  - In the event that a civil conversation does not resolve a disagreement, there may be cause to provide a written warning to a vendor participant. We will address repeated safety infractions, inappropriate or aggressive behavior with a written warning after the market takes place.
  - If the issue being addressed is not resolved following a second written warning, we will inform the vendor that they cannot return to any market or event.
  
- **Vendor No-Call No Shows**
  - Temporary Suspension of additional scheduled dates will occur if, after the initial no-call no-show is not resolved via communication documentation and payment.
  - 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.
  
- **When posting online**, we value the use of social media platforms to promote the 'best of our buy local' events and the vendors who participate. We encourage our vendors to have fun, connect with the community, be transparent and post with integrity and professionalism.

- **We do not condone** on-premise or digital dialogue that engages in defamatory and dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs or other inflammatory discussions.
- **We reserve the right to identify inappropriate or aggressive behavior that is** counterproductive to our market culture as cause for temporary suspension or permanent removal from the event or market footprint.
- **Solicitation of any kind is not allowed at any event.** This includes petitioning, fundraising, flyering, campaigning, etc. Please report any solicitation behaviors to us.