

**UNIVERSITY PARK PRESCHOOL ASSOCIATION
2010 SPRING MARKET
RULES AND GUIDELINES**

DATE: Wednesday, March 31, 2010
TIME: 8AM – 6PM
LOCATION: University Park Elementary School
3505 Amherst
Dallas, Texas 75225

Application Due Date: January 22, 2010

SET UP – Spring Market set up time is Tuesday, March 30, 2010 from 4 – 8pm. Set up must be completed by 8pm. Vendors may not enter the building before 7am on Wednesday, March 31.

CHECK IN – Vendors should check-in before setting up their display. There will be two check-in tables: one in front of the school on Lovers Lane for those assigned to the gym, and one behind the school on Amherst for those assigned to the tents. Each vendor will receive a Vendor packet and unloading instructions will be given at that time. Volunteer parents will be available to help with unloading.

PARKING - On the day of market, please leave the desirable parking spots for your customers & do not park in carpool lane on Amherst, in the spots in front of the school on Lovers Lane or on Thackery. The city prohibits overnight parking at the elementary school (includes trailers).

BOOTH AREA – Booth sizes vary and are listed on the application. If you prefer a corner booth (a booth with two sides) or a premium corner (a booth in a corner of the gym or tent), please keep in mind that there are a very limited amount of those available. There will be no pipe and drape dividers separating booths, and no signage provided. Booth areas are taped off and vendors and their merchandise are asked to stay within their designated areas. Booth assignments are made based on vendor requests and merchandise type. Two chairs per booth will be provided at no cost upon request. 6' x 3' tables may be rented for \$12 each (limit of 2 per booth). Electricity will be provided for a fee of \$10. Please provide your own extension cords, surge protectors, drop cloths, and bank roll.

VENDOR SELECTION - The UPPA Spring Market has a selection process in order to ensure a variety of merchandise to maximize our vendors' sales potential. Vendors are selected based on quality and uniqueness of merchandise, as well as pricing. Past participation is considered, but does not guarantee acceptance in this year's show. To be considered, **please submit your completed application, photos of your merchandise and booth display, merchandise pricing and a \$50 deposit check made payable to UPPA by January 22, 2010.** Merchandise samples, although not required, are helpful to our selection process. We reserve the right to accept all or part of your merchandise for sale at the Spring Market. All samples and photos should be properly labeled with the name of your company. Photos will not be returned. Samples you would like returned must be accompanied with return postage or they may be picked up during set up on March 30. If you are selected to be a vendor in the 2010 Spring Market, a contract will be sent to you no later than February 19 and your deposit will be non-refundable. The signed contract and total balance will be due back by March 3. Deposits will be returned to those vendors not selected during the process.

CANCELLATIONS – Vendors chosen have until **March 3, 2010**, to get the remaining balance of their contract total to Dana Manley. The \$50 deposit will be applied towards the contract total. Vendors that do not meet the deadline for submitting the remaining balance of their total contract are subject to being removed from and participating in the Spring Market and the \$50 deposit will not be refunded. Vendors that cancel after March 17 will not be refunded their contract total.

NO SHOWS – Vendors must be present Tuesday night, March 30 for check-in and set-up, or have called and made arrangements with the Spring Market Vendor Chair prior to check-in. If vendors are not present or have not made prior arrangements, the Vendor Chair will assign their space for the Market to wait-listed applicants. All fees collected will not be returned.

CHECK OUT/CLEAN UP – Vendors cannot move out before 6pm on Wednesday, and must be completely moved out by 9pm Wednesday night. Vendors should leave their booth as it was on Tuesday before set-up. It would be appreciated if Vendors remove the masking tape marking their booth before they leave.

SECURITY – Security will be provided overnight at the school by an off-duty police officer overnight, Tuesday, March 30.

FOOD/DRINK – No one other than the UPPA will be allowed to sell food for consumption on the premises. There will be lunch available for purchase in the Cafe. Additional snack foods are available for sale at the Bake Sale. Texas State law forbids alcoholic beverages on school grounds.

HOSPITALITY – Two name tags and two free drink coupons will be provided for each booth. There will be UPPA volunteers available to relieve vendors for short periods of time (i.e. bathroom breaks). Complimentary snacks and beverages will be available during set-up.

PROGRAM – A program listing all Spring Market vendors will be handed out to customers at the door. You may purchase an ad in the program for an additional fee.

GIFT BAG – We will offer each customer a shopping bag complete with flyers and coupons. You may include a stuffer in the gift bags for an additional fee.

SILENT AUCTION/RAFFLE DONATION – All vendors are encouraged to donate an item to the Silent Auction/Raffle benefitting the UPPA. Silent Auction/Raffle items should be provided at set up on March 30.

WEBSITE ADVERTISING - Again this year, we will present a great advertising opportunity for our vendors by offering to have their Web link posted on our UPPA web site (www.uppreschoolassociation.com) from March – August 2010 for a fee of \$15.

PUBLICITY - Spring Market's target media is The Dallas Morning News, Park Cities People, Park Cities News, D Magazine and Dallas Child. We will also promote with yard signs, banners and flyers placed at other neighborhood schools as well as key area restaurants and stores.

A completed application, photos of your merchandise and booth display, merchandise pricing and a \$50 deposit check made payable to UPPA must be submitted no later than January 22, 2010 to:

Dana Manley
2915 Bryn Mawr
Dallas, Texas 75225
dbmrrm@mac.com