



Corporate & Promotional Vendors

Corporate & Promotional vendors are looking to promote a unique service or membership opportunity rather than selling products.

Gator Market Information

- Gator Market operates from 10:00am to 2:00pm during Fall and Spring semesters.
- Check-in begins at 8am.

ALL decisions made by Gator Market management are FINAL.

General Policies

- Each Gator Market reservation includes a 10' x 10' space, one 6' table, and two standard outdoor chairs in the reserved location. No additional tables permitted.
- If your reservation includes a Reitz Union tent, tents will be set up and secured by weights prior to vendor arrival.
- Equipment will be inspected after each Gator Market. Damage to the facility, grounds, or equipment will result in charges to the vendor or organization.
- Upon check-in, vendors will select a numbered table then report to the check-in desk to notify staff of their table number. Vendors may not begin unloading until they have completed the check in process.
- Vendors must be signed in and set up by 10am. Failure to do so will result in being classified as a “no-show” with no refund or opportunity to reschedule.
- All participants are subject to the University of Florida’s Code of Conduct (<https://policy.ufl.edu/regulation/4-040/>).
- All University of Florida policies are enforced at Gator Markets. For detailed information and access to the full range of policies, please refer to the [UF Policy Hub](#).

Access to Gator Market

Vendors may temporarily park along the North Lawn sidewalks for loading/unloading purposes. Driving on the grass is not allowed. All items must be unloaded onto the sidewalk and carried to your designated booth. Vendors will have 15 minutes to unload.

You will access the North Lawn sidewalks and loading/unloading area via McCarty Drive. Just before reaching the Constans Theatre, you’ll find a service road on your right. Once you pull into the service road, please remain on the driver’s right-hand side of the road until you reach the front of the Reitz Union building. After loading/unloading, you will be directed to loop around and exit the same way you came in,

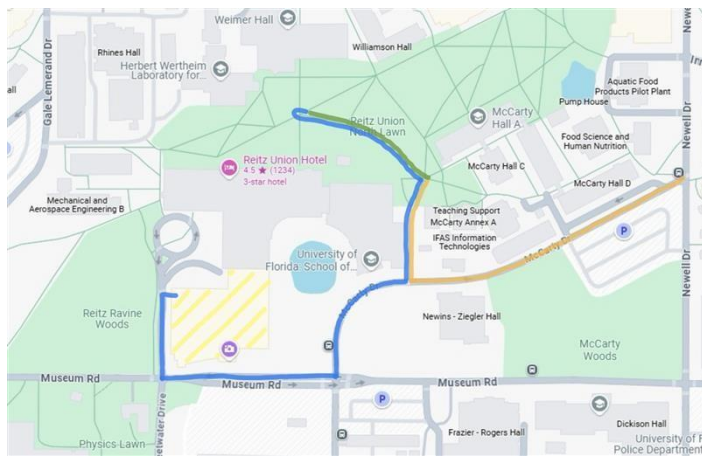


remaining on the right-hand side. Gator Market staff will be available to direct the flow of incoming and outgoing traffic. Refer to the map below for outlined directions.

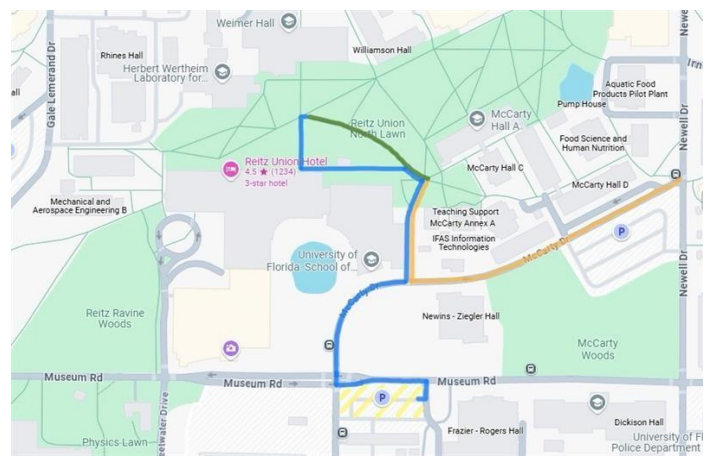
Vendors will be directed to parking areas after check-in and unloading is complete. They will either be directed to the Welcome Center Garage or the Frazier Rogers surface lot on Museum Rd.

- **Orange:** Entry route from McCarty Drive to the loading/unloading area
- **Green:** Parking area for loading/unloading area
- **Blue:** Exit route from the loading/unloading area to the parking garage
- **Yellow:** Parking location

Welcome Center Garage



Frazier Rogers Surface Lot



Parking

Vendor parking is included in the registration fee, with one space allocated per registration. Vendor parking will be reserved in the UF Visitor Welcome Center garage, located south of the Reitz Union on the corner of Museum Road and Reitz Union Drive, or Frazier Rogers Surface Lot on Museum Road.

Parking on campus is a commodity and can be scarce. To ensure a spot, all vendors must be parked by 10 am. Vendors with trailers or oversized vehicles must contact Gator Market before their reserved date.

Vendors needing extra parking can pay to park in Garage 5, located on the southwest corner of the intersection of Museum Road and Gale Lemerand Drive.

Check-In

Upon arrival, vendors will choose a table in their designated area. All tables will be chosen on a first come, first served basis. To designate a table, choose an open table with a laminated number. Take this laminated number to the check-in station to ensure you have selected a table within your reservation



area. After your selection is confirmed, you will be allowed to unload in your given space before parking. Vendors are not allowed to move tables, switch tables, or encroach on other booths after check-in.

Vendor Application & Registration

Vendor applications will open during the Fall semester. The link can be accessed on the Gator Market website. Vendor Applications must be submitted by 4pm on the Thursday prior. Once we approve your application, you will be contacted via email with payment information.

Gator Market Date	Registration Closes (4pm)
Wednesday, 01/22/2025	Thursday, 01/16/2025
Wednesday, 02/19/2025	Thursday, 02/13/2025
Wednesday, 03/26/2025	Thursday, 03/20/2025
Wednesday, 04/16/2025	Thursday, 04/10/2025

Your space is not confirmed until we have approved your application and received your payment in full. Vendor spots are limited and filled on a first come, first serve basis.

Placements and No-Shows

- Failure to utilize reserved space will result in full forfeiture of Gator Market payment. After two instances of not showing up without prior cancellation, vendors will not be invited back to participate in Gator Markets the rest of the semester. For the following semester, these vendors will be placed on probation and only allowed one no-show before losing the opportunity to attend.
- Vendors will select their table on a first come, first served basis, by reservation type upon arrival.
- If a vendor does not sign-in and set-up by 10am, they will be considered a no-show. Gator Market does not offer refunds or date changes for missed reservations.

Cancellation

- To cancel your reservation, please notify Gator Market staff as soon as possible. Cancellation or rescheduling requests must be emailed to gatormarket@ufsa.ufl.edu by 4pm the Wednesday prior to the reservation date. Requests received after this time will result in full forfeiture of payment, with no option for rescheduling or payment transfer to another date.
- Gator Market Management reserves the right to cancel the Market at any time and for any reason, including inclement weather, campus closures, or security concerns, without prior notification.

Waitlist



Gator Market does not keep nor honor a waitlist for external vendors or student-owned businesses. This is extended to email reservation requests as well.

Insurance

If possible, external vendors and non-university groups participating in the Gator Market should provide proof of insurance coverage with registration. They can submit a Certificate of Insurance (COI) or an Event Liability Insurance Policy via the vendor application. All non-university groups should meet the following requirements:

- General Liability per occurrence limits \$1,000,000 on Bodily Injury and Property Damage
- The policy must name as additional insureds:
 - o University of Florida Board of Trustees
 - o The University of Florida

For more information, visit <https://www.ehs.ufl.edu/departments/occupational-safety-risk/insurance-and-risk-management/events/>.

Vendors without COIs will be considered on a case-by-case basis.

Unauthorized Use of Space

- Vendors may only solicit within their designated 10' x 10' space. They are not permitted to solicit in any other indoor or outdoor areas or impede traffic flow around the Reitz Union.
- Soliciting, surveying, and sampling without a reservation is strictly prohibited. Offenders will be asked to leave immediately.
- Any group that willfully continues to disregard Gator Market rules and regulations will have their Gator Market privileges revoked.

Additional Equipment

- Vendors may bring their own tent(s). Any equipment brought must fit within their allotted 10' x 10' space.
- No marketing signs or materials may be staked into the ground.
- Access to power will be limited to certain tables and will be reserved at registration.

Tents

Vendors choosing to bring their own tents are responsible for setting them up and must use sandbags or weights to secure them instead of stakes. For all guidelines related to tents and temporary structures on campus, please refer to [Environmental Health and Safety](#).

Breakdown

- Vendors must clean up their space after the Market has concluded.



- Eco-friendly items and decorations are permitted but must be cleaned up at event end time.
- Vendors will receive one warning for failing to clean up their space. Further infractions will lead to suspension from Gator Market.
- All vendor booths must be broken down and cleared by 4pm.

Inclement Weather

- The possibility of rain does not automatically result in the cancellation of Gator Market.
- In the event of heavy rain or severe weather conditions, Gator Market staff will assess conditions by 7:45am on the day of the Market to determine if cancellation is necessary.
- In cases of extreme weather such as a hurricane, Gator Market will be cancelled in advance.
- If Gator Market is cancelled, notifications will be emailed to all registered attendees. You should also plan to call the Gator Market office to confirm if the Market will take place.
- In case of severe wind, Gator Market staff reserves the right to remove tents.

Acts of God

If Gator Market is canceled due to an act of God, including but not limited to natural disasters, severe weather, or other unforeseeable circumstances beyond our control, we will offer a refund or provide the option to reschedule to another Gator Market Day. All vendors will be notified as soon as possible, and we will work to accommodate new arrangements in a timely manner.

Food

Selling food prepared at home is not permitted at Gator Market (e.g. homemade baked goods, crock pot items, etc.).

Other food-like items (e.g. honey, artisan chocolates, jarred sauces and salsa, etc.) may be permitted on a case-by-case basis via the registration process.

Locally grown produce sales are permitted.

Prohibited Items

Items prohibited at Gator Markets include homemade foods, alcohol, drug or smoking paraphernalia, tobacco products, diet aids, nutritional/health supplements, weight loss plans or products, energy drinks, CBD items, credit cards, pornographic materials, fireworks, explosives, drones, mechanical or inflatable amusement devices, dangerous chemicals, ammunition, weapons, animals or animal feed, items violating copyright or patent laws, and those bearing official University of Florida symbols/logos or breaching existing campus contracts. Attendees found in possession of these prohibited items will be asked to remove them from the premises. Violation of this policy may result in removal from the event and cancellation of future reservations.



Cash Sales

Cash sales are allowed, but UF is a cashless campus. We recommend using alternative payment methods such as Square, Venmo, or CashApp.

Vendors are solely responsible for any cash collected during transactions. The Gator Market staff, the Reitz Union, and the University of Florida assume no liability for cash, cash registers, or merchandise.