



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 3:00pm during Fall and Spring semesters.
- Check-in for Corporate/Promotional Vendors begins at 8am.
- Early arrival, parking, table selection, and setup are not permitted. Vendors may only check in at 8am and select their tables at that time.

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.
- Day of tent rentals will be available while supplies last.
- Equipment will be inspected after each Gator Market. Damage to the facility, grounds, or equipment will result in charges to the vendor or organization.
- Table selection will happen on a first-come, first-served basis. Vendors may not begin setting up 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](#).

Parking

Vendor parking is included with registration, ***with one parking space allocated per vendor booth.*** Reserved parking will be available in the lot at the corner of McCarty Drive and Newell Drive.

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.

Vendors with a trailer or oversized vehicle must notify Gator Market staff by 4pm the Thursday prior.

Check-In

After parking, vendors will check in with Gator Market staff and select their table on a first-come, first-served basis. To select a table, choose an open table with a laminated number. Take this laminated number to the check-in station on the North. Once a selection is confirmed, vendors may unload their items in the designated parking area and carry or cart them to North Lawn.

Please note tables may not be moved, swapped, or encroach into other booth spaces after check-in.

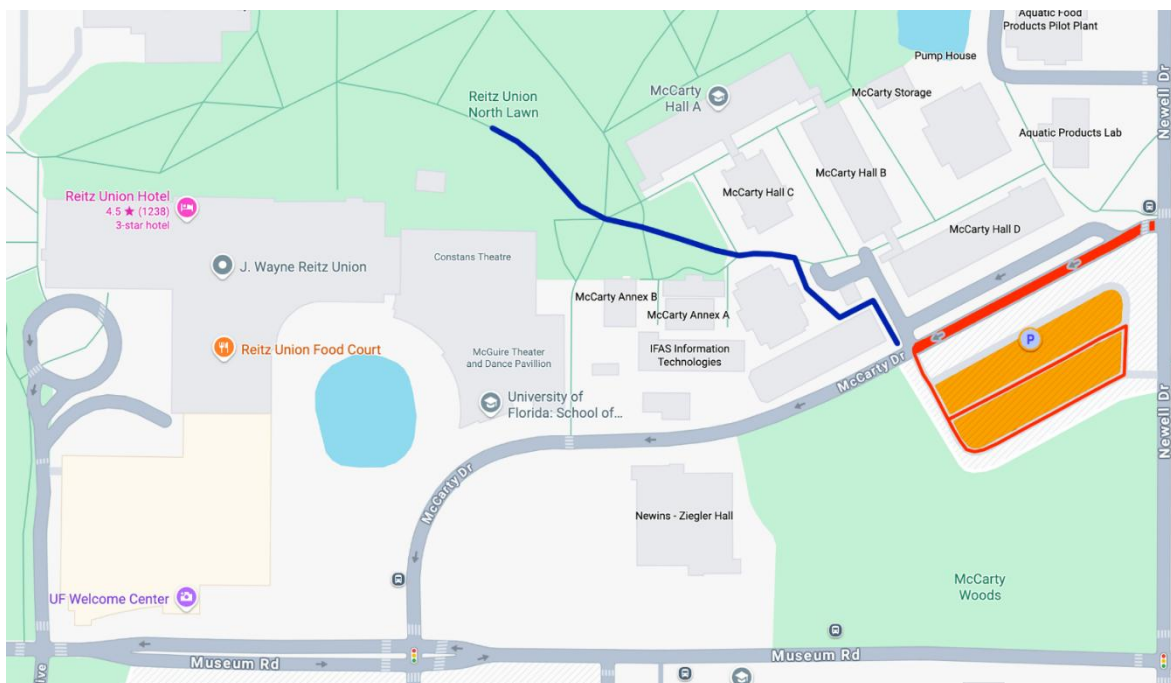
Access to Gator Market

After parking and checking in, vendors will walk their items to the Gator Market area on the North Lawn—a short 0.1-mile walk that takes 5-10 minutes each way. We strongly recommend bringing a cart or wagon to help transport your items. A limited number of Gator Market carts will be available to borrow on a first-come, first-served basis.

For the safety of our campus community in this high foot-traffic area, ***vendors will not be permitted to drive vehicles up to North Lawn, and must park before transporting their items.***

Please note: the Gator Market team will not be able to assist with carrying or setting up items. Refer to the map below for outlined directions.

- **Orange:** Entry route to parking lot
- **Yellow:** Vendor parking
- **Blue:** Walking path to Reitz Union North Lawn/Gator Market area



Click this link for GPS directions → [Parking Lot](#)

Click this link for walking directions → [North Lawn](#)



Vendor Application & Registration

The vendor application 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. Vendors applications will be approved in the order they are received. However, your space is not confirmed until we have received your signed liability waiver and payment in full.

If you apply to participate in more than one Gator Market date, your spot will not be confirmed or held until payment for each date is received in full.

Gator Market Date	Registration Closes (4pm)	Cancellation Deadline (4pm)
Wednesday, 01/14/2026	Thursday, 01/08/2026	Wednesday, 01/07/2026
Wednesday, 02/11/2026	Thursday, 02/05/2026	Wednesday, 02/04/2026
Wednesday, 03/11/2026	Thursday, 03/05/2026	Wednesday, 03/04/2026
Wednesday, 04/08/2026	Thursday, 04/02/2026	Wednesday, 04/01/2026

Vendor spots are limited and filled on a first come, first serve basis.

Sharing a Vendor Booth

Sharing a vendor booth is permitted at Gator Market. However, coordination will be entirely up to you and your booth partner. Only one vendor should submit the application, and it must include a complete list of all items that will be sold at the shared booth. Since all products require approval through the application, it's important that everything being offered at the table is listed.

Please note that ***one parking space is allotted per booth rental***, so vendors sharing will need to carpool or coordinate parking elsewhere.

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.
- 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

If Gator Market has reached capacity, you will receive an email asking whether you'd like to be added to our waitlist. Waitlisted vendors are contacted in the order that they confirm they want to join the list.

If a spot opens up, we will reach out to you by phone and email with the payment link. Payment must be received by **5 PM on the Monday prior to Gator Market**, or as soon as possible after you are notified.

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. If provided, the COI 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:
 - University of Florida Board of Trustees
 - The University of Florida
- Include the following address:
UF Board of Trustees
PO Box 112190
Gainesville, FL 32611

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

Vendors without COIs will be considered on a case-by-case basis. ***Any vendor attempting to sell food will need to provide an updated COI that meets the above criteria in order for their application to be considered.***

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, additional tables, or equipment. 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 claimed day-of on a first-come, first-served basis. No generators are allowed.
- ***Gator Market staff will not be available to assist with the setup or transportation of any additional equipment provided by vendors.***

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](#).

Tent Rentals

Gator Market will offer 10' x 10' tents for rent, available with at the time of registration or on the day of the event. Vendors can add a tent to their reservation for \$20 or rent one on-site, while supplies last. Once vendors choose their table, the Gator Market team will set up the tent for them.

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 4:30pm.

Inclement Weather

- The possibility of rain does not automatically result in the cancellation of the 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 case of extreme weather such as a hurricane, Gator Market will be cancelled in advance.
- If the Gator Market is cancelled, notifications will be sent 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.

Sales & Giveaways

Corporate and promotional vendors are not permitted to conduct sales. If planning to host an activity or offering a giveaway, vendors must include this information in their application or notify the Gator Market team in advance. Please note that food items are not permitted as giveaways. The university is under contract with a dining company, and all food sales and giveaways must be approved.

Prohibited Items

Items prohibited at Gator Markets include ***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 or promoting these 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.