

JUNETEENTH

VENDORS TABLE OF CONTENTS

Page	2	WELCOME
Page	3	Location of Events
Page	4	Schedule of Activities & Designated Areas
Page	5-6	CHECKLIST
Page	7-11	How To Qualify, Load In, Set Up, Displays, Weights, Electricity, Load Out, etc.
Page	12-14	COVID-19 PLAN & SAFETY PROTOCOL
Page	15-17	R.O.C. The Block Rules & Policies

MANDATORY TRAINING: SATURDAY April 29, 2023 12P.M. - 3P.M.

JUNETEENTH

WE WELCOME VENDOR BOOTHS OF ALL BUSINESS TYPES

Why Be A Vendor?

- Meet face-to-face with visitors
- Increase sales through direct sale opportunities
- Market to an audience ready to spend
- Demo and sell your products and services
- Launch and test a new product
- Raise brand awareness and increase visibility at the expo
- Reinforce your name and presence in the local community
- Research and understand your marketplace
- Network and make new contacts

Please arrive with your own table to set up (ex: 6ft table, 2 chairs, table cover, tent highly suggested...**VENDOR CHECKLIST PG. 6**)

- All fees are non-refundable
- Vendors may provide a promotional product of their choosing for drawings/raffles/VIP Swag Bags.
- We are also in need of a logo so we can promote your business on our platform (s).

WE WILL NEED FROM YOU: Please forward via email to: ROTheBlockFestivals@gmail.com

- Your Business Logo
- Picture of you for promotional purposes
- Video of you, your product service and/or your interaction with your clientele for promotional purposes

DON'T FORGET

- YOUR MASK **(If Required By CDC Guidelines)**
- Hand Sanitizer/Wipes for your booth
- **YOUR MUST** Promote the event and that you will be in attendance
- Tag @ROTheBlockFestivals on Facebook & Instagram
- @ROTheBlockFest on Twitter
- Hashtag #ROTheBlockFestivals #TBJF23
- We invite the local and global community to shop products & services while enjoying a block party atmosphere of live music from DJs, local entertainers, amazing food trucks, & fun for families.

JUNETEENTH

LOCATION OF EVENTS

SATURDAY JUNE 17, 2023

3:00 P.M. – 9:00 P.M.

OUTDOOR EVENT TO BE HELD AT:

**Raymond James Stadium Lots 3
4201 N Dale Mabry Hwy.
Tampa, FL 33607**

***Location may be changed if we find a better option to accommodate our growing audience**

PASSPORT

To encourage purchases with you & fellow vendors we would like to add you to our R.O.C. Passport on The GT App. Customers can receive a discount, or a percentage off by using code ROCTHEBLOCK or GTAPP with any vendor (after event weekend). **Please let us know if you would like to participate******

JUNETEENTH

SATURDAY JUNE 18, 2022
3:00 P.M. – 9:00 P.M.

Raymond James Stadium Lots 3
4201 N Dale Mabry Hwy., Tampa, FL 33607

10:00 A.M. – 2:00 P.M.	SET UP TIME FOR VENDORS
3:00 P.M. – 9:00 P.M.	JUNETEENTH FESTIVAL
9:00 P.M. – 11:00 P.M.	Breakdown

****SITE MAP + PARKING + SCHEDULE OF ACTIVITIES + DESIGNATED BOOTH LOCATION TO BE PROVIDED CLOSER TO EVENT DATE**



****If you need business cards, tents, banners, bags, & other signage TurboPrintShop.com can assist you!
 Use CODE: ROCTHEBLOCK for 20% OFF**

JUNETEENTH

CHECKLIST

- Insurance (It is the vendor's sole responsibility to carry the appropriate license, permits, and insurance)
- Design your space according to your own brand aesthetic & with your customer in mind. Make your booth stand out from the crowd and show more brand personality than just displaying your product alone. Plus, the more appealing your store looks, the more customers you're bound to attract!
- 10x10 Space **10x10 TENT (*REQUIRED*)** The tent can be any color, but if it has graphics on it, the graphics must match the vendor's company/products sold (Suggestion: **EZup Tent or ZShade Tent**)
- Weights per leg (**Tent Weight Guidelines:** A minimum of 25 pounds or more, per tent leg. Gallon water jugs and single bricks are not safe. Professional Grade Tent Weights including PVC pipe filled with concrete or tent weight sandbags are safe ways to weigh down your tents.
- 6ft Table or Tables/rolling racks/shelves or whatever you need to properly display your products
- A tablecloth to cover the table surface and legs (Please see example)
- BATTERY OPERATED LIGHTS** ~ R.O.C. The Block is under no obligation to provide electric, water, weights, tables, tents, or any equipment to participants. An applicant that needs specific services such as electricity to provide their product for sale must make their needs known on their application. Electricity is not guaranteed at every event as each location has limitations and access to.
- Signage – you want to advertise who you are and what you're selling. (Banner, logo, and social media handles).
- Neat display**
- Lots of inventory – it's always better to have too much inventory than not enough! You don't have to display all of your inventory at first, but rather have back-up inventory underneath a table or easily accessible in your car so you're able to restock.
- Credit card readers make it very easy to take credit card transactions and are free to setup. (ex. PayPal, Square, etc.)**
- Shopping Bags for check-out – and tissue if you use it
- Bring LOTS of Business cards, you don't want to be caught empty handed!
- Bring branded takeaway items that interested people can take for free and remember you at the same time, like pens with your

JUNETEENTH

name on them or postcards with your product photography, be creative!

- SMS & Email list sign-up sheet – a good idea to capture customer information and grow an email list. (Mailchimp is another option to capture client information for future communication).
- Masks
- Sanitizer or wipes

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JUNETEENTH

How to qualify to be a Vendor

- Completed application and registration (www.ROTheBlock.com).
- Provide: pictures, videos and/or submit samples (as needed) for review.
Forwarded via email to: ROTheBlockFestivals@gmail.com
- All applications must contain a business name, contact person(s) name, email address, and phone number (whenever possible)
- We will require a complete list of product items intended to be sold by a vendor at a specific event location. Acceptance/approval will be based on existing overall mix of products, duplication or similarity to currently approved vendor mix and existence of similar products
- APPROVED Vendors will be contact via email

Vendor Partnership

We like to establish and maintain a great relationship with our vendors. The formula for a successful event is cooperative spirit combined with the success of vendors to create a memorable experience for guests. 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, etc.

Space is limited, and we do not have the room to accommodate all inquiries.

Applications are accepted on a case-by-case basis. We screen applicants for space and reserve the right to refuse space to anyone.

LOAD IN + LOAD OUT INSTRUCTIONS

Please reference the site map as well as the vendor space assignment sheet to find your space number. Space numbers will be labeled on the ground with tape/stick.

LOAD IN 10:00AM – 2:00PM

All vendors must load in via Lot B/C off Himes Ave. This Lot is exclusive for Vendors & Crew and is closed to the public. A representative will guide you through and direct you where to go. Load in is first come first serve in terms of close proximity to the field. You will be permitted to drive onto the field to unload + setup. If you have a larger inventory, please allow yourself ample time to load in and set up (1.5 - 2 hours prior to event.)

SET UP

Please plan on bringing carts and other equipment to assist you in carrying inventory from your vehicle to your vendor space. Vehicles will be able to unload directly next to their assigned spaces.

All vendors must be loaded in and move their vehicles from the loading areas no later than 2pm.

All vendors must be completely set up by 2:30 pm. Vendors running late must notify

JUNETEENTH

program coordinators as soon as possible. Vendors needing to cancel last minute must notify event coordinators and will not be issued a refund.

Tent Display: “Advertising and Creating your Outdoor Storefront”

We strongly suggest that each vendor make the effort to create an attractive booth display that will entice customers to stop and visit them or one that will make customers remember them!

We recommend purchasing your banners online through TurboPrintShop.com, [Vista Print](http://VistaPrint.com), AllstateBanners.co

All vendors are required to have a front banner and a back banner for their tent space. We require this because we view the tent space as the vendor’s “outdoor storefront”. We feel that the vendor will get the most exposure for their tent if they have signage on the front of the tent and on the back. We suggest that vendors purchase a 1x9 banner for the front of the tent (or something similar) and a 2x6 banner for the back of the tent (or something similar). The main key is to have 2 points of signage for your booth, one in front and one in back!

All vendors are required to have signage, flyers and/or business cards available for customers at their booth. *Business card or Flyer holders are highly recommended for this.

All tables in the tent display must be covered with tablecloths. The tablecloths must be long enough to cover all four legs of each table inside the tent space. Fitted tablecloths can be found online for purchase under \$15.00! Click here to be directed to one of our favorite sites!

<http://www.tableclothsfactory.com/Fitted-Polyester-Spandex-Tablecloths-s/181.htm>

Create height for your table display! Covered boxes, wooden shelves or wire racks are just a few ways to help create height and dimension to your booth space.

Tables that are higher (standing above a customer’s waist line) help to create more sales at vendor booths. This option can be done by purchasing tables that raise up or by buying bed risers to put under each table leg. This option helps the customer to see things more at eye level than when they have to bend over to look at the items on the table.

Display Pictures, Biography and Information about who you are in the community! Tell your story at the market! How did you become a vendor and why? Is your sauce from Grandma Ida’s Kitchen? Do you have pictures of her that you can display? *Keep in mind, customers are coming to the market to purchase products that they can’t buy anywhere else. By telling them your story they will get to know you on a personal level!

JUNETEENTH



Above are examples of the following:

Front Banner, Back Banner (both properly hung), Product Signage, Tablecloths that cover table legs, Professional Grade Tent Weights, a Booth Rug, Covers for Chairs, Tables that are raised to bring the product to eye level, a Side Sign to catch passing traffic, Shelving for products.

POWER NEEDS

ONLY vendors who paid in advance will be provided with electricity. These spaces will have power outlets behind them. If you can not locate your power outlet call the program coordinator to show you. PLEASE NOTE: If your space requires electricity you are responsible for bringing your own extension cords, power strips and lights. LED lights are **STRONGLY** preferred as they use less power for our generators and are better for the environment.

JUNETEENTH

Electricity

It's our intention to have electricity available and we book a generator. That being said, we don't own this equipment, we are limited as to what we can do in unique situations such as power failures from the rented equipment. We stress that if electricity is absolutely required for you to prepare your product that you look into the purchase of your own quiet generator or work to supply back-up power to support your business in situations such as these. Heating alternatives such as Gas and Sterno vs. Electricity are also important to consider. as well. While we work hard to always make sure a generator is on site for each event we can see that issues can arise that are completely out of our control.

***Electricity is not available at all events, however where and when we can provide electricity and when a Generator is present an additional fee of \$10.00 is charged to each vendor who requires it.**

Electrical Guidelines:

- All electrical cords need to be intact, free of defects and should never be personally repaired (for instance, wrapped electrical tape on an opening in the cord casing).
- Any and all extension cords and power strips need to be able to accommodate the amount of watts/amps of the device(s) a vendor is being connected to. *If they are hot to the touch, that's a big warning sign, you aren't using the right cord!
- Generators will be allowed to operate during the event only if permitted to do so by the Fire Marshall.
- **If in use, power cords must be covered / taped and conform to the local Fire Department regulations. Any vendor who needs electricity must have rugs or cord covers to cover their cords as well as duct tape on hand to secure the rug in place.**
- **In Florida, we often work in damp conditions. OSHA states that in damp conditions a GFCI (Ground Fault Circuit Interrupter) should be used. Below are examples of different options that can be used**

LOAD OUT

Vendors are to stay open for the entire duration of the event from 3:00pm – 9:00pm. At 9:00pm vendors may start packing up. After ALL GUESTS have exited the field can vendors bring vehicles back to the load in/ out areas.

JUNETEENTH

Setup and breakdown periods are when tents consistently prove to be most vulnerable to the wind. You must be sure to completely secure your tent as soon as you set it up, and take down your tent as soon as you remove your weights at the end of the day. **DO NOT** let yourself be interrupted by **ANYTHING** in the middle of this process, as a **half-secured tent is as dangerous, if not more dangerous, than an unsecured tent.**



SALES

**There are many factors that may affect sales for any given event - economy, weather, other scheduled events in the region and a vendor's sales approach may impact sales - any vendor may have a slow day at a market or event -it's to be expected!

JUNETEENTH

COVID-19 PLAN & SAFETY PROTOCOL

“Let’s Come Together Safely!”

The health and safety of all attendees is our highest priority. COVID -19 Plan & Safety Procedures will be enforced.

R.O.C. The Block is going above and beyond CDC and local requirements to create a productive, fun, and safe environment for our festivals & future events. Safety measures will be enforced and include mandatory mask-wearing by everyone, safety protocols for all vendors, attendees, staff, volunteers. We will create a site layout to accommodate more distancing. There also will be hand sanitizing stations throughout indoor & outdoor venues. Below are the steps being taken before and during the event:



- **SANITATION**
12 Sanitation Stations + Hand Washing Stations will be available.

JUNETEENTH

Bathrooms will be cleaned frequently (at least every 2 hours).

- **Face Coverings**
Everyone in attendance will be required to wear a face covering while in attendance of festivals both indoor & outdoor venues.
- **Frequent Cleansing**
The venue and restrooms will be cleaned, sanitized, and disinfected regularly, with frequent cleaning of high-traffic areas and surfaces throughout the day. Hand sanitizer will be available throughout the venue.
- **Health Screening**
All staff, exhibitor, partners, and attendees must pass a temperature check upon entry into the venue. Any person refusing to undergo a temperature screen or answer the screening questions will be denied entry to the venue.
- **Social Distancing**
Please allow for a minimum of 6 ft. of distance between yourself and others not in your party throughout the event and in queues(lines) for restrooms, ticketing, concessions, etc.
- **If you are sick or at risk, please stay home**
Please be patient as event organizers manage a medical entry screening designed to keep you safe while getting you into the event as quickly as possible. Get well and we will see you at an upcoming festival.
- **Mobile Ticketing**
Tickets are available online. Have digital or printed tickets ready to scan when you arrive. At the door ticket purchase can only be paid via Credit Card or CashApp. NO CASH.
- **Touchless Transactions**
Touchless transactions will be encouraged whenever possible.
- **Capacity**
We have limited the amount of business vendors. We will modify floorplans and attendee's capacity. Upon entry a safe team member will maintain a head count to control the flow.

Public access doors will be designated as either entrance or exit only, to limit cross pedestrian traffic and personal contact.

JUNETEENTH

➤ **Announcements**

Will be made frequently from the stage to remind all participants to wear their masks, utilize the sanitation & wash stations.

RESTRICTIONS

- **NO** Guns or other weapons allowed
- **NO** Outside Food or Beverages permitted

As protocols change, we will update.

JUNETEENTH

Rules & Policies

R.O.C. The Block reserves the right to change the venue or date if we find a better option to accommodate our growing audience. If this is done, The R.O.C. The Block management must make all sponsors and Exhibitors aware of the change no later than June 1, 2023.

Vendors are subject to the approval of the coordinator and shall not show/vend any goods or services other than those described herein at and during the event without the organizer's written consent. Vendors reserve the right to refuse the exhibition before or during the event of unapproved goods and/or services.

Placement of Vendor space will be determined on a first come first serve basis. Each Vendor will be notified of their assigned booth/location prior to the festival.

All payments received for use of vendor space are non-refundable and non-transferable

All deliveries must be pre-approved by the coordinator. Please email ROCTheBlockFestivals!@gmail.com for approval and instructions.

Vendors agree to market their presence as Vendors at the festival via the current means of business promotion, including the Internet (e.g., Facebook, Twitter, Instagram, company website) and print.

Vendors are responsible for acquiring event insurance and hereby agrees to indemnify and hold harmless R.O.C. The Block, any team members, the venues, and any affiliates against and from any loss or damages.

Vendors can check-in and start setting up 2 hours before the event. Need extra time email? Email us for availability.

We asked that Vendors are done setting up 30 mins before the start of the event.

All Vendors are responsible for the décor, banners & decoration of your Vendor spot. Be creative with your Vendor spot!

Vendors must provide their own staff to assist in setting up/dismantling vending areas.

JUNETEENTH

Vendors shall ensure all tables/booths/showcases are staffed at all times throughout the duration of The R.O.C. The Block Festival.

No loud music, noise, or sound amplification devices shall be used by Vendors staff, or guests without written permission from the R.O.C. The Block coordinator.

Vendors grant full permission, perpetual and worldwide, to the organizers to use all names photographs, video, audio, or quotation in accounts or promotions in any medium.

Food and drinks are not permitted to bring into the venue. The venue has concession stands for the purchase of food and drinks. (in the case of an outdoor venue, this may change; please confirm with R.O.C. The Block Coordinator).

All furniture must be approved by the R.O.C. The Block coordinator.

No sharing! Only one business per booth, SHARING Vendor BOOTHS IS NOT PERMITTED.

Vendors must break down their own boxes and put all trash in the dumpster/trash receptacle.

Vendors shall have access to the location for 2 hours after the conclusion of the event to dismantle and remove all items brought to the location.

Vendors shall leave the location clean of trash and restore the location back to the pre-occupancy condition.

Failure to Vend

At the event that the vendor fails to vend in the space allocated to him/her on opening day, R.O.C. The Block may make such use of said space, as it sees fit, without any liability whatsoever to the vendor who shall remain liable for the payment of the total booth price due under contract & without refund, whether space is resold or not.”

Use of Audio Equipment/Video Monitors:

The use of loudspeaker, amplifiers, and/or loud music which interferes with another exhibitor shall Not Be Permitted. Management reserves the right to require sound systems to be turned down or shut off and monitors removed. No loudspeakers, music videos, or music of any kind will be allowed in one booth space. Small, low powered sound systems and video monitors are permitted.

Postponed events or rescheduled events policy:

R.O.C. The Block reserves the right to postpone events or rescheduled events at any time prior to the date of the event. In the event, one of the events is postponed or

JUNETEENTH

rescheduled all payment paid will be applied to the new event date. Payments received are remained non-refundable and not transferable if the event is postponed or rescheduled. All booths, advertisements, and sponsorship purchases including deposits/balances are final, non-transferable, and non-refundable.

Our Weather Policy:

All events we operate are held on the date scheduled – RAIN OR SHINE! Unless the venue cancels the event. As a Vendor you are responsible for keeping track of the weather reports and for reading your emails/text messages.

Regardless of rain or not, the market events are scheduled to take place and the vendor fees collected are final with no refunds or credits. Please keep in mind that we allow operations in the rain due to the fact that we collect the vendor fees and we must allow the vendors the opportunity to sell products. TBM also pays rents to the properties in which the market takes place and therefore needs to abide by the contract in place, pay the rent and operate rain or shine.

*The only time a credit of any kind is ever issued on behalf of TBM is for an inclement weather event where the market is closed 1-2 days in advance where the market does not open whatsoever due to hazardous conditions such as flooding, tropical storms and/or a hurricane. These conditions are not conducive for a market to set up and is considered a liability to the market location, the vendors and TBM as a whole. If a credit in this case is offered it will be a credit for half of the vendor fee paid or due by the vendor.

In the case of rain or bad weather we ask our vendors to please follow these steps
Prepare your booth set up and pack accordingly - Make sure to pack (4) 25lb weights on hand for your tent display. You may want to add on more weight to hold your tent down because this is the minimal requirement. Plan on setting up your booth with your tent walls if you have them and bring plastic covers to protect your products

Vendor Liability Insurance

R.O.C. The Block requires **ALL** participating vendors to carry liability insurance.

The link below will provide additional details for obtaining the required level of coverage needed to participate.

Sales Tax & Business Licensing

Proper sales tax collection for products sold is the responsibility of the participating vendor. Proper city, county, or state licensing required to run a business and participate in events is the sole responsibility of the participating vendor.