



2017 MarketPlace Participation Guidelines

UCCE Master Gardener programs are invited to participate in the MarketPlace. Space is *very* limited. To reserve a space please complete and submit the 2017 MarketPlace Application Survey by **Mon. May 15**.

MarketPlace Application link

ucanr.edu/sites/2017MGConference/Activities/MarketPlace/Marketplace_Application/

Site logistics

- Space includes one 6' x 3' draped table.
- Plan on all sales items to be confined to the 6' table space. Use of display racks and/or shelves is dependent on space availability. Items cannot be secured to the walls or ceiling.
- The Hyatt Regency accepts shipments prior to the conference. Each individual county is responsible for making their own arrangements and covering pre-paid shipping costs.
- Detailed unloading information will be sent prior to the event.
- Storage is available under and behind your table. All merchandise boxes must be clearly marked with county name and contents.
- The MarketPlace is located in a lockable room. However, each county is responsible for securing their own items each evening.
- The statewide UC Master Gardener Program and/or Sacramento is not responsible for any damaged, lost or stolen items.

Table setup

- Each county is responsible for setting up display table by Wednesday, August 23 at 10 a.m.
- MarketPlace volunteers will assist with re-stocking, however counties are responsible for monitoring merchandise.
- Additional details regarding merchandise setup will be provided in subsequent instructions.

Merchandise

- Arrangements are currently being finalized for a private shipping vendor (e.g. UPS) to be on site during the conference.
- Detailed merchandise labeling instructions, and standardized pricing labels for the cash register will be provided in early June.





- Food items – all food items require pre-conference approval. Certification from the California Department of Public Health Food and Drug Branch may be necessary. Contact Judy McClure for approval details.
- Plants – at this time, plant sales are not authorized. Updates will be posted as available.
- Official UC Master Gardener logo – UC ANR and UC Master Gardener branding guidelines are to be followed.
 - Prior to printing, any items with logos should be sent to Melissa Womack for review. mgwomack@ucanr.edu
 - Download logo: ucanr.edu/sites/Toolkit/Program_Art/Master_Gardener/
 - Quick Style and Reference Guide, ucanr.edu/sites/2017MGConference/files/256518.pdf
- County- specific items (i.e.: calendars) have not sold well in the past.
- Both horticulture and non-horticulture related items can be sold.
- Previously popular items, include:
 - Items priced \$10 or less
 - Jewelry and clothing (hats, aprons, vests, etc.)
 - Mugs, greeting and note cards
 - Gardening tools (gloves, trowels, etc.)

Financial

- Sales tax will be added to pricing at time of purchase.
- A 4% processing fee will be added to credit card transactions.
- Distribution of funds – Funds raised by each county will be returned to them less minimal operating costs. (≤\$15 per county).

Sales hours

- MarketPlace is closed during conference breakout sessions and speaker presentations. MarketPlace is open various hours Weds. – Fri. The complete schedule is currently being finalized.

Promotional opportunities

- Counties are encouraged to submit photos of potential sales items for posting on the conference website and/or blog page.

Volunteers

- Each county will have an on-site contact during the conference reachable by cell phone or text.





- Each county selling merchandise must provide volunteer(s) to staff the store.
- Sign up on the conference website volunteer page
- Volunteer opportunities include:
 - Trained cashiers
 - Wrappers
 - Daily morning set-up and evening clean-up
 - Re-stockers
- Please note: each county is not required to have a volunteer present at their sales table during MarketPlace shopping hours.

For additional MarketPlace information or to submit images of your items, please contact Judy McClure.

Questions? Contact:

Judy McClure

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