

2023 UC Master Gardener Conference MarketPlace Participation Guidelines

UC Master Gardener programs are invited to participate in the 2023 UC Master Gardener Conference MarketPlace. Space is *very* limited. To reserve a space please complete and submit the 2023 MarketPlace Application by **Thursday, August 31, 2023**.

MarketPlace Application link:

<https://surveys.ucanr.edu/survey.cfm?surveynumber=41107>

NOTE: One application per county, limit to one full table, do not fill out the survey multiple times to get multiple tables. If there is unclaimed space after August 31st MarketPlace participants will be given the opportunity to reserve more space.

Site Logistics

- Space includes one or one-half 6' x 2' draped table.
 - Plan for all sales items to be confined to your assigned space. The use of display racks and/or shelves is dependent on space availability. Items cannot be secured to the walls or ceiling.
 - Storage is available under and behind your table. All merchandise boxes must be clearly marked with the county name and contents.
- The Granlibakken accepts shipments prior to the conference. Each individual county is responsible for making its own arrangements and covering pre-paid shipping costs. Granlibakken does not assess any fees to accept or hold shipments.
 - **Shipping Addresses**
US Postal Service: PO Box 6329, Tahoe City, CA 96145
Fedex or UPS: 725 Granlibakken Road, Tahoe City, CA 96145
 - **Address Label**
Granlibakken Tahoe
c/o Master Gardeners Conference
[Name of Person Picking up Packages Onsite]
Address from above
Tahoe City, CA 96145
- The MarketPlace is located in a lockable room. However, each county is responsible for securing its own items each evening.
- The statewide UC Master Gardener Program, UC Agriculture and Natural Resources, and/or the Granlibakken are not responsible for any damaged, lost, or stolen items.



Table setup

- Each participating county is responsible for setting up a display table.
 - **Set up Times:**
 - Monday, Oct. 2, 5-8 PM on Monday
 - Tuesday, October 3, 7:30-9:30 AM
- MarketPlace volunteers will assist with re-stocking, however, counties are responsible for monitoring merchandise.

Merchandise

- Detailed merchandise labeling instructions and standardized pricing labels for the cash register will be provided.
- County-specific items (i.e.: calendars) have not sold well in the past.
- Both horticulture and non-horticulture-related items can be sold.
- Food and plants are prohibited from being sold in the MarketPlace.
- 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.)
 - Birdhouses and yard art
- Use of official UC Master Gardener logo – UC ANR and UC Master Gardener branding guidelines are to be followed.
 - Prior to printing, any items with logos proofs should be sent to Melissa Womack, Assistant Director Impact & Communications for review, at mgwomack@ucanr.edu
 - Download Logo:
ucanr.edu/sites/communicationstoolkit/Branding/Logo_Downloads/UC_Master_Gardener/
 - Visual Style Guide:
ucanr.edu/sites/communicationstoolkit/Branding/Visual_Style_Guide/

Financial

- UC Master Gardener statewide office has paid for the space and there is **no** daily fee to sell.
- Local sales tax of 7.25% will be added to pricing at the 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 Tues. – 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. Email: mgevents@ucanr.edu

Volunteering at the Marketplace

- Each county will designate 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.
 - Volunteer opportunities include:
 - Greeters
 - Wrappers
 - Daily morning set-up and evening clean-up
 - Re-stockers
 - Note: each county is not required to have a volunteer present at their sales table during MarketPlace shopping hours.

Questions? Contact:

Email mgevents@ucanr.edu



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

■ UC Master Gardener Program