

JUMP TO SECTION:

AT-MARKET OPERATIONS, MATERIALS, & RESPONSIBILITIES	1
BOOTH ASSIGNMENTS	1
BOOTH DIMENSIONS	2
MARKET AMENITIES	2
SETUP & BREAKDOWN DETAILS	3
PRODUCTS AT MARKET	4
BOOTH MATERIALS AND OPERATIONS	7
SOLICITATION	12

At-Market Operations, Materials, & Responsibilities

Booth Assignments

Booth assignments will be **preliminarily assigned** for all approved dates in Manage My Market at least 2 (two) weeks prior to a Vendor's first scheduled Market date. Vendors who are accepted mid-season may receive booth assignments closer to their first scheduled Market date.

Vendors are welcome to include booth preferences such as a specific booth location, on-site vehicle parking, electricity, double booth space, or preferred neighbors in their application or by email during the season. While we do our best to accommodate these requests, they are not guaranteed. If a specific amenity is essential to your business operations (e.g., electricity for refrigeration or a vehicle space for serving), please clearly note this in your application or by email. We will make every effort to accommodate operational necessities with advance notice, but the amenity is still not guaranteed.

Booth assignments are subject to change at any time, including on Market day. Payment of booth fees secures a space at the Market but does not reserve a specific booth location. Vendors are responsible for confirming their assigned booth space upon arrival to avoid having to relocate.

***** Important note:** Acceptance to the Market does not guarantee that all requested accommodations were met. If any of your requests are essential to your participation, please contact us **as soon as possible** to confirm. ***

Booth Dimensions

- A single booth is 10 feet wide x 10 feet deep. A Vendor's tents, tables, weights, signage, and products all must fit within the 10' x 10' space.
- Vehicle spaces are approximately 10' x 20'. Oversized vehicles may not be able to be accommodated and may be required to park off-site OR purchase an additional booth/vehicle space, depending on availability. Vehicle spaces are **not** available at every booth and must be requested during the application process.
 - **Vehicle spaces are for Agriculture Vendors only** at the Wednesday & Saturday Market Square Farmers Market.
 - Vehicle spaces are assigned based on demonstrated need and seniority.

**** Important note: hardscaping elements such as benches, tables, fencing, bike racks, parking meters, etc., may partly or completely overlap with your booth space but may not be represented on our stylized maps. ****

Market Amenities

ELECTRICITY

Access to electricity is **not** available at every booth. If you require electricity, **indicate this in your application** along with why you need access to electricity. Nourish Knoxville will not be able to accommodate all requests for electricity. Those granted access to electricity may be placed up to 75' away from the nearest receptacle and will need to supply their own extension cord(s). The extension cords may not be stretched across Market aisles or sidewalks and must be kept in an orderly manner.

WASTE/TRASH DISPOSAL

Bins for trash will be available at all Markets. **No wastewater, grease, or any other items should be poured into storm drains. Grease and other cooking liquids must be packed out by the Vendor.** If a Vendor leaves behind an excessive amount of waste during the Market or is found dumping cooking liquids onsite, that Vendor may be subject to an infraction (Please see the [Infraction Policy](#) section of this Vendor Handbook for more details) and have their waste disposal privileges at Market revoked.

BATHROOMS & HANDWASHING FACILITIES

Market Square – Temperature-controlled public restrooms and handwashing facilities are located on the ground level of the Market Square Garage, accessible from Wall Avenue. Additionally, two portable restroom units will be available at the south end of Krutch Park, facing the East Tennessee History Center (Saturdays only).

New Harvest – Temperature-controlled public restrooms and handwashing facilities are located on the exterior of the New Harvest Park Community Building (facing the splash pad/playground).

NOURISH KIDS

Nourish Kids is a **FREE**, low-barrier produce incentive program geared towards children ages 2 - 12. In addition to a free activity, all participants will receive \$5 in Produce Bucks to spend on fresh fruits and vegetables at Market, and a produce sample.

- **Market Square Farmers Market** – There will be a Nourish Kids activity the 2nd Saturday of each month, May – March.
- **New Harvest Farmers Market** – There will be a Nourish Kids activity the 3rd Thursday of each month, May – September.

NOURISH MOVES

Nourish Moves is a **FREE**, low-barrier produce incentive walking program for ages 2+, encouraging folks to visit the Farmers Market. All participants will check out a pedometer, explore the Farmers Market and surrounding area, then return the pedometer. Each participant receives \$3 in Produce Bucks to spend on fresh fruits and vegetables at Market.

- **Market Square Farmers Market** – Nourish Moves operates from the Information Booth every Wednesday, May – October.
- **New Harvest Farmers Market** – Nourish Moves operates from the Moves Booth every Thursday, April – September.

GLEANNING

Occasionally, at the close of the Market Square Farmers Market, volunteers with the Society of St. Andrew (or similar organizations) visit our Vendors and pick up donations from our farmers and food producers. These “extras” are then donated to local agencies providing food to the hungry. The Society of St. Andrew will provide each participating Vendor with a detailed account of their donations and a donation statement to use as a deduction on their taxes. Gleaning dates will be communicated to Vendors via Nourish Knoxville. Donating is up to the discretion of the Vendor, and not required by Nourish Knoxville.

Setup & Breakdown Details

SETUP & BREAKDOWN INSTRUCTIONS

Detailed setup and breakdown instructions will be available soon via the following links below:

- [Market Square Farmers Market Vendor Setup Instructions \(Wednesdays\)](#)
- [Market Square Farmers Market Vendor Setup Instructions \(Saturdays, May - October\)](#)
- [New Harvest Farmers Market Vendor Setup Instructions \(Thursdays\)](#)
- [Market Square Farmers Market \(Winter Hours\) Vendor Setup Instructions \(Saturdays, November – March\)](#)

VEHICLES ON-SITE

Having vehicles on-site - whether parked or while loading and unloading - is a privilege, not a right. This privilege may be revoked, requiring Vendors to hand-carry/cart their materials into Market from outside the footprint or dismissal from Market entirely.

Vendors are obligated to clear the Market footprint of all vehicles - except those parked on-site with prior permission - **as soon as set up and breakdown is complete**, as detailed in the specific instructions above. Vendors who violate this rule may be subject to an [infraction](#).

Vendors should not leave vehicles within the Market footprint after finishing unloading and/or loading, even if they complete unloading and/or loading before the setup and/or breakdown period ends. **Vehicles must** promptly exit the area **once loading/unloading is complete**.

DISABLED/ABANDONED VEHICLES

Vendors are obligated to clear the Market of all products, equipment, and vehicles by the conclusion of the breakdown period (90 minutes after the close of Market). In the event of a Vendor's vehicle becoming disabled within the Market, the Vendor assumes full responsibility for promptly relocating the vehicle off-site, either manually or by use of a towing service, with the Vendor bearing all associated costs. If a Vendor either refuses to remove their vehicle, abandons it, or is unreachable by the end of the breakdown period, the Knoxville Police Department will issue a citation to the owner and have the vehicle impounded at the owner's expense.

Products at Market

PRODUCT STORAGE & PACKAGING

Containers of produce and other foods should not be placed directly on the ground. All containers containing food for sale should be at least 6 inches off the ground. This includes baskets and coolers holding food.

Nourish Knoxville strives to be as environmentally responsible as possible and therefore does **not** allow the use of single-use polystyrene retail packaging, **including polystyrene egg cartons**. Nourish Knoxville strongly recommends using recyclable or compostable* materials for all packaging.

*Note: Many products marketed as "compostable" cannot be processed in small-scale compost systems - or in the City's composting program hosted at the Market. Instead, they require specialized facilities (which are not available locally in Knox County) or may simply break down into microplastics. Please carefully consider the end-use of your packaging materials and be cautious of misleading marketing claims.

PRODUCT MAINTENANCE & ADDITIONS

Once approved, the Vendor must keep their product list in Manage My Market up to date, as only products approved through Manage My Market are allowed to be sold at Market.

***** Important note:** *just because a Vendor has listed a product in Manage My Market doesn't mean that product has been approved for sale. Look through your account to **make sure the product is approved before bringing it to Market.** If you have any questions about the status of a product, please email markets@nourishknoxville.org. ****

Mid-season product additions will be considered but must be added to the Vendor's Manage My Market account with all necessary photos, descriptions, and permitting. Once the products have been uploaded to your MMM account, the Vendor must then email the Markets Staff (markets@nourishknoxville.org), notifying Nourish Knoxville of their request to add new products. Please allow at least 2 (two) weeks for the Markets Staff to process the request.

Any Vendor found selling products not approved by Nourish Knoxville will be asked to remove the product from their booth and will be subject to an infraction. Please see the [Infraction Policy](#) section of this Vendor Handbook for more details.

PRODUCT SIGNAGE, PRICING, & SALES

Pricing of goods sold is the sole responsibility of the Vendor. Dishonest merchandising or collusion to set prices among Vendors is grounds for dismissal from Market. Vendors are discouraged from selling products at below-cost pricing, thus undercutting potential sales for other Vendors and devaluing the product.

All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Vendors are solely responsible for the collection and filing of any applicable taxes and payment to the appropriate authority.

Vendors are required to display a sign notifying customers if credit card processing fees are added to the final price of their products and/or if a cash discount is offered for paying without a credit card.

All signage and packaging must be truthful and accurate - no false or illegal claims are allowed.

Vendors are **not** permitted to use the following techniques: hawking, calling attention to products in a loud, repetitive public manner, or selling products in an aggressive way. All sales activities are restricted to within the Vendor's assigned booth space. Vendors may not wander through the Market with free samples, coupons, or any other sort of advertisement for their business.

Market Staff has the right to ask for signage and/or displays to be rearranged if they are blocking another Vendor visually or obstructing customer traffic flow.

PREORDERS/CSA SHARES

Preorders are sales of a Vendor's own products made prior to Market, including CSA (Community Supported Agriculture) shares. If a Vendor's booth is to serve as a pick-up location for preorders/CSA shares:

- All products must be exclusively grown/raised/collected/foraged/caught/harvested/produced by the Nourish Knoxville Vendor distributing these orders/shares.
- Vendors must list CSA share pick-up on the Vendor profile in MMM or notify Nourish Knoxville via email prior to their first Market date.

All preorder/CSA products are subject to the same rules, regulations, and standards outlined in this Vendor Handbook.

AGGREGATION

Aggregation is the resale of products not grown/raised/collected/foraged/caught/harvested/produced by the Vendor. Vendors wishing to aggregate products must receive prior approval from Nourish Knoxville Markets Staff.

Aggregation is accepted only in rare circumstances, and all aggregated products must come from a current Nourish Knoxville-approved Vendor, whether that Vendor sells at the Market.

All participating Vendors, including those supplying aggregated products, are subject to the same rules, regulations, and standards outlined in this Vendor Handbook.

COLLABORATIVE PRODUCTS

Vendors wishing to offer products created in collaboration with other makers/artisans are encouraged to reach out to markets@nourishknoxville.org before pursuing the collaborative project. All parties involved in a collaborative product line must be approved Market Vendors, and collaborations that bridge multiple Vendor categories (e.g. Agriculture + Prepared Food) may bump the hosting Vendor's booth fee rate into the higher booth fee rate of the two categories.

PROMOTIONAL PRODUCTS & MATERIALS

Vendors have the option of giving away or selling up to 2 (two) branded items intended to promote their business such as stickers, hats, pins, shirts, bandanas, etc. These items:

- May be produced by a third party
- Must promote the **specific** business approved to vend at Market
- Cannot take up more than 5% of the Vendor's Market booth offerings

The Vendor must add all promotional items to their Manage My Market, then notify Markets Staff via email of their addition. If the items have not been processed (approved/declined) after 2 (two) weeks, please send our Markets Staff an email at markets@nourishknoxville.org.

Signage, pamphlets, or other materials that do not relate to the Vendor's at-Market business or that could reasonably be expected to disrupt a safe, welcoming, and family-friendly environment are not permitted. This includes, but is not limited to, unrelated commercial businesses, political or religious messaging, or materials that could reasonably be considered offensive or divisive. Materials promoting activities outside the Market that are directly related to the Vendor's business may be allowed with prior written approval from Nourish Knoxville.

SAMPLING/ GIVEAWAY PRODUCTS

All sampling and product demonstrations require prior approval from Nourish Knoxville's Markets Staff (markets@nourishknoxville.org). Please submit detailed requests through the [Vendor Sampling Approval Form](#), including the specific product, sampling method, and/or distribution process, and any additional needs. Approvals are valid from approval date through March 30 each year and must be renewed annually.

Vendors may only give away approved samples of their own products. Giveaways of commercially manufactured products like candy, purchased bottled or canned beverages, etc., are prohibited.

Nourish Knoxville reserves the right to revoke sampling or demonstration privileges at any time if safety, compliance, or policy concerns arise.

PRODUCT RAFFLES

Under Tennessee law, most forms of gambling are prohibited, including raffles. For detailed information and guidance, Vendors and organizations should consult the Tennessee Secretary of State's Division of Charitable Solicitations and Gaming, which provides resources and contact information for assistance.

As such, **Vendors are not permitted to sell raffle tickets or conduct games of chance at the Market.**

Booth Materials and Operations

The Vendor must provide **all** necessary equipment and displays. Nourish Knoxville will **not** provide extension cords, signs, chairs, tables, tablecloths, scales, display containers, tents, weights, etc. **A Vendor's booth equipment and/or products cannot block another Vendor, impede Market traffic flow, or extend beyond their allotted booth space.**

TENTS AND WEIGHTS

Tents are strongly encouraged but not required. For your safety and for the safety of those around you, Nourish Knoxville does **not allow the use of umbrellas or improvised structures/canopies** at Market; only 4-legged tents in good condition that fit within the Vendor's assigned space will be permitted.

All tents should be securely anchored at every Market day from the moment the tent is erected until the moment immediately before the tent is taken down, **no exceptions**.

At least 25 lbs. of weight per tent leg is required, for a total of 100 lbs. per tent. All weights should be securely attached to the tent frame.

Any Vendor whose tent is found to lack sufficient weights or fasteners, as determined by Nourish Knoxville Markets Staff, will be required to take down their tent immediately, regardless of weather conditions, and will receive an infraction. Please refer to the [Infraction Policy](#) section of this Vendor Handbook for more details. If a Vendor must leave Market early due to tent removal for insufficient weights, their booth fee will not be refunded.

- If a Vendor secures their tent to their vehicle, it must be done in a way that does not obstruct pedestrian or vehicular traffic. Additionally, the Vendor must meet the standard weight requirements on the opposite side of the tent (for example, both rear legs tied securely to the vehicle, **plus** at least 50 lbs. of weight on the front legs).
- **No tie-downs shall be attached to public infrastructure/property within the Market site;** this includes benches, planters, fencing, street signs, plantings, etc.
- Coolers, baskets, and other containers holding products for sale throughout the day **do not** count toward the required tent weight, since their contents - and therefore their weight - will change during the Market.
- Tents and other equipment **cannot** be staked into the ground.
- Vendors whose tents lift off the ground will be asked to take down their tent, charged a \$100 fine, and will be subject to an infraction. Please see the [Infraction Policy](#) section of this Vendor Handbook for more details.
- Weights may be purpose-built tent weights, or homemade/improvised (concrete-filled PVC, cinderblocks, etc.), so long as they meet or exceed the 100 lb. threshold and can be securely fastened to the tent in a safe manner.
- **If winds are forecasted to exceed 12 mph**, Vendors have two options for booth setup:
 - Set up without a tent, or
 - Use double the weight required by our policy: 200 lbs. per 10'x10' canopy

***** Important note: if a Vendor has multiple tents, or a tent larger than 10'x10', the total weight attached must equal 100 lbs. per 100 square feet of coverage. For example: 200 lbs. are required for tents covering a 10'x20' space *****

Any awnings, banners, or other tent accessories that project into an aisle/walkway must be pre-approved by Markets Staff and be mounted above 7 ft high.

HEATER

Electric heaters/blankets are not allowed unless battery powered. Vendors are allowed to use propane/butane fuel heaters but must have a class B fire extinguisher on site. Liquid-fuel heaters (white gas, kerosene, etc.) are not allowed.

VENDOR IDENTIFICATION

Vendors are **required** to use signage to distinguish their business. At the very least, signage must list the name of the business and the city and state in which the business is located. **In compliance with the Food Safety Modernization Act, all Agriculture Vendors must prominently and conspicuously display the name and business address of the farm where the food was grown.**

Nourish Knoxville Staff and Volunteers have the right to ask for signage and/or displays to be rearranged if they are blocking another Vendor visually or obstructing customer traffic flow.

VENDOR EMPLOYEES & MINORS

Vendors bear responsibility for the conduct of all individuals serving as employees, agents, or collaborators on behalf of the Vendor. All such representatives are obligated to adhere to the Market's established rules and regulations, laid out in this Vendor Handbook.

Minors 14 and older are permitted to represent or work on behalf of a Vendor but should have adult supervision when appropriate. All Vendors are expected to abide by Tennessee child labor laws. Any minors present at Market in the care of a Vendor should be under the constant supervision of a responsible adult.

BOOTH MAINTENANCE

Each Vendor is responsible for maintaining their area in a clean and orderly manner throughout the day and cleaning the area before departing. This means picking up all debris from floral arrangements and greenery, shucked corn, craft demonstrations, paper, cigarettes, toothpicks, customer trash, vehicle fluids, etc. Having a small broom and dustpan is highly recommended. If you forget your broom, Nourish Knoxville may have one on hand for you to borrow. Failure to comply will result in any applicable fees to cover the cost of the cleanup and will result in an infraction. Please see the [Infraction Policy](#) section of this Vendor Handbook for more details. In the event of broken glass, ceramics, hazardous materials, or difficult-to-remove materials within/near your booth upon arrival, please notify Markets Staff.

SUBLETTING & SHARING BOOTHS

All booth spaces fall under the purview of Nourish Knoxville, and as such, Vendors are **not** permitted to sublet a booth space they are scheduled to occupy. Vendors may share a booth, provided **all** parties are approved Vendors (as a 1, combined Vendorship or 2, separate Vendorships; see examples below) and will be involved in the operation of the shared booth at Market at some point during the season. There are two ways Vendors can share booths:

- **Example 1, combined application:** Jamie's Jewelry and Polly's Pottery are marketing their products together as J&P Creations. Jamie and Polly should fill out a single application as J&P Creations, listing and describing both Vendors' products. Jamie and Polly's products would then be approved as a single unit, meaning: Nourish Knoxville may want Polly's Pottery to participate, but feel as though Jamie's Jewelry does not meet our quality standards. But since they applied as a single unit, they would then get denied as a single unit. If J&P Creations were accepted, they would pay 1 (one) application fee and 1 (one) booth fee per market date.
- **Example 2, separate applications:** Polly's Pottery would like to sell at the Market weekly. Polly's friend Jamie has a jewelry business and would like to share a booth with Polly, when Jamie is available. Polly and Jamie would fill out separate applications and would **each** need to specify in their application that they would like to share a booth. Jamie and Polly would be approved/denied separately, meaning Polly may be approved, but Jamie may be put on the waiting list or denied and wouldn't be eligible to sell her products with Polly. If both Vendors were to be accepted, they would **each** pay an application fee but share the 1 (one) booth fee per market date.

Vendors sharing a booth must ensure that all products are clearly labeled to indicate which Vendor is responsible for each item. This helps customers easily identify who they are purchasing from and ensures transparency in sales.

Nourish Knoxville reserves the right to limit the number of Vendors sharing a single booth to ensure compliance with space, safety, and operational requirements.

**** Important note: If a Nourish Knoxville-approved Vendor sells their business, their stall space does not transfer to the new business owner. The new owner must submit a new application for approval. Nourish Knoxville cannot guarantee acceptance or the same/similar booth placement if accepted. ****

PETS & SERVICE ANIMALS

No pets or live animals, other than service animals, may be in a Vendor's booth at any Nourish Knoxville Market. Animals providing emotional support, well-being, or companionship are not recognized as service animals.

DESIGNATED OUTDOOR REFRESHMENT AREA (DORA)

The City of Knoxville has established a Designated Outdoor Refreshment Area (DORA) within portions of Market Square starting in July 2026. The DORA allows visitors to purchase alcoholic beverages from participating establishments and consume them within the designated DORA boundaries **daily from 10:00 a.m. to 10:00 p.m.** Please note that the DORA **does not** encompass the entire Market Square Farmers Market footprint. Vendors should not assume that alcoholic beverages are permitted throughout the market and are expected to comply with all City of Knoxville DORA regulations as well as all Nourish Knoxville market policies.

For more information about the City of Knoxville's DORA, including participating businesses, operating rules, hours, and boundary maps, please visit the [City of Knoxville DORA webpage](#)

Alcohol & Vendor Conduct

- Vendors, their employees, and representatives are **not permitted to consume alcoholic beverages while working the market**, including during setup, market hours, and breakdown.
- Alcoholic beverages may not be kept or consumed within a vendor booth or other vendor work area.
- Vendors are expected to conduct themselves in a professional and respectful manner at all times while representing their business and the Nourish Knoxville operated Farmers' Markets.
- Any vendor, employee, or representative found consuming alcohol while working the market or exhibiting disruptive, unsafe, or inappropriate behavior may be required to leave the market immediately at the discretion of market staff.
- Depending on the severity or frequency of the violation, disciplinary action may include a verbal warning, written warning, suspension, or termination of market participation.

CIGARETTES & VAPING/E-CIGARETTE POLICY

Smoking and vaping are prohibited in and around Vendor booths and throughout the Market footprint during Market hours, including setup and breakdown. Markets Staff reserve the right to ask any Vendor who smokes or vapes to relocate if their activity interferes with other Vendors' or customers' Market experience.

MUSIC & NOISE

To help maintain a welcoming and enjoyable atmosphere for all, vendors, their employees, and representatives may not play music through cell phones, Bluetooth speakers, radios, or other personal audio devices during market hours. Music played from a vendor booth can interfere with neighboring vendors' interactions with customers and create an unnecessary disturbance within the market. Vendors who wish to listen to music while working are encouraged to use a single earbud or other personal listening device that does not disturb neighboring booths or interfere with their ability to safely interact with customers and market staff. Market staff reserve the right to require that any audio device be turned off if it is determined to be disruptive to neighboring vendors, customers, performers, or market operations. Please see the [Infraction Policy](#) section of this Vendor Handbook for more details.

VENDOR RESPONSIBILITY & LIABILITY

The Vendor is solely responsible for any injury to persons or property caused by any/all of the Vendor's booth equipment and/or signage; promotional products and/or materials; products & product samples; employees, agents, and/or other persons working for, or with, the Vendor; children brought to the Market by Vendors and/or their employees, agents, and/or other

persons working for, or with, the Vendor; service animal(s); etc.

Crisis Management and Safety at Market

IMMEDIATE EMERGENCIES

In the case of a **medical or other life-threatening emergency**, call **911 first**, then notify any Markets Staff.

NON-EMERGENCY INCIDENTS

For **non-urgent safety concerns**, contact the Knoxville Police Department non-emergency line at **(865) 215-4010**, then notify Markets Staff.

EMERGENCY ACTION PLAN

Nourish Knoxville maintains a **emergency action plan for each Market**. These plans are available:

- In the **Documents** section of **Manage My Market**
- At the **Information Booth** during Market hours

Please review these plans before attending Market to ensure you are prepared and familiar with the procedures.

*Markets Staff can be found at the Information Booth or by calling: (865) 805-8687.
Please add this number to your contacts.*

Solicitation

To ensure a safe, welcoming, and distraction-free environment for our Vendors and customers, Nourish Knoxville maintains a strict no-solicitation policy within the Market footprint during Market hours, including setup and breakdown.

The following activities are not permitted without express written permission from Nourish Knoxville:

- Distributing flyers, pamphlets, or other materials
- Passing out free samples, candy, merchandise, or other items
- Promoting religious, political, or commercial messages (verbally or in writing)
- Collecting signatures or conducting surveys
- Using amplified sound (e.g., microphones, speakers, megaphones, or music)
- Displaying non-approved signs/signage

This policy applies **regardless of whether money is exchanged**, or the activity is described as “just spreading the word,” “sharing information,” or “giving something away for free.”

Aggressive or disruptive behavior, including panhandling, will not be tolerated and may result in removal from the Market area.

Nourish Knoxville reserves the right to control all activities that occur within the Market footprint during Market hours. Any unapproved solicitation or promotional activity will be considered a violation of this policy.

If you observe any violations of this policy, please notify a Nourish Knoxville Staff member or call us at **(865) 805-8687**.