



Up Events Vendor Standards Packet

Up Events brings Texas communities together through trade days, vendor markets, and family-friendly events. We support small businesses and celebrate local talent.

Shop Local · Support Small · Discover Big

Up Events exists to produce well-balanced, high-quality events that shoppers enjoy attending and return to year after year. Every decision made—from vendor selection to event layout—is guided by this responsibility.

Successful events are built on variety, professionalism, and a positive customer experience. Vendor standards exist to ensure fairness, consistency, and long-term sustainability for both vendors and the communities we serve.

These standards are not designed to restrict vendors—they are designed to elevate events. By participating in an Up Events show, vendors are expected to understand and align with the standards outlined in this packet.

Vendor Professional Standards

Product Quality

Vendors are expected to offer products that meet reasonable quality standards appropriate for public retail events. Products should be well-made, properly displayed, and accurately represented to customers.

Pricing Integrity

Vendors should price products fairly and consistently. Artificially inflated pricing, deceptive discounts, or practices that undermine customer trust are not aligned with the experience Up Events aims to provide.

Customer Service & Conduct

Professionalism is expected at all times. Vendors should treat customers and fellow vendors with respect, maintain a welcoming booth presence, and handle disputes or concerns calmly and professionally.

Booth Presentation

Vendors are responsible for maintaining a clean, organized, and visually appropriate booth throughout the event. Booths should remain staffed and operational during posted event hours.

Vendor Standards & Competition Policy

Exclusivity

Vendors are **not entitled to product exclusivity**. The only exceptions to this standard are **direct sales companies** and **food truck vendors**. Outside of these categories, vendors should expect that similar products or services may be present at the same event.

Competition & Category Limits

Up Events does not intentionally overbook any single product category. Multiple vendors within the same specific category may be approved based on overall event size:

- **1–50 booths:** up to **1** vendor per single-category product
- **51–100 booths:** up to **2** vendors per single-category product
- **101–150 booths:** up to **3** vendors per single-category product

This applies only to vendors whose business consists of a single, specific product category. Vendors offering a variety of products do not fall under this classification and do not have any claim to category limits or exclusivity.

Event Balance & Organizer Discretion

Final decisions regarding vendor participation, placement, and category balance rest solely with Up Events. No vendor is entitled to exclusive product categories, guaranteed placement, or guaranteed separation from similar vendors.

Vendor Acknowledgment

By submitting a vendor application or participating in an Up Events show, vendors acknowledge that they have reviewed and understand the standards outlined in this Vendor Standards Packet.

Operational rules, payment terms, and legal conditions are addressed separately in the Vendor Rules & Event Policies and Vendor Agreement.