



UK Lex-Mart

Introducing UK's New Students to All that Lexington Has to Offer

The University of Kentucky's Office of New Student & Parent Programs is proud to offer UK Lex-Mart, a community vendor fair, as part of the K Week! K Week is the University's welcome week program and will take place August 17-25, 2012. Please join us in welcoming approximately **5,000** new students and student leaders back to campus for fall 2012. **UK Lex-Mart will occur Sunday, August 19, 2012 from 3 p.m. – 5 p.m. in the Botanical Gardens adjacent to the Student Center.**

LEX-MART GUIDELINES

The purpose of this event is to introduce UK students to the many great Lexington businesses and vendors who serve UK students. **The event is NOT for the purpose of selling items or collecting information from students.** Failure to abide by the following conditions may result in the participant(s) being asked to leave campus and being restricted from future participation.

1. The Office of New Student & Parent Programs (NSPP) will reserve a 10'x10' space and provide one 6' table and two chairs for each business that signs up to participate. The table placement will be at the discretion of NSPP. Participation will be confined to the designated sidewalk location in the Botanical Gardens near the Student Center. (Rain location: TBD) All tents, awnings, sun shades, skirting, decorations, and/or table dressings must be provided by the participant(s). **Tables must be set and ready by 2:45 p.m.**
2. UK Lex-Mart is designated ONLY for information sharing. There are to be NO sales, solicitations, or on-site signups for services. This service is for promotion, community good will, and "giveaways" to students. Participants are NOT allowed to collect information from students (including, but not limited to names, phone numbers, and e-mail addresses).
3. Any "giveaways" must be available to any or all students.
4. There is to be NO amplified sound.
5. Participants must stay at their designated table at all times. Pedestrian traffic is NOT to be stopped or interfered with.
6. Access to electricity will NOT be provided to participants.
7. Businesses wishing to give away food products may ONLY give away a sample, or tasting, to each student; NOT a full meal. As electricity will NOT be provided, each business will be responsible for supplying proper accommodations or equipment to meet "serve safe recommendations" and must follow proper food handling procedures. NSPP will require a waiver to be signed before food can be served. The waiver will be sent to those serving food.
8. Businesses partaking in the sale or promotion of tobacco, alcohol, firearms, and adult entertainment are prohibited from participation per University policy. Additionally, other businesses may not give away tobacco, alcohol, firearms, adult entertainment, or products related to such.
9. FREE parking for one vehicle per vendor will be available. Directions and instructions will be provided to those who register to participate in UK Lex-Mart.
10. Space is available on a first-come, first-serve basis and will be reserved at the discretion of the NSPP office. Please call before submitting payment to see if space is available.

To participate, vendors must agree to these terms, return the attached application, and pay a participation fee of \$100 or donate a prize worth \$150 or more. Checks should be made payable to "University of Kentucky", designated "Office of New Student and Parent Programs - K Week Lex-Mart" in the memo, and mailed with this application to 567 Patterson Office Tower, Lexington, KY 40506-0027 NO LATER THAN Friday, July 27, 2012.



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VENDOR APPLICATION

K Week is the University of Kentucky's fall welcome week for new students and is an opportunity for the entire UK community to celebrate the start of a new school year.

Vendor Name:		Vendor Phone:	
Vendor Address:			
Contact Person:		Contact Phone:	
Email Address:			

Vendors may NOT sell items NOR collect student information at this event. (See UK Lex-Mart guidelines.) However, we do encourage vendors to disseminate information about the resources they provide to students, pass out "giveaways" to students, and/or host an interactive activity at their table.

Please place a check next to the resources and/or giveaways you plan to offer to students at UK Lex-Mart (check all that apply) and provide additional information when necessary.

- | | |
|--|--|
| <input type="checkbox"/> Clothing / Jewelry (i.e., free t-shirts or rally bands) | <input type="checkbox"/> Food Samples (See guideline #7.) |
| <input type="checkbox"/> Flyers / Brochures / Informational Resources | <input type="checkbox"/> Other Giveaways (Please specify.) |
| <input type="checkbox"/> Gift Certificates / Coupons / Discounts | _____ |

Want FREE registration?

At various points throughout K Week new students will be eligible to win prizes donated by YOU, a participating UK Lex-Mart vendor. We encourage you to donate a prize in place of your registration fee to help welcome new students to campus and reward them for their participation in K Week activities.

Prize Drawing Requirements and Benefits:

- A **single prize** must be valued at **\$150 or more**. Example prizes include: a futon, free burrito each week for one year, semester of free textbooks, TV/DVD combo, digital camera, iPod, bike, free cell phone and service for 6 months ... the possibilities are endless! (Prizes or gift cards must be valued and approved at a \$150 value.)
- The \$100 registration fee for UK Lex-Mart will be waived for businesses that donate prizes.
- Vendors who donate prizes will be listed on the K Week website and will receive verbal recognition at the prize drawing.

- I am interested in donating a prize and therefore have not paid the registration fee.** (Please include a brief explanation of the prize and its value. Your prize or certificate to redeem for the prize is due **July 27** to the Office of New Student & Parent Programs. No table reservation will be given until this is received.)
- _____
- _____

- I accept and agree to abide by the guidelines set forth by the Office of New Student & Parent Programs regarding my participation in UK Lex-Mart. I understand that in failing to do so, the representatives of my business and/or I may be asked to leave the event and may be restricted from future participation in UK Lex-Mart.**

Signed: _____

Date: _____

Questions regarding UK Lex-Mart may be directed to KWeek@lsv.uky.edu or 859.257.6597. Checks should be made payable to "University of Kentucky", designated "Office of New Student and Parent Programs - K Week Lex-Mart" in the memo, and mailed with this application to 518 Patterson Office Tower, Lexington, KY 40506-0027 NO LATER THAN Friday, July 27, 2012.