

coco MARKET DELRAY

VENDOR GUIDE

Coco Market · Delray

everything you need for market day

THE ESSENTIALS

First Sunday of every month, 9:00a to 3:00p. Old School Square, 51 N Swinton Ave, Delray Beach. May through September we close at 2:00p instead.

THE FIVE WE DON'T BEND ON

- **30 lb. on every tent leg.** A tent that lifts in a gust is how someone gets hurt. No weights, no tent.
- **Your car is out of the loading zone before we open.** Not moving, out.
- **You stay set up until close.** A market that empties early tells every guest still there they came too late.
- **COI approved before you're confirmed.** No exceptions, whatever you're selling.
- **When we call it for weather, you go.** Lightning within six miles closes the market. Shelter is the garage.

WHAT'S IN HERE

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- 6 The day-of card** · tear this one out

Coco Market has been free since 2022, and keeping it that way takes a lot of people - vendors, sponsors, and a community that keeps showing up. People come to walk around, take a class, sit in the grass, and be near other humans for a few hours. We're really glad you're part of it.

Questions? Anything at all, please reach out.

Corey Heyman, Founder & Producer · 561-870-4090 · hello@cocomarket.org



always free. open to all.

DELRAY · FIRST SUNDAY OF EVERY MONTH · OLD SCHOOL SQUARE

Before you apply

HOW APPLYING WORKS

- **Apply at cocomarket.org for each market.** We curate every event to keep the lineup balanced, so a yes to one isn't an automatic yes to the next.
- **The vendor fee is shown at application,** and your card is charged once you're accepted.
- **A signed vendor agreement is required** for each market you're accepted to.
- **Your spot isn't held** until payment and COI are both in and approved.
- **No shared booths.** Each vendor applies, is approved, and pays individually.
- **Fees are non-refundable.** If something real happens in your world, like an emergency or an illness, reach out directly and we'll handle it case by case. Weather is different: if an event is shortened or closed for safety, fees still stand (see Weather & Safety, page 4).
- **Need electricity?** Approved food vendors have it. Everyone else notes it on the application and gets approved ahead of time. Cords covered at all times.

YOUR COI

- **Every vendor provides one,** regardless of what you're selling or offering. Sampling counts. Services count.
- **It must name Cocoyogi Inc. and the City of Delray Beach** as Additional Insured. See the COI Guidelines for the details.
- **We verify it per market,** so if yours lapses between events, you'll hear from us.

PREMIUM BOOTH OPTION

- **Want to pick your specific spot?** That's the Premium Booth Option, for an additional fee. Request it in advance - availability is limited and it's first come, first served.

WHAT WE ASK OF YOU

- **Be kind and professional.** Harassment or aggressive behavior toward anyone - guests, vendors, staff - is not tolerated.
- **Sell gently.** No pressure tactics. The vendors who do best here are focused on connection first and selling second, and that isn't a nice sentiment - it's what actually works in this crowd.
- **Stay in your space.** Promote from your booth, not around the market.
- **Keep it safe.** Booth clear of hazards, health guidelines followed, cords covered.
- **Leave no trace.** Clean your area completely and respect the venue.

Violations can mean removal from the event and disqualification from future markets. We've almost never had to do it. Saying it plainly here is how it stays that way.

The week before

WHAT LANDS IN YOUR INBOX

Your booth number and the event map come by email the week of the market. That's the only thing that changes month to month - everything else in this guide stays put. You'll also see yourself on the website and our Instagram - every approved vendor gets featured before the market, pulled straight from your application, so make sure it has a high-resolution logo, your handle, and a description that actually says what you do.

MUST-HAVES

- | | |
|---|---|
| ☐ 10x10 tent (unless approved otherwise) | ☐ Products/services + payment system |
| ☐ 30 lb. weights on each tent leg | ☐ Phone & charger |
| ☐ Table(s), tablecloth(s), and signage | ☐ Certificate of Insurance submitted |

We don't provide tables, chairs, or tents. Everything at your booth comes from you.

HELPFUL EXTRAS

- | | |
|--|--|
| ☐ Chairs | ☐ Cord covers (if approved for electricity) |
| ☐ Cart or dolly for load-in | ☐ Fans or cooling items |
| ☐ Water, snacks, sunscreen | ☐ Rain gear, tent sides, change of clothes |
| ☐ Trash bag | ☐ Pool noodles on the tent corners |

The pool noodles are not a joke. They go on the upper corners and legs so rain doesn't pool on your canopy and dump on your table.

WHAT YOUR BOOTH SHOULD LOOK LIKE

- **Cover your table.** A cloth, a runner, plants, texture - something. No bare folding tables, nothing that reads like a trade show.
- **Style it toward the walkway.** Warm, intentional, alive. Build a space people want to stop and stay in, not one they scan and pass.
- **Then look up.** Half of what makes this market work is vendors who make eye contact instead of watching their phone.

This is the part worth deciding now, not at 7am with a folding table and no cloth.

Weather & safety

We're an outdoor market, so weather is part of the deal. Here's exactly how we handle it, and what we need from you when a call gets made.

THE WEATHER, HONESTLY

- **We are rain or shine.** Coco Market runs in heat and light rain. We only stop for genuine safety.
- **We follow the City of Delray Beach and Old School Square.** As a vendor here, you agree to follow their rules and ours, including any weather or safety call.
- **Lightning ends the market.** Per the venue and city standard, any lightning within six miles of Old School Square means we pause or close. When that call is made, it is not optional.
- **Follow the producer's call, right away.** If we ask you to pause, pack up, or leave for safety, please do it immediately, even mid-sale. These calls protect you, your neighbors, and our guests.
- **Where to shelter:** the Old School Square parking garage, 95 NE 1st Ave, one block from the green. Head there and wait it out. Do not stay under your tent in lightning.
- **Fees stand.** If an event is delayed, interrupted, or ends early for weather or safety, vendor fees are final and non-refundable. It is the one real risk of an outdoor market, and it is the same for us: our production costs are paid whether we run two hours or six.
- **May through September is hot,** which is why we close an hour early. You're still loading in at 7:00a, so the heat is the back half of the day. A battery fan changes everything. Bring ice, cold towels, more water than you think.
- **Comfortable shoes.** You're on grass, on your feet, for eight hours counting setup.

Market morning

7:00a	8:45a	9:00a	3:00p 2:00p summer	4:30p 3:30p summer
LOAD-IN OPENS	CARS OUT OF THE ZONE	DOORS OPEN	MARKET CLOSES	EVERYONE OFFSITE
Load-in and doors are the same all year. May through September we close an hour earlier - that's the only thing that moves.				

GETTING IN

- **Load in at 80 NE 1st Street**, the cul-de-sac south of the garage. Pull to the side, unload to your booth space, then move your car before you set up.
- **Do not block traffic.** Unload, move, then build. In that order.
- **Find your number.** Every vendor has a numbered sign on the ground. That's your spot. Line the peak of your tent up with the sign.
- **Check in** by scanning the QR code at your space when you arrive.
- **Running late?** Text the coordinator. Cars are out of the zone before doors open either way, so a late arrival means the garage and carrying in by hand.
- **Be fully set up before we open**, car gone, so the market opens calm.

PARKING

- **Free street parking** on NE 1st Ave, two blocks north of Old School Square.
- **Free Monterey Lot**, 37 NW 1st Ave, directly across Swinton.
- **Free Bankers Row Lot**, 200 NE 1st Ave, just north of Old School Square.
- **City Hall**, 100 NW 1st Ave, west of Swinton and NE 1st.
- **Old School Square Garage** is \$1.50/hour if you want covered. Delray residents can buy a Downtown Parking Permit for \$12/year that covers the meter fees.

FINDING YOUR SPOT

- **Tents are required** unless we've approved otherwise. Booths sit side by side on grass. Numbers can shift slightly day-of if we need them to.

CLOSING UP

- **No early breakdown.** Everyone stays set up through close. You have fifteen minutes after close to finish with anyone already at your booth - no new sales after that.
- **Pack fully before you bring your vehicle in**, then load and go. Leave your space like you were never there.

delray MARKET
DELRAY

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TEAR THIS OUT • TAPE IT INSIDE YOUR TENT

Market morning, short version

Coco Market · Delray · Old School Square

7:00a

8:45a

9:00a

3:00p
2:00p summer

4:30p
3:30p summer

LOAD-IN
OPENS

CARS OUT OF
THE ZONE

DOORS
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MARKET
CLOSES

EVERYONE
OFFSITE

Load-in and doors are the same all year. **May through September we close an hour earlier** - that's the only thing that moves.

THE FIVE WE DON'T BEND ON

- 30 lb. on every tent leg. No weights, no tent.
- Car out of the loading zone before we open.
- Stay set up until close. No early breakdown.
- COI approved before you're confirmed.
- When we call it for weather, you go. Shelter is the garage, 95 NE 1st Ave.

WHERE THINGS ARE

- **Load-in:** 80 NE 1st Street, the cul-de-sac south of the garage.
- **Your booth:** find your number on the ground, tent peak on the sign, scan the QR to check in.
- **If weather turns:** shelter at the Old School Square garage, 95 NE 1st Ave. Follow the producer's call right away.
- **Water, first aid, and anything gone wrong:** the Welcome Tent.

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Call or text. Anything at all.

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