

COCO MARKET JUPITER

VENDOR GUIDE

Coco Market · Jupiter

everything you need for market day

THE ESSENTIALS

Third Sunday of the month, 9:00a to 3:00p. Seabreeze Amphitheater at Carlin Park, 400 Jimmy Buffett Mem Hwy, Jupiter. **This season runs October through January** - venue scheduling, not a change to the series. Dates are at cocomarket.org.

THE FOUR WE DON'T BEND ON

- **30 lb. on every tent leg.** You are fifty yards from the ocean. The wind here is not the wind inland, and a tent that lifts is how someone gets hurt. No weights, no tent.
- **Your car is out of the loop and parked in Lot A by 8:45a.** Not moving, out. There is no re-entry after that.
- **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.

WHAT'S IN HERE

- 2 Before you apply** · applying, fees, COI, what we ask of you
- 3 The week before** · what to bring, how your booth should look
- 4 Weather & safety** · wind, rain, lightning, and our calls
- 5 Market morning** · the timeline, the loop, parking, closing up
- 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 by the ocean, 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

Annika, Operator · 239-677-0532 · admin@cocomarket.org



always free. open to all.

JUPITER · SEABREEZE AMPHITHEATER · CARLIN PARK

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. as Additional Insured.** See the COI Guidelines for the details.
- **Get it in at least two weeks out.** We verify 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.
- **Premium also gets you photographed.** Our photographer shoots your booth during the event and sends you the images to use however you like.

WHAT WE ASK OF YOU

- **Be kind and professional.** Harassment or aggressive behavior toward anyone - guests, vendors, staff, volunteers - 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. No sub-vending without approval.
- **Skip the fear.** No fear-based messaging and no unverified medical claims.
- **Keep it safe.** Booth clear of hazards, health and venue guidelines followed, cords covered. Be mindful of sound, scent, and sensory impact on your neighbors.
- **Leave no trace.** Clean your area completely and respect the park.

Violations can mean removal from the event, without refund, and disqualification from future markets. We've almost never had to do it. Saying it plainly here is how it stays that way.

always free. open to all.

JUPITER • SEABREEZE AMPHITHEATER • CARLIN PARK

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, and there are no weight rentals on site.

HELPFUL EXTRAS

- | | |
|--|--|
| ☐ Chairs | ☐ Cord covers (if approved for electricity) |
| ☐ Cart or dolly for load-in | ☐ Clips or bungees for anything that catches wind |
| ☐ 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.
- **Weigh down the light stuff.** Signs, cards, scarves, anything paper. The breeze off the water will find it.
- **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.

always free. open to all.

Weather & safety

We're an outdoor market on the ocean, 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 wind and light rain. We only stop for genuine safety.
- **We follow Palm Beach County Parks & Recreation and Carlin Park.** As a vendor here, you agree to follow their rules and ours, including any weather or safety call.
- **Lightning ends the market.** Any lightning within six miles of Carlin Park 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: your vehicle in Lot A.** A hard-topped car is real protection. An open pavilion, the amphitheater roof, and your tent are not - open-sided structures do nothing in lightning. Walk to your car and wait it out.
- **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.
- **The wind is the thing here.** Carlin Park sits right on the beach and gets gusts that inland markets never see. Weights on every leg, every time. Bring extra clips, and take a canopy down before it takes itself down.
- **Comfortable shoes.** You're on grass and sand, on your feet, for eight hours counting setup.

always free. open to all.

Market morning

7:00a	8:45a	9:00a	3:00p	4:30p
LOAD-IN OPENS	CARS PARKED IN LOT A	DOORS OPEN	MARKET CLOSES	EVERYONE OFFSITE
Arrival window is 7:00a to 8:00a . Setup runs to 8:45a - and there is no re-entry to the loading loop after 8:45a .				

GETTING IN

- **Enter the loading loop and follow it one way.** Never drive against traffic. Parking attendants are there to direct you.
- **Pull to the east or west side, onto the grass, to unload.** Do not stop or block the road - other vendors have to get through behind you.
- **Unload straight to your booth space,** then pull forward and exit the loop. Unload, move, then build. In that order.
- **Park in Lot A** and be out of the loading zone by 8:45a. After that the loop is closed.
- **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 and center it.
- **Check in** by scanning the QR code at your space when you arrive.
- **Running late?** Text the coordinator. The loop closes at 8:45a either way, so a late arrival means parking in Lot A and carrying in by hand.
- **Be fully set up before we open,** car gone, so the market opens calm.

PARKING

- **Vendor parking is Lot A, the Coral Lot,** and it's free. An attendant will guide you there out of the loading loop.
- **Park as close to A1A as you can,** so guest parking closer in stays open.
- **The other lots are for guests.** B is Sandy Shores, C is Driftwood, D is Seagrape. Leave them.

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 3:00p. You have until 3:15p to close out 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.

always free. open to all.

JUPITER • SEABREEZE AMPHITHEATER • CARLIN PARK

TEAR THIS OUT • TAPE IT INSIDE YOUR TENT

Market morning, short version

Coco Market • Jupiter • Seabreeze Amphitheater, Carlin Park

7:00a

8:45a

9:00a

3:00p

4:30p

LOAD-IN
OPENSCARS PARKED
IN LOT ADOORS
OPENMARKET
CLOSESEVERYONE
OFFSITE

Arrive between 7:00a and 8:00a. **No re-entry to the loading loop after 8:45a.**

THE FOUR WE DON'T BEND ON

- **30 lb. on every tent leg.** No weights, no tent. It's windy here.
- **Car parked in Lot A by 8:45a.** No re-entry after.
- **Stay set up until 3:00p.** No early breakdown. Last sales 3:15p.
- **COI approved before you're confirmed.**

WHERE THINGS ARE

- **Load-in:** the one-way loop at Seabreeze Amphitheater. Pull east or west onto the grass, unload, exit.
- **Vendor parking:** Lot A, the Coral Lot. Free. Park close to A1A.
- **Your booth:** find your number on the ground, tent peak on the sign, scan the QR to check in.
- **If weather turns:** walk to your car in Lot A. Not a pavilion, not your tent. Follow the producer's call right away.
- **Water, first aid, and anything gone wrong:** the Welcome Tent.

Corey Heyman • 561-870-4090

Call or text. Anything at all. • Annika, Operator • 239-677-0532

always free. open to all.

JUPITER • SEABREEZE AMPHITHEATER • CARLIN PARK