

Ukraine Kyiv Pavilion Yarmarok (Farmers Market)

Vendor Participation Policy

1. Purpose

The Ukraine Kyiv Pavilion Yarmarok (Farmers Market) celebrates the long-standing Ukrainian tradition of the **Yarmarok**—a vibrant gathering place where artisans, farmers, merchants, craftspeople, and families came together to exchange goods, celebrate culture, and strengthen community.

The modern Yarmarok continues this tradition by providing visitors with an authentic marketplace featuring Ukrainian-inspired products, artisan goods, cultural crafts, specialty foods, agricultural products, literature, artwork, and other merchandise that reflects the richness and diversity of Ukrainian heritage.

This policy establishes the principles, expectations, and participation requirements governing vendors participating in the Ukraine Kyiv Pavilion Yarmarok during Folklorama.

2. Marketplace Philosophy

The Ukraine Kyiv Pavilion strives to create a Marketplace that is:

- culturally authentic;
- welcoming and inclusive;
- professionally operated;
- financially sustainable;
- fair and transparent for all participants; and
- reflective of the traditions of the historic Ukrainian Yarmarok.

The Marketplace is intended to enhance the visitor experience while supporting Ukrainian entrepreneurs, artisans, producers, community organizations, and cultural businesses.

3. Vendor Eligibility

Preference will be given to vendors whose products contribute to the cultural experience of the Ukraine Kyiv Pavilion.

Eligible merchandise may include, but is not limited to:

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- Ukrainian artisan crafts
 - Traditional and contemporary artwork
 - Embroidery and textiles
 - Pottery, woodwork and folk art
 - Jewelry
 - Books and publications
 - Ukrainian-themed gifts and souvenirs
 - Specialty food products
 - Agricultural and farm products
 - Home décor
 - Cultural merchandise
 - Locally produced handcrafted products
 - Other products approved by the Marketplace Committee.

The Marketplace Committee reserves the right to determine the suitability of products and may limit duplication to encourage a diverse and balanced marketplace.

4. Vendor Responsibilities

Yarmarok vendors are responsible for:

- transporting and setting up their merchandise;
- staffing and operating their booth throughout their scheduled participation;
- processing their own sales;
- maintaining accurate inventory;
- providing customer service;
- maintaining a clean, safe, and attractive booth; and
- removing all merchandise and equipment at the conclusion of their participation.

All vendors are responsible for complying with applicable federal, provincial, and municipal legislation governing the sale of their products.

5. Pavilion Responsibilities

The Ukraine Kyiv Pavilion will provide:

- indoor marketplace space;

- overnight security of the Marketplace;
 - marketplace marketing and promotion;
 - visitor traffic generated through Folklorama;
 - utilities where available;
 - reasonable setup and teardown access; and
 - Marketplace coordination throughout the festival.
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6. Vendor Space Categories

Vendor spaces are assigned according to operational requirements and available space.

Standard Vendor Space

Approximate footprint: **0.91 m × 1.22 m (3 ft × 4 ft)**

Premium Vendor Space

Approximate footprint: **1.83 m × 2.44 m (6 ft × 8 ft)**

Space assignments are determined by the Marketplace Committee and may vary to accommodate venue requirements.

7. Marketplace Participation Fees

Participation fees recognize the value of:

- dedicated retail space;
- festival marketing;
- utilities and infrastructure;
- overnight security;
- event administration; and
- access to thousands of Pavilion visitors.

Fees are established according to vendor category and duration of participation.

A Marketplace sales commission is also applied in recognition of the promotional value and visitor traffic generated by the Ukraine Kyiv Pavilion.

Current fee schedules are published annually as part of the Vendor Information Package.

8. Professional Standards

All vendors are expected to:

- conduct themselves professionally;
 - respect fellow vendors, volunteers, and visitors;
 - maintain displays that are clean, attractive, and culturally appropriate;
 - avoid political campaigning, partisan messaging, or activities inconsistent with Folklorama policies; and
 - cooperate with Marketplace volunteers and organizers.
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9. Marketplace Management

The Marketplace Committee reserves the right to:

- approve or decline vendor applications;
 - determine vendor placement;
 - limit product duplication;
 - require the removal of unsuitable merchandise or displays;
 - modify space assignments when operationally necessary; and
 - remove vendors who fail to comply with Marketplace policies.
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10. Agreement

Participation in the Ukraine Kyiv Pavilion Yarmarok constitutes acceptance of this policy and all Marketplace procedures established by the Ukraine Kyiv Pavilion Marketplace Committee.

