

The Writers' Block of Tennessee
Home of the Literary Pop-Up Shop (Book Signing and More Marketplace)
and The Writers' Block Membership Group

Yvonne James LLC Presents

Book Signing and More Marketplace at Tanger Outlets

Location:

- *Tanger Outlets, 5205 Airways Boulevard, Suite 1065, Southaven, MS 38671 (Nestled between Great American Cookie and QshKash B'gash).*

2022 1st Year Start-Up Vendor Fees (March – October):

- **Flat Rate Registration:** \$50.00 per day.
 - Vending Days: Thursdays, Fridays, Saturdays, and Sundays.
 - Minimum two (2) consecutive day registration required.

Vendor Fees (November 1 – December 23, 2022):

- **6th Annual Holiday Hustle: Christmas at Tanger Outlets:**
 - Flat registration fee of \$65.00 per day (Sunday-Saturday).
 - Minimum two (2) consecutive day registration required.

**We no longer offer the option to register for single days.*

**Subscribe to <https://www.pop-uplikeaboss.com> to stay informed.*

**Although it will not affect marketplaces already secured, vendor fees are subject to change.*

Payment Plan: Yvonne James LLC offers an interest-free payment plan for vendors securing 'all months' during a calendar year. Conditions and terms will apply. For details, email pop-uplikeaboss@yvonnejames.com.

Marketplace Hours: March - October

- Thursday - Saturday, 10 AM – 8 PM (*set-up 9 AM, break-down 7:30 PM*): 10 vending hours.
- Sunday, 11 AM – 7 PM (*set-up 10 AM, break-down 6:30 PM*): 8 vending hours.

Marketplace Hours: 6th Annual Holiday Hustle: Christmas at Tanger Outlets:

**The following exceptions will apply during our annual holiday hustle shopping season (November 1st – December 23rd).*

- Thursday, 10 AM – 8 PM (*set-up 9 AM, break-down 7:30 PM*): 10 vending hours.
- Friday and Saturday, 10 AM – 9 PM (*set-up 9 AM, break-down 8:30 PM*): 11 vending hours.
- Sundays, 11 AM – 7 PM (*set-up 10 AM, break-down 6:30 PM*): 8 vending hours.

**Other exceptions during our annual holiday hustle shopping season (November 1st – December 3rd).*

- Thanksgiving Day, November 24th: Closed
- Black Friday, November 25th: 6 AM – 9 PM (*set-up November 23rd at 9 PM, break-down 8:30 PM*): 15 vending hours.
- Tuesday, December 20th – Friday, December 23rd: 10 AM – 9 PM (*set-up 9 AM, break-down 8:30 PM*): 11 vending hours.

Initial Here: _____

Vendor Guidelines: Tanger Outlets

Effective Date: January 2022

Loading and Unloading: Since we are loading and unloading during non-business hours, each vendor is permitted to enter and exit the suite through the suite's front doors. Anyone arriving within fifteen minutes of the store's opening to bring in merchandise and equipment, will not be granted entrance.

Your Selling Unit (Tables, Table Coverings, and Chairs) Set-Up: Your selling unit will consist of two (2) six-foot folding tables (same height) and two (2) black folding chairs. All table coverings will be black and floor-length on all four sides of your table. Fitted or plastic table coverings are not allowed. During special seasons, the color of the table coverings may change – for example, Christmas.

No other tables, shelves, racks, stands, etc. should be in your space. However, if you are a boutique, you can substitute one table with one clothing rack, and you are allowed one floor-standing mannequin – absolutely nothing sits on the floor. Your display must be set-up before the opening of the outlet center and must remain intact until closing. The only merchandise/product that should be visible to the public is your selling unit display/presentation. All other inventory, containers, equipment, and other items (business and personal) must be kept underneath your table (hidden from view by your table covering). If you do not have room for storage under your table, it must go back to your vehicle.

Prohibited Items: Adult intimacy toys and product, lingerie, explosive materials, weapons of any type, firearms, ammunition, tobacco and smoking products, hazardous chemicals, erotica books/materials, illegal, stolen, replica, or counterfeit (knock-off, brand/trademark infringement) items, alcoholic beverages, or any drugs or drug-related paraphernalia are not allowed. Without exception, we host smoke-free, drug, and alcohol-free marketplaces. Also prohibited are electronic cigarettes and vapor products, hover and self-balancing boards, drones, self-defense products, CBD/HEMP products, and the performance of any medical-related screenings or procedures.

Mystical practices, sage, sage burning, smudging materials and utensils, sprays, oils, or candles (*candles: other than for the use of home fragrance*) that promise or promote success, health, peace, wellness, money, love, energy, prosperity, abundance, etc. when ritualistically or ceremoniously burned or used, and physic/spiritual readings of any type are prohibited; as well as jewelry made with stones or materials (crystal, citrine, azurite, etc.) that promise anything OTHER THAN accessorizing your wardrobe.

This list of prohibited items is not all-inclusive of all banned items and services, if you have any concerns and have not communicated with the event promoter, call (901) 907-6828 before registering to ensure that your product/services are a fit for our platform. **If you are in doubt, reach out!*

Sweets and Treats/Food: Unfortunately, we cannot offer any food products at our pop-up shops in Mississippi.

Cancellations, Refunds and Usage: Yvonne James, LLC reserves the right to cancel a pop-up shop at any time before the date of the event, and unless the Promoter cancels an event, all paid vendor fees are non-refundable. Your vendor registration is solely for selling, marketing, and promoting your books, business, products, and generating leads and cannot be given, sub-leased or transferred, or shared with another person or company.

No Shows: If you do not show up for any pop-up shop for which you registered, you forfeit your registration and are not entitled to a refund or substitute date.

Staffing: As a business owner, once you register and secure your spot(s), you are responsible for staffing your selling unit during the marketplace. If you cannot procure staffing, you are not entitled to a refund for any present or upcoming events for which you have registered.

Registration: All authors and entrepreneurs must register on our Registration Portal at www.pop-uplikeaboss.com. Under no circumstances will vendor space be held, guaranteed, or secured without payment. If this is your first time participating in our pop-up shop platform, it may be helpful to contact the Promoter at (901) 907-6828 to ensure that your product and services fit our marketplace. **If in doubt, reach out!**

Paparazzi Jewelry Consultants Registration: All Paparazzi Consultants must register on our Registration Portal at www.pop-uplikeaboss.com/paparazzi-consultants-register-here. Under no circumstances will vendor space be held, guaranteed, or secured without payment – no exceptions.

Initial Here: _____

Vendor Guidelines: Tanger Outlets

Effective Date: January 2022

Dress Code: All guest vendors and their staff shall be appropriately and professionally attired and conduct themselves in an inoffensive manner while at their selling unit.

Participating authors and entrepreneurs should not wear skinny jumpsuits, sagging pants, biking shorts or any exercise apparel or equipment, blouses that reveal the midriff or belly button, or any suggestive, provocative clothing to attend their pop-up shop. *The dress code for our pop-up shop platform is business casual.* Business casual can include slacks, khakis, jeans, shirt or blouse (open collar or polo), your brand tee shirt, dress, or skirt at knee-length or below – relaxed but professional is the goal.

Sales and Transactions: Under no circumstances is Yvonne James LLC responsible for a vendor's volume of sales. We make no promise or guarantee as to how much revenue you can expect to generate at our pop-up shops. All authors and entrepreneurs are responsible for bringing their cash for making change during transactions and can process payments using their desired method. Vendors are responsible for collecting and securing their merchandise and revenues and will retain one hundred percent (100%) of the proceeds from all of their sales.

Be realistic; there are known risks in starting and operating your own business! You must take ownership in promoting your brand and getting the word out about your participation in any endeavor - whether your storefront or our pop-up shop. Treat each like it is your grand opening! Do not just get in the boat; help row it – *brick and mortar, table, or booth, it is your selling unit and investment!*

Mississippi Sales Tax: Mississippi Department of Revenue dictates that all vendors participating in events in the State of Mississippi through a promoter must pay their sales taxes directly to the event promoter at the end of each event. The sales tax for Mississippi is 7%, and the Promoter is responsible for paying your sales taxes to the Department of Revenue in Mississippi. If you cannot comply – do not register.

Aggressive Selling Tactics: Engaging in aggressive selling tactics toward Tanger Outlets or Marketplace patrons will not be tolerated. These selling tactics include barking at, badgering, harassing, or interfering with their leisure and shopping experience. You cannot solicit to sell your product beyond your selling unit or distribute flyers at any time at the venue.

Electricity, Electrical Outlets, and WiFi: The vendor fee does not include electricity and WiFi; however, our suite has access to the center's public WiFi, electricity, and limited electrical outlets. Please advise us in advance if you need to be near an electrical outlet if one is accessible.

Signage: Floor standing and tabletop retractable banners, easels, table runners, and table coverings with your professionally printed brand name or logo are allowed – backdrops are not allowed. Only one floor standing signage is allowed.

Conflicts of Interest: Authors and Entrepreneurs, to avoid any conflicts of interest, if your products are available to consumers, marketed, or presented (in any shape, form, or fashion) in any store within the outlet center, you are not eligible to participate in our pop-up shop platform at Tanger Outlets.

Security, Vendor's Property, and General Liability: Yvonne James LLC does not provide security for our Book Signing and More Marketplace! Since you are registering to set up for consecutive days, at your own risk, liability, and discretion, you have the option of leaving your product overnight. Likewise, you are vending at your own risk, and we make no warranties as to the condition of the suite.

Guest authors and entrepreneurs agree to accept the facility as is and to hold Yvonne James LLC harmless for any damages or loss resulting from fire, theft, or condition of the facility. Each guest vendor acknowledges that they are assuming a known risk regarding acts of God, including but not limited to floods, lightning, tornado, wind, and ice. For your financial protection against claims that can arise, registrants are strongly encouraged to secure general and product liability insurance to cover your businesses, as well as the products or goods you sell to any consumer.

Children and Pets: Unless they are service animals, pets are not allowed. We are a family-oriented organization; however, our store hours can range from 9-10 hours per day. We do not recommend bringing small children to the marketplace, and older working-age children are

Initial Here: _____

Vendor Guidelines: Tanger Outlets

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permissible. Only two people are allowed at your selling unit. If a child is accompanying you, they are your responsibility *at all times*. They must remain under your supervision and not disturb the center's guests or businesses, other Literary Pop-Up Shop vendors, and their merchandise.

Parking: All parking is free, and all exhibitors must adhere to the parking rules of the venue.

Cost of Admission: All pop-shops are free and open to the public free of charge.

Other:

- Small (up to two feet) balloon arrangements are allowed on your tabletop;
- You cannot play amplified music at your selling unit or use any amplified sound equipment;
- You cannot solicit tips at your selling unit;
- Eating or snacking (food) is not allowed at the selling unit. Please take your meals in the designated area in the suite;
- No display on your table should extend higher than five (5) feet from the floor;
- You must keep your space tidy and clean and leave the area in the same condition. All garbage and trash should be picked up and disposed of in the appropriate dispensers provided by the venue and Promoter;
- You cannot attach anything to the walls or any surface; and
- Lastly, late set-ups and early break-downs are frowned upon – please try to avoid them if possible. We ask all exhibitors to fulfill this obligation. During the Christmas season, and under some other circumstances, the venue may operate on special extended (or reduced) mall hours. When they do, the above set-up and break-down times will change, and we expect each vendor to set up and break down accordingly. If applicable, that information will be available to the vendor once made available to us.

IF YOU ARE IN DOUBT – REACH OUT!

Yvonne James, LLC reserves the right to substitute alternate date(s) or facilities other than those initially planned for an event. Each vendor also grants Yvonne James, LLC permission to use their name, logos, and images for promotional purposes in connection with The Literary Pop-Up Shop. This permission also extends to using any videos and photographs taken during a Pop-Up Shop in future promotional materials: printed, online as we deem appropriate.

By affixing my signature as the registrant, I disclose that I have read, agree, and understand the conditions as set forth in these vendor guidelines.

DATE: _____ REGISTRANT'S SIGNATURE: _____

BUSINESS NAME: _____

JOB TITLE (FOR EXAMPLE, OWNER, INDEPENDENT CONSULTANT, ETC.): _____

Initial Here: _____

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