

MavMarket Rules and Regulations

Mission

A student's marketplace where early side-hustlers can set up shop and sell their products and services, which they make and provide by themselves. Limited to UTA-affiliated students, staff, and alumni.

Vision

To help student and alumni businesses grow into established enterprises, gain market validation, increase business revenue, and develop networking opportunities. We aim to secure a dedicated space in the University Center that operates year-round where students can reserve table slots to promote their businesses. This initiative will help students believe in their entrepreneurial potential, generate more business ideas, and gain real-time business experience alongside their fellow students and staff.

Organized By: Entrepreneurship Club (Executive Team and members)

Supported By: Center For Entrepreneurship and Technology Development

Eligibility and Registration

- Only current UTA students, staff, and alumni may participate as vendors.
- All vendors must complete the MavMarket registration form and provide valid UTA email addresses.
- Businesses older than 3 years are not eligible to participate.

Product and Service Guidelines

- All products and services must be created, crafted, or performed by the vendor.
- Reselling of mass-produced items is prohibited unless significantly modified by the vendor or approved by the organizers.
- Products and services must comply with all applicable laws, university policies, and community standards.

Prohibited Items

The following items cannot be sold or used at MavMarket:

- **Alcoholic Beverages:** No alcohol may be sold or distributed.
- **Illegal Drugs and Substances:** The possession, use, and sale of illegal drugs are strictly prohibited.
- **Gambling Activities:** No raffles, betting, or games of chance are allowed unless authorized under Texas law.

- **Weapons and Firearms:** No firearms, knives, or other dangerous weapons are permitted.
- **Copyrighted or Pirated Materials:** Selling or distributing unlicensed copyrighted materials is not allowed.
- **Unapproved Commercial Solicitation:** Unauthorized commercial sales or solicitation of products/services are not allowed.
- **Dangerous or Hazardous Materials:** Explosives, chemicals, or hazardous materials are prohibited.
- **Counterfeit or Fraudulent Items:** The sale of counterfeit goods or fraudulent merchandise is strictly prohibited.
- **Animals for Sale:** Unauthorized sale or trade of live animals is not allowed.

Space Allocation and Operations

- Vendors must reserve table space through the official MavMarket application process.
- Table allocation is determined by the organizing team based on application review and logistical needs (e.g., electricity, canopy space). It is not first-come, first-served.
- Vendors are responsible for keeping their area clean and safe.
- Displays must not extend beyond the allocated space or obstruct walkways.

Conduct and Behavior

- Vendors must conduct themselves professionally at all times.
- Respectful communication with customers, other vendors, and MavMarket staff is required.
- Vendors may not make false, misleading, or deceptive claims about their products or services.
- Harassment, discrimination, or disruptive behavior will not be tolerated.
- Vendors must respect the diversity of the UTA community.

Marketing and Promotion

- Vendors are encouraged to promote their participation in MavMarket.
- Vendors may not make claims of university endorsement without written permission.
- Vendors may distribute business cards and promotional materials at their table only.

Pricing and Transactions

- Vendors are responsible for setting their own prices.
- All prices must be clearly displayed.

- Vendors are responsible for their own sales transactions and payment processing.
- Returns and exchanges are at the discretion of individual vendors.

Compliance and Enforcement

- The Entrepreneurship Club Executive Team reserves the right to inspect all products and services.
- Vendors found in violation of these rules may be asked to remove specific items or leave the market.
- Repeated violations may result in permanent exclusion from MavMarket.
- Appeals may be submitted in writing to the Entrepreneurship Club.

Liability and Insurance

- Vendors participate at their own risk and are responsible for the security of their products.
- UTA, the Entrepreneurship Club, and the Center For Entrepreneurship and Technology Development are not liable for any loss, theft, or damage.

Feedback and Improvement

- Vendors are required to provide feedback to improve MavMarket operations through the official feedback form as part of the check-out process.
- The Entrepreneurship Club will conduct periodic surveys to assess vendor satisfaction.
- Rule modifications may be made with appropriate notice to all registered vendors.