

High Cotton



Vendor Handbook

Name:

Vendor #:

Welcome

Welcome! High Cotton is a collaborative group of vendors specializing in unique gifts, clothing, jewelry, home goods, and local, handmade products. Our mission is to provide an inclusive and positive shopping environment for customers, an encouraging and profitable outlet for vendors, and a creative, empowering training ground for staff.

Contacts

30-Day Notice, Finance Questions, & Manager Communication:
info@highcottondickson.com

Store Text Line (Immediate Questions):
615-326-8147

Vendors may not contact in-store employees on their personal phones unless those employees initiate contact. All official communication must go through the store number or email listed above.

Commitment & Notice Policy

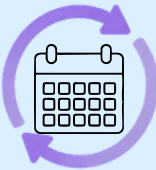
Your agreement starts with a 3-month commitment to your booth.
After that, it continues month-to-month.

INITIAL COMMITMENT



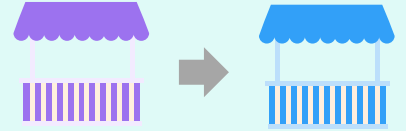
You agree to a **3-month** commitment for your specific booth space.

PAYMENT SENT



The agreement continues on a **month-to-month** basis.

MOVING TO A NEW SPACE?



A 30-day notice is still required, and you agree to a **new 3-month commitment**.



WRITTEN NOTICE IS REQUIRED

Whether you are moving out or moving to a new space, you **MUST** give your notice via **email** to:

Info@highcottondickson.com

FAILURE TO PROVIDE PROPER NOTICE = ONE FULL MONTH CHARGED

If you don't provide the required 30-day written notice, you will be charged one full additional month of rent, even if you remove your merchandise early



Give 30-day written notice (via email)



Move out or move to a new space



No notice given



Charged one full additional month of rent

The Bottom Line: Email your 30-day notice to **info@highcottondickson.com**
It protects you from paying additional charges.

Rent & Payouts

Rent and sales proceeds are **backdated** using ACH



THIS MEANS YOU PAY RENT FOR THE MONTH PRIOR DURING THE FIRST WEEK OF THE UPCOMING MONTH.

EXAMPLE

Here's how it works:



SALES ARE MADE

In June, your money earned through sales is collected for your payout



PAYMENT SENT

Between July 1st-5th, we collect the June rent from your bank account and send you your sales payout



MONEY ARRIVES

Your bank puts the money from payouts in your account (timing depends on your bank).



In short: June rent → July 1-5 payment.

RENT AND SALES PAYOUTS ARE SEPARATE TRANSACTIONS

We send rent and sales payouts to your bank on the same day.
Your bank might process them in a **different order**.

SENT (SAME DAY)

We send both payments to your bank via ACH.



RENT



SALES PAYOUT

BANK PROCESSES (Order May Vary)

Your bank can process them in either order.



Rent First

OR



Payout First

FUNDS POSTED

Transactions appear in your account once processed.



Rent **-\$XXX**

Sales Payout **+\$XXX**

Important Things to Know

How to Stay in Good Standing



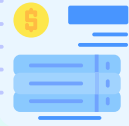
HAVE ENOUGH MONEY FOR RENT

Rent is withdrawn between the 1st-5th of each month; make sure you have enough in your bank account to cover rent.

NSF FEE

If there aren't enough funds or your bank info is incorrect, a \$40 NSF fee will be applied

INVOICE



You will get emailed an invoice, so check your email!



UPDATE YOUR BANK INFO RIGHT AWAY

If your banking info changes, email us immediately:

Info@highcottondickson.com

Not updating your bank info can lead to additional charges!

Vendors must maintain sufficient funds in their account to cover rent during this period. High Cotton is not responsible for overdraft fees. If insufficient funds are available, or if incorrect bank information is provided, a \$40 NSF/chargeback fee will be applied. The vendor will receive an emailed invoice, so please stay on top of your emails!

If your banking information changes, you must immediately notify info@highcottondickson.com. Failure to update information will result in additional chargeback fees.

If an invoice for rent and/or NSF fees is not paid within 15 days, the contract will be terminated and your merchandise will be removed from your space and stored. If left unpaid, after 60 days, merchandise may be sold in a commercially reasonable manner, including as store inventory, to recover unpaid rent and related expenses.

The vendor may redeem items during this period by paying the full outstanding balance via cash, check, or Venmo. Payments for unpaid balances will not be withdrawn through ACH. If your account is in debt for any reason, High Cotton may apply your profits toward that balance before issuing payout.

Moving In

Vendors must coordinate move-in with store staff. Failure to move in on a scheduled date without communication may result in contract termination, or a different prorated rent amount. No staff assistance is provided for moving or transport. Vendors may park in the back parking lot to unload, however you will need to walk down the alley to the front door because the back door is locked.

Upstairs vendors: The freight elevator is for **merchandise only**, not people. We recommend unloading your items in our back parking lot. The door stays locked so you will need to walk up the alley through the front door.

Sales & Commissions

Here's how sales and commissions work at High Cotton:

1

COMMISSION

A 15% commission is charged on all items sold.



2

STORE WIDE SALES

High Cotton may run store-wide 10% promotional sales.



3

VENDOR SALES

You run your own sales!
Here's what to do:



Inform staff of the percentage and timeframe.



Provide your own signage.



Ensure all items still display a price.

4

RETURNS

All sales are final.

Once in a blue moon, returns may happen. They are rare and handled on a case-by-case basis.

Vendors will be notified if a return occurs.



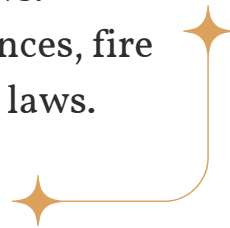
All sales must go through the High Cotton register.

Vendors may not complete private transactions inside the store. If a vendor sells an item via Facebook, Instagram, or any other platform while the item is physically in the store, the customer must complete the transaction through the register. Vendors may adjust pricing for a customer, but the sale must still go through the register.

Taxes & Legal

High Cotton collects and remits Tennessee sales tax. Vendors may not use High Cotton's sales tax number for personal use. Payouts are issued after sales tax deduction.

High Cotton does not provide tax forms and is not involved in vendors' personal tax processes. Vendors are responsible for their own business taxes and compliance with all local, state, and federal laws. Vendors shall comply with all statutes, ordinances, fire codes, safety regulations, and other applicable laws.



Inventory, Tagging & Ricochet

We use Ricochet to track inventory and process sales. Every item in your booth must be tagged and entered.



WE USE RICOCHET

All vendors must use the Ricochet inventory system.

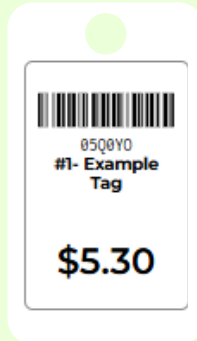


They also have a phone app that will send you notifications when an item sells! Search "Ricochet Go" in your app store.

EVERY TAG MUST INCLUDE:

- ✓ Vendor #
- ✓ Description
- ✓ Price

Example:
#123 Item Name



QUANTITY MUST MATCH

The quantity entered into Ricochet must match the number of items in your booth. Otherwise, there will be an error when we ring it up.



Every single item needs a price tag!

Please do not make one sign for multiple items.

IF AN ITEM DOES NOT HAVE A VISIBLE PRICE TAG, STAFF MAY:



Attempt to contact the vendor



Estimate the price



Decline to sell the item



SECURITY TAGS & CLOTHING SENSORS ARE PROVIDED

These are located at the front counter under the label printer and vendor computer.



CLOTHES HANGERS MUST BE LABELED

Label hangers with your vendor number. Unlabeled hangers will be discarded.

DEFECTIVE ITEMS MUST BE MARKED "AS IS".



ITEMS USED FOR DISPLAY THAT YOU DO NOT WANT TO SELL MUST BE MARKED WITH YOUR VENDOR # AND "NFS"







Clear tags, correct inventory, and accurate info help us sell your items successfully.

How to Print Tags

You can get your own DYMO LabelWriter 550 printer or come in to HC to use ours. Feel free to leave some change in the donation box to help us pay for tags.



- Log into your Ricochet account (Ask for help if you don't remember your login)
- Click "Inventory"
- **CREATE & PRINT NEW ITEM:**
 - Yellow "Add New" button 
 - Type in **vendor #**, product name, price, and quantity under "Product Name".
 - You may add additional info on this screen if you choose to, however this is not required for creating tags.
 - Green "Save" button 
 - Blue "Print Labels" button 
 - Print
 - Note: The number of labels needs to match your product quantity or the register will produce an error.
- **PRINT LABEL FOR PRE EXISTING ITEM:**
 - Scroll down to find the item you're creating a tag for (or search for it)
 - Check little box to the left of the product name
 - Click the blue "Print Labels" button 
 - Continue with "Print Labels" instructions above
- Click the "Logout" button on the top right of the page
- Take the labels and label your items at home or in your booth.

Inventory Standards

We carefully curate our booths to create a welcoming shopping experiences. Thank you for helping us keep the store beautiful and appropriate for everyone.

We Love

We welcome quality items that are clean, well-made, & in good condition.



VINTAGE & ANTIQUES



HOME DÉCOR & FURNISHINGS



GIFTS & GIFTABLES



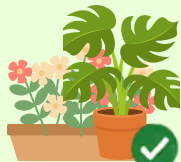
CLOTHING & ACCESSORIES



ART & PRINTS



ARTISAN & HANDMADE



PLANTS & FLORALS



BOOKS & COLLECTIBLES



UNIQUE, WELL-MADE TREASURES

Quality Matters!



ALL ITEMS MUST BE CLEAN, IN GOOD CONDITION, AND ALIGN WITH OUR STORE'S AMBIANCE. MANAGEMENT RESERVES THE RIGHT TO REFUSE OR REMOVE ANY MERCHANDISE THAT DOES NOT MEET OUR QUALITY STANDARDS.

NOT ALLOWED

The following items are prohibited in our booths and on our shelves.



PORNOGRAPHY OR SEXUALLY EXPLICIT OR SUGGESTIVE MATERIAL



ITEMS INAPPROPRIATE FOR CHILDREN



SWEAR WORDS ON PRODUCTS
TALK TO MANAGEMENT ABOUT HOW TO APPROPRIATELY DISPLAY THEM.



JUNK OR YARD SALE QUALITY ITEMS



DRUG PARAPHERNALIA



ALCOHOL OR TOBACCO PRODUCTS



FIREARMS, AMMUNITION, OR EXPLOSIVES



HAZARDOUS OR ENDANGERED MATERIALS



COPYRIGHTED GOODS



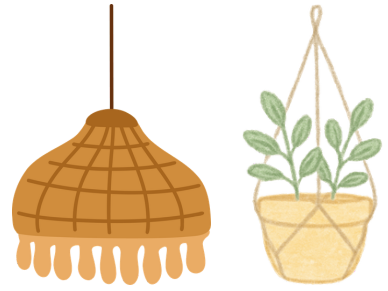
UNAPPROVED TAXIDERMY
EMAIL INFO@HIGHCOTTONDICKSON.COM WITH PHOTOS FOR APPROVAL



When in doubt, please ask! We're here to help you succeed. Thank you for keeping High Cotton a place everyone loves to shop!

Cottage Law food products must meet proper labeling requirements. Any fines resulting from improper merchandise are the responsibility of the vendor.

Booth Standards



Follow these simple rules to keep your booth looking amazing & easy to shop!

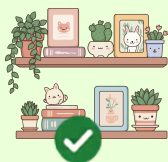
Do This



Keep all merchandise inside your assigned space.



Keep walkways clear & open.



Keep your booth clean, neat, & well-stocked.



You're responsible for your space, We maintain common areas

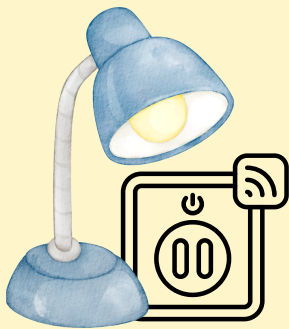
NOT ALLOWED



No plastic shelving.



High Cotton may adjust booths to maintain aesthetics.



Light it Right!

We recommend bringing a light or lamp to make your booth shine!



Use a light that plugs into a wall outlet



NO candles or battery powered lights!

Please use one of the store's smart plugs if there is one located near your booth space.

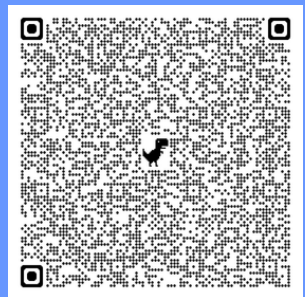


Keep an Extra Eye on Your Booth

If you would like to purchase a security camera to watch over your booth, we recommend a Wyze camera.

- ✓ Buy a Wyze camera + memory card on Amazon (around \$30)
- ✓ Staff will set it up & share access to your account
- ✓ Label it with your vendor number

Scan to Buy on Amazon (Wyze Camera)



Major construction requires prior approval, such as semi-permanent installations or lighting modifications. Construction costs are the vendor's responsibility. Semi-permanent installations may remain after move-out at management discretion. If removed, the vendor is responsible for patching damage. Extension cords must be commercial 3-wire with surge protection.

Booth Care, Merchandising & Vendor Success

High Cotton maintains aisles, restrooms, and common areas. If a booth becomes visibly dirty, dusty, cluttered, or neglected, the vendor will be notified and expected to correct it promptly. Please alert staff to messy areas that need attention.

If you find merchandise in your booth that **does not belong to you**, give it to High Cotton staff so it can be returned to the correct vendor.

Vendors may restock and adjust their booth anytime **during store hours**.

Vendors may not remain after hours to work on their booth, ask staff to stay late, or have unauthorized entry codes. In rare cases, after-hours access may be granted. Management reserves the right to revoke access at any time.



Photo Credit: Booth #70, Fruit & Spirit

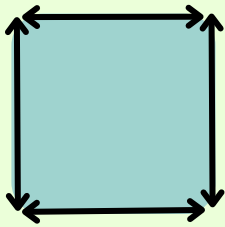
A clean, full, and well organized booth sells more.
Your success starts here!

Booth Care



Keep It Clean & Organized

Your booth should be in tip top shape for shoppers!



Stay Within Your Space

Your items must stay in your rented area. No blocking aisles!



This is Your Storefront

You're responsible for your booth. Our staff only takes care of common areas.



Refresh More, Sell More!

Visit at least every other week to restock, rotate items, and keep things looking great!



Booth spaces that are left neglected don't sell well. If that happens, staff will reach out to help. ♡



Vendors Who Perform Well Typically:



Bring New Inventory Regularly



Offer a Range of Price Points



Track What Sells, Replenish What Moves, & Adjust What Does Not



Keep Their Booth Full
Full, clean booths always outperform sparse ones.



Rework Merchandise Often
New look, new interest



Maintain a Positive & Respectful Attitude



Avoid Gossip & Negativity



Take Responsibility For Your Sales



Support The Store's Inclusive & Positive Environment



Strong Merchandising + Steady Promotion = Stronger Sales for You!



Digital Marketing & Promotion Tips

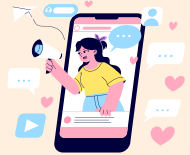


Join the High Cotton Vendors Facebook Group!

Stay in the loop with important updates, store news, & easy communication from the High Cotton team.

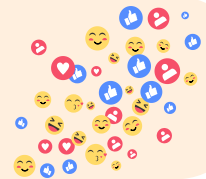


Tell people about your booth! The more you share, the more shoppers we see. 😊



Get Active on Social Media

Share your booth updates on your own social media pages and public Facebook groups. Then post often about new inventory, restocks, sales, seasonal items, your creative process, store events, and repost posts from the store's page!



Tag Us!

Tag @HighCottonDickson on Facebook, Instagram, and TikTok when posting about your booth so we can see and share your content to the store's pages.



Leverage Public Groups

When appropriate, comment on local Facebook posts where High Cotton is mentioned. When we support each other, we bring in more shoppers!



Create or Host an Event

Tastings, demos, launches, or themed events help bring people in! Talk to the manager if you have any ideas.



Be Patient and Consistent!

It takes time for the community to recognize your brand in a multi-vendor store. Consistency builds awareness. Posting once and stopping does not.



♥ Strong Merchandising + Steady Promotion = Stronger Sales for You! ✨

Sales Expectations & Booth Performance

We are committed to creating a successful and profitable space for all of our vendors. To ensure this, we regularly review booth performance.

Vendors are expected to maintain a level of sales that at minimum covers their monthly booth rent. While slower periods can happen, consistently low sales over time may indicate that a booth is not a good fit for the space.

If a booth is underperforming, we may:

- Reach out with suggestions to help improve sales (pricing, display, product mix, etc.)
- Recommend updates or changes to your space
- Reevaluate the booth's placement in the store

If sales remain consistently below rent despite these efforts, we may make the decision to discontinue the booth agreement.

Our goal is not to penalize, but to ensure that every vendor has the opportunity to succeed and that our shop remains a thriving, high-quality marketplace for both vendors and customers.



BOOTH PERFORMANCE GOALS



YOUR GOAL

Your goal each month should be to make at least enough money in sales to cover your monthly booth rent.



TO HELP ACHIEVE THIS GOAL

Staff may reach out with recommendations on how to improve your sales



OUR GOAL

We hope every vendor has the opportunity to succeed, and create a wonderful place for customers to shop.

Moving Out & Termination

A 30-day written notice via email to info@highcottondickson.com is required for move-out or booth changes. High Cotton must be fully paid any outstanding rent amount before removing merchandise.

Remember, you'll pay your last month's rent at the beginning of the month *after* you move out.

Failure to provide 30-day notice results in being charged a full additional month's rent.

Management will schedule your move-out date! If this date does not work for you please contact management via email as soon as possible. Move-out should occur on or 1-2 days before the agreed date. Once move-out begins, the booth must be completely cleared within 48 hours.

Vendors must clean the space including sweeping, dusting, patching holes, and removing debris. If space is left in poor condition, a cleaning fee may be deducted via ACH.

If items remain after move-out, they will be held for 48 hours. After 48 hours, items may be considered abandoned. Abandoned items become property of High Cotton. Displays left behind will be assumed to be donated to the store.

High Cotton reserves the right to immediately terminate this agreement for contract violations. No refunds are given for unused rent days.

If you remove items from your space more than 48 hours prior to your move out date, you will still be charged the rent amount due based on your scheduled move-out date.



Insurance, Liability & Hold Harmless

High Cotton is not responsible for theft, damage, loss, forces of nature, breakage, or any other cause. Vendors may carry their own insurance, as our insurance does not cover vendor merchandise.

Vendor agrees to release, indemnify, and hold harmless High Cotton and its employees from any liability related to vendor property or activity.

Conduct & Conflict Resolution

Conflicts should be resolved privately. No arguing in front of customers. No gossiping or venting to staff. Major issues can be sent via email to Info@highcottondickson.com. Be polite to our staff, please. Violations may result in dismissal.

Non-Compete Agreement

Vendors may not open a vendor-based store within a 1-mile radius of 106 E. College Street for 12 months after leaving. Retail or wholesale formats are permitted.

General Provisions

Management may close the store due to weather or emergencies without notice or prorated rent. If the store does need to close, vendors will not have sales for the time the store is closed.

All vendors must comply with all applicable laws.

Contract terms are subject to change.



THANK YOU

Thank you so much for choosing to become a vendor with us! We're truly excited to have you as part of our store and can't wait to showcase your products.

Your support means a lot, and we're committed to creating a space where your items can shine and connect with customers. We're looking forward to working together and helping your booth succeed!

If you ever have any questions or need anything along the way, please don't hesitate to reach out.

Please keep this handbook for the duration of your time here.