

# Sell your product in UM Bookstore

If you are interested in selling your product in the UM Bookstore there are a few steps in order to make it a reality. The UM Bookstore is managed by Follett Corporation. This means that in order to sell your product, you must become an approved Follett Vendor. If your product is using any university license, such as The University of Miami "U", you are required to obtain a license from Fermata. Below is a breakdown for both of these processes.

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## Follett

### **Vendor Application:**

To be considered becoming a Follett vendor, you must submit a formal proposal for their review. Please note that they only buy from vendors that have been approved, which they do on a seasonal basis. The process to hear back typically takes **2 months**.

Link: <https://www.follett.com/contact-vendor>

### **Vendor Labor Code of Conduct:**

Follett maintains a long-standing commitment to purchase products only from vendors and manufacturers who maintain the highest ethical labor standards for their employees. Follett has created this Vendor Labor Code of Conduct as a means of enforcing its commitment to purchase merchandise only from vendors who share its commitment to fair labor practices, especially those involved in the manufacturing of wearing apparel and gifts. By signing the document attached, Vendors signify that, as a condition of selling goods and services to Follett, they agree to abide by the terms of their Vendor Labor Code of Conduct.

Link: <https://www.follett.com/docs/VLCRevised.pdf>

## University License

### **Two Different Types of Licenses:**

**Retail:** This type of license is designed for companies that plan to produce licensed consumer products for sales at retail in local, regional and national retail outlets. These outlets will be defined in the license agreement with Fermata as approved by each university.

**International (Non-Retail):** This type of license is designed for companies that plan to produce licensed consumer products for sales to university departments and campus organizations for internal/non-resale use only and all sales must be exempt from royalties (as determined by university licensing policy).

Link: <http://fermatacollege.com/wantlicense/>

### **University of Miami License Information:**

#### Financial

Standard Royalty Rate: 15%

Annual Advance – Apparel: \$2500

Annual Advance – Hard Goods: \$750

Link: <http://fermatacollege.com/universities/miami/>