

# Basics of Vendor Events



# Events Logistics

Logistics

Paperwork

Insurance

Licenses - Health Department

etc.

Be on Time

Make Lists

Be Friendly - Customer Service is Important

Clean Up

Plan for Future Events





# BLACK CHAMBER OF COMMERCE OF SOUTHERN ILLINOIS



# 3RD ANNUAL

## BLACK EXPO 2024

*"SOARING TO NEW HEIGHTS"*

**SATURDAY, FEBRUARY 10, 2024**

**CARBONDALE CIVIC CENTER**

**10:00 AM - 3:00 PM**



[www.blackchamberofsi.com](http://www.blackchamberofsi.com)



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**TO JOIN THE CHAMBER**  
SCAN QR CODE OR GO TO OUR WEBSITE



**VENDOR SIGN UP**  
SCAN QR CODE OR GO TO OUR WEBSITE





# How to Prepare for Vending Events



# Introduction



Wife and Mom



YEMISI ANDERSON  
Business Owner and Advisor



Business Advisor with the  
Illinois SBDC at SIU  
Carbondale

# What impression will you leave?

When doing vending events, what do you want your customers to know about you?



## **YOUR PRODUCT/SERVICE**

- Do you have a product people enjoy?
- What is unique about your product?
- Where can they find your product if they can't purchase it the day of?

## **YOUR APPEARANCE**

- How are you dressed, is your brand represented?

## **YOUR PRESENCE**

- Are you welcoming and friendly
- Did you acknowledge them when they approach your table
- How do you make them feel

# Do's and Don'ts

Keep these in mind as you prepare for events

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Do price your product appropriately.  
People love a deal or special event price.



Do send them away with something.  
Even if they don't purchase your product ensure you have business cards



Have a way to capture leads.  
Have a signup sheet or QR Code for people to join your mailing list.



Don't price yourself out of the market or price yourself so low that you don't make a profit.



Don't be overly aggressive.



Don't forget to follow up with leads.

# Sell yourself

People will buy into your story, tell them who you are and why you do what you do.



Do inventory  
count before  
events.



Think about the  
packaging/labeling of  
your product



Consider a special  
deal or day of  
discount



# Inventory at Events

You don't have to bring your  
entire inventory with you,  
sometimes having less can be a  
good thing.

It is ok to sell out!!!

# Use data from previous event to improve

✓ STRENGTH

What went well during the event?

✓ OPPORTUNITY

What are upcoming events you can participate in?

✓ WEAKNESS

In what ways can you improve for the next opportunity?

✓ THREATS

What things may limit you from participating in future events?

# Branding

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This is an opportunity to build your brand. Think about the aesthetics of your table. How do your customers feel when they enter your booth?

## **CREATE A UNIQUE LOGO/SLOGAN AND PUT IT ON EVERYTHING!**

Have branded clothing with your company information.

Have printed signage with your branding

Consider branding other items like

- Table clothes
- Banners
- Bags
- Etc.

# Time is Money

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## BE ON TIME

Be where you say you will be early not just on time.

## BE BRIEF AND INFORMATIVE

What can you say to people in a few seconds that will cause them to want to know more?



# Vendor Fair Checklist

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Have a vendor fair/event checklist to help you get organized for the day of the event.

Go through your checklist the week before, a few days before, and the night before an event.

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# Contact Me

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