## **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**





## **BLACK EXPO 2024**



"SOARING TO NEW HEIGHTS"

SATURDAY, FEBRUARY 10, 2024 CARBONDALE CIVIC CENTER TO JOIN THE CHAMBER SCAN QR CODE OR GO TO OUR 10:00 AM - 3:00 PM



VENDOR SIGN UP SCAN QR CODE OR GO TO OUR WEBSITE

WEBSITE



blackchamberofcommerceofsoill

www.blackchamberofsi.com

bccsishopblk618@gmail.com

shopblack77



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## How to Prepare for Vending Events

## Introduction





Wife and Mom

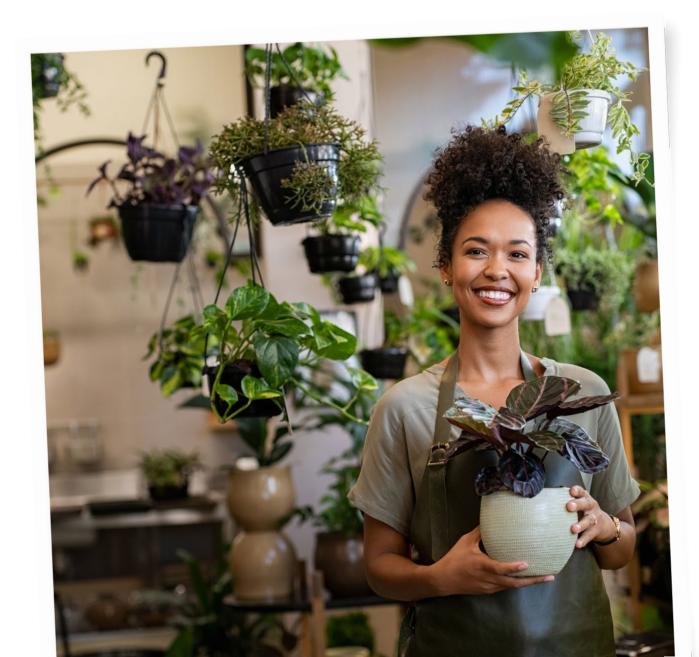
### YEMISI ANDERSON **Business Owner and Advisor**



### Business Advisor with the Illinois SBDC at SIU Cabondale

## 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?

• How are you dressed, is your brand represented?

- table
- How do you make them feel

### **YOUR APPEARANCE**

### **YOUR PRESENCE**

- Are you welcoming and friendly
- Did you acknowledge them when they approach your

## Do's and Don'ts

Keep these in mind as you prepare for events

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

X

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.

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

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

**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!!!

# Inventory at

## Use data from previous event to improve

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t are upcoming events you participate in?

### REATS

t things may limit you from cipating in future events?

## Branding

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 sinage with your branding Consider branding other items like • Table clothes

- Banners
- Bags
- Etc.

## Time is Money

**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 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.



## Contact Me

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