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

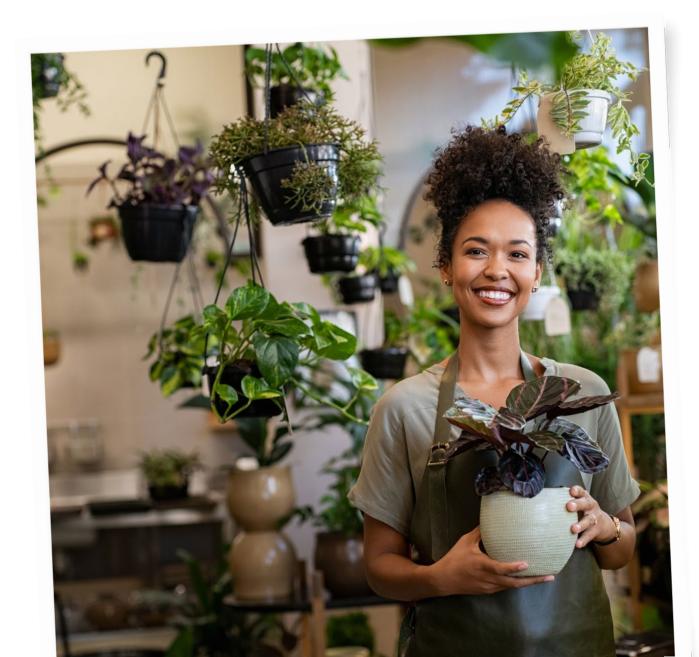
YEMISI ANDERSON **Business Owner and Advisor**



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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ORTUNITY

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

PHONE NUMBER

EMAIL



(618) 536-2424

yemisi.anderson@siu.edu