



PROFESSIONAL SPECIAL EVENT SERVICES

VENDOR KIT

**You're selling your brand.
Follow these tips to make an impression on your guests...**

PRE-FESTIVAL CONSIDERATIONS

Congratulations on choosing to be a vendor! Welcome to the family. We want you to succeed, so here are some pre-festival ideas to consider before setting up at the event...

Branding

Decorate your table with linens and props that match your unique branding and style.

Signs

Make your table visible from a distance so your buyers can find you with ease.

Displays/Shelving/Lights

Use layered displays to show your colorful foods and products to draw the eye. Keep the product stocked in your display to create a sense of abundance. Pre-fill large vessels with fillers like cardboard or straw to make them look full.

Be Inviting

Engage with others with a smile and be friendly while you're at the event. Make yourself part of your display with branded clothing or props. ***Stay off your phone.***

Display Your Packaging

Show buyers what your product looks like when it's boxed, bagged or otherwise packaged for wholesale or retail distribution.

Share Your Story

Everyone wants to see where the food comes from to see what they can sell their customers. Display pictures of your family, your farm or shop and cute farm animals! Use a map to show where your farm or processing location is. You can also bring props for foods that are processed in-house (i.e. if you make cheese, bring cheesecloth, strainers and cheese molds!)



LEAVE A LASTING IMPRESSION AT THE FESTIVAL

Samples

Bring samples for buyers to taste and/or take back to their kitchens for testing. If your produce is out of season, consider bringing a preserved version (canned, pickled, candied, etc.). If you produce raw product, consider bringing samples that incorporate your product.

Closing the deal...

Costs and Pricing

Know your costs and publish stable and wholesale prices, suggested retail prices and seasonal availability where applicable. Bring extra copies of your price sheet for buyers.

Business Cards/Brochures/Menus

Make sure buyers can get in touch with you! Leave them with some literature about your product or service.

Clipboard & Notepaper

Have a clipboard for potential buyers to write down their contact information so you can easily follow up after the event and close the deal.

CUSTOM BRAND PACKAGES AVAILABLE

Booth Packages + Signage + Promotional

Let us help you with your
Pre-Event, On-Site and Post-Event R.O.I.

Enhance the Customer Experience and
Increase your Brand Awareness & Value

Estimates available upon request:

Email us at Events@HDEAgency.com

