



Vendor Marketing & Event Participation Kit

SATURDAY, SEPT. 20, 11AM-4PM, RAIN OR SHINE
STONEHAM TOWN COMMON

Thank you for registering to be a vendor at Stoneham Town Day. We want the day to be a success for your business as you connect with community members, so we've included some materials to promote your participation, as well as ideas for making the most of the event.

If you have any questions, please do not hesitate to contact the chamber office at (781) 438-0001 or info@stonehamchamber.org.

Before the event

Plan out your space. Your space will be 10x10 feet. Consider how you can make your space eye catching and inviting.

Advertise your participation. Distribute flyers and hang a poster. To download posters or social media graphics, visit stonehamchamber.org/town-day/exhibitor-information.

Consider teaming up with another business on a special or offer.

Leverage social media. Promote your participation at Town Day on social media before, during, and after the event! Include information about what you'll be doing/providing, and make sure to tag @stoneham_chamber

- Before the event: Announce that you'll be at Town Day and invite your followers to visit you. Include a sneak peek picture of what you'll offer at the fair. Sample: Visit us at Stoneham Town Day on Saturday, Sept. 20 from 11am-4pm on the Stoneham Town Common! We'll have [some fun giveaways] and will be available to [talk about our services].
- Day of event: post a picture or video of your table set up along with a wide shot of all the vendors at the fair and invite your followers to come. Sample: Happening now! Come check out [my business] and all the other Town Day exhibitors on the Stoneham Town Common from 11am-4pm.
- After event: post an event wrap-up message. Sample: We made so many connections at Stoneham Town Day! If you stopped by our table, comment below! (Possibly include an offer or promotion for people who did not attend.)
- Consider what you want to accomplish. Are you looking for a new audience to sample your product? If you are selling something, is it something that people will pay for? Is your price reasonable?

Food vendors must submit temporary food permit paperwork to the Stoneham Board of Health no later than September 10.

*Other vendors can give out food items ONLY if the items are pre-packaged, the packaging clearly lists the ingredients, and the food is nonperishable, such as bags of chips or bottled water. The health inspector will be on site, so if these requirements aren't met, you will not be allowed to distribute your items.

Day of instructions

Set up: You are welcome to begin setting up at 8am. If you have ordered a canopy, tables and/or chairs, those will be ready in your assigned location. Arrive early to give yourself enough time to properly set up your space. Then you can relax and have fun – people tend to come early.

Parking: Once you have unloaded, please move your car to a side street. There is ample parking available on Main Street, as well as side streets around the common.

Table Set-up/Assignments: If you rented a table or chairs, these items will be set up in your space. Canopies are set up last, so if you only have a table and chairs, begin setting up and the canopy can be set-up after you begin. The chamber table will be next to the gazebo. Space assignment sheets will be available, and volunteers will be on hand to answer any questions.

Breakdown: The event runs from 11am to 4pm – we ask that you plan to remain for the entire event. If you must leave a little earlier, please do so as inconspicuously as possible. We ask that each exhibitor clean up their space completely before leaving.

During the event

- Wear your branded gear prominently, so if your picture is taken, it is obvious what your business is.
- Have a giveaway at your table and collect emails and/or business cards. Give participants the option to opt in to your mailing list (don't just add them without permission)
- Make sure you can give a 30-second (or shorter) explanation of what you do
- Make it interactive – have an activity, game, giveaway, assessment, etc
- Have QR codes that lead to your social media accounts or website
- Run specials that bring people to your business (eg, get a free assessment if you stop by before November 1)
- Network! Bring a friend or colleague who knows about your business and take turns visiting other exhibitors. This event is an opportunity for you to connect with other health and wellness professionals.
- Have your calendar handy for bookings (if applicable)
- Have something for children: candy, coloring pages, or something else as a takeaway.

After the event

- Use social media to reach people who did not attend – share photos, specials, etc.
- If you collected business cards or email addresses, send a thank you email or handwritten note for stopping by your table.

Questions?

Please feel free to reach out to the Chamber office anytime by calling (781) 438-0001 or megan@stonehamchamber.org.