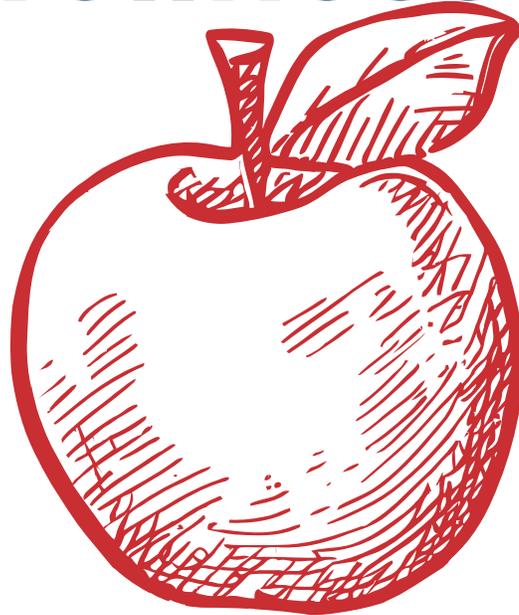


STONEHAM CHAMBER OF COMMERCE

community health + wellness fair



Vendor Marketing & Event Participation Kit

Thank you for registering to be a vendor at the Stoneham Chamber Health + Wellness Fair! We want the day to be a success for your business as you connect with community members, so we've included information about the day and 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.

SATURDAY, APRIL 4, 11AM-2PM
STONEHAM TOWN HALL

Move a little more | Eat a little better | Stress a little less



Getting Set-Up

Arrival: Please use the Emerson Street parking lot next to Town Hall to park. The side entrance of the building is where you should enter to set up.

Set-Up/Space Assignments: You are welcome to begin setting up in the Town Hall auditorium after 9am. You will be given your space assignment when you arrive, as well as a stamper to use for the "Passport Program" where participants can be entered into a raffle for visiting multiple booths. If you have ordered tables and chairs, those will be ready in your assigned location. Plan to 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 the rear Town Hall Parking Lot – signage will direct you to vendor parking the day of the event.

Breakdown: The event runs from 11am to 2pm – 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.



Things to Consider Before the Fair

Consider the visual appeal & layout of your space. Your space will be 8x6 feet. Consider how you can make your space eye catching and inviting.

- Keep your table open and uncluttered so visitors can easily approach.
- Use vertical elements (banners, signage) to maximize visibility.
- Consider flow and keep walkways clear and seating accessible if offered.
- Be mindful of strong scents or loud sounds.
- Make sure your branding is clear and readable from a distance.
- Be certain that your set-up does not interfere with or overflow into neighboring vendor spaces.

Be thoughtful in including elements that will foster engagement & interaction.

- Offer an interactive element like a mini demo, screening, activity, or quiz.
- Have an activity for children to do that will allow you to talk to their caregivers while they work.
- Offer branded tip cards, samples, or information sheets instead of or in addition to brochures or business cards.
- Prepare a short, friendly explanation of what you do (less than 30 seconds).
- Have a simple way to collect leads (clipboard, tablet, QR form) that includes permission to contact, add to mailing list, etc.
- Focus on education over selling—attendees value information.
- Highlight one or two key services or benefits, not everything.
- Include signage that explains what visitors can learn or gain.

Offer wellness-aligned giveaways and/or materials.

- Choose practical items to give away like water bottles, stress balls, healthy snacks and tip sheets.
- Consider offering a promotion, coupon or service to attendees that encourages them to engage with your business after the event like free consultations, discounts on a product, or free services.
- Avoid excessive paper—opt for QR codes to digital resources when possible.

Advertise your participation leading up to the event. To download posters or social media graphics, visit stonehamchamber.org/health-wellness-fair/vendor-kit.

- Promote your participation at the Health + Wellness Fair 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
- Announce that you'll be at the Health + Wellness Fair a week or two before the event and invite your followers to visit your table! Include a sneak peek picture of what you'll offer at the fair.
 - *Sample: Visit us at the Health + Wellness Fair on Saturday, April 4 from 11am-2pm at Stoneham Town Hall! We'll have [some fun giveaways] and will be available to [talk about our services].*



Things to Consider During the Event

Collect contact information thoughtfully. Ask permission before collecting names or emails and clearly explain how you'll follow up. Offer an incentive to sign up (tip sheet, raffle entry, resource).

Keep your space organized and adjust displays during the event. Evaluate your space once the event begins and make any adjustments that will make it more inviting (remove clutter, make popular items more accessible to people passing by).

Network with other vendors. In addition to connecting your business to community members, it is an excellent way to connect to other professionals working to promote wellbeing in the community. Bring a friend or colleague who knows about your business and take turns visiting other exhibitors.

Wear your branded gear prominently, so if your picture is taken, it is obvious what your business is.

Promote your participation in real time.

- Post photos or short videos of your table set up along with a wide shot of all the vendors at the fair and invite your followers to come to Town Hall 11-2.
 - *Sample: Happening now! Come check out [my business] and all the other Health + Wellness exhibitors at Stoneham Town Hall today from 11am-2pm.*
- Tag @stoneham_chamber and use event hashtags.



After the Event

Post an event wrap-up message.

- *Sample: We made so many connections at the Stoneham Health + Wellness Fair! If you stopped by our table, comment below!*

Follow up with new contacts promptly. Thank them for stopping by and personalize the message when possible.

- Invite contacts to an upcoming class, consultation, or event.
- Offer a fair-exclusive follow-up incentive if appropriate.
- *Keep communication consistent but not overwhelming.*

Connect with vendors you met

- *Explore referral or collaboration opportunities.*
- *Support their businesses on social media.*

Provide feedback to the Chamber. We want to hear about your experience and what you think worked well and what can be improved for next time.

- Reach out by calling (781) 438-0001 or by emailing info@stonehamchamber.org.



Event Resources

- [Health + Wellness Fair Poster](#)
- [Facebook Graphic](#)
- [Instagram Graphic](#)