



Vendor Marketing & Event Participation Kit

SATURDAY, SEPT. 19, 11AM-4PM, RAIN OR SHINE
STONEHAM TOWN COMMON

Beth Israel Lahey Health 
Winchester Hospital



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. Space assignments will be made available at least a day prior and available at the Chamber table next to the gazebo on Town Day.

BEFORE THE EVENT

Plan out your space. Your space will be 10x10 feet. Consider how you can make your area eye catching and inviting—and what you want to accomplish. If you are selling products, make sure prices are clearly displayed and that you have an easy way to accept payments. If you need Wi-Fi, plan to bring a hotspot. Access to electricity is very limited, so preapproval is required. Generators must also be preapproved.

Advertise your participation. Distribute flyers and hang a poster. To download posters or social media graphics, visit [**stonehamchamber.org/town-day/exhibitor-information**](https://stonehamchamber.org/town-day/exhibitor-information).

Have a social media strategy. 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.

Here are some ideas for how to leverage social media:



- Pre-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. 19 from 11am-4pm on the Stoneham Town Common! We'll have [some fun giveaways] and will be available to [talk about our services].*
- During the day: 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.*
- Post-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.)*

Offering/Selling Food: Food vendors must submit temporary food permit paperwork to the Stoneham Board of Health no later than September 9. **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 and no later than 10:30am. You may want to consider dropping everything off on the early side and return later for set up to avoid congestion. Be sure to give yourself enough time to properly set up your space by 10:45am, as people tend to come early.

Rentals: If you have ordered a canopy, tables and/or chairs, those will be ready in your assigned location. Tables and chairs are placed first, so feel free to set up and we'll bring your canopy after. Please note: If rented items are not in your space or not as you ordered, go to the Chamber's information table at the gazebo to request assistance.

Parking: Once you have unloaded, please move your car. A section of the Town Hall lot will be set aside for vendor parking with passes available at the Chamber table on a first come, first served basis. There is ample parking on Main Street, as well as side streets around the common. **There will be no parking allowed on Church Street or in the municipal lot by Kennedy's Cafe. Cars should not be on Central Street after 9:30am.**



Space Assignments: Space assignment sheets will be available, and volunteers will be on hand to answer any questions at the Chamber's table near the gazebo. Please note that you may not distribute handouts anywhere but in your assigned space. If you or one of your helpers is found distributing handouts, soliciting signatures, etc. outside of your designated space, you will all be asked to leave.

Breakdown: The event runs from 11am to 4pm — we ask that you plan to remain for the entire event. For safety reasons, vehicles may not enter the event area and breakdown may not begin before 4pm.

Town Day Regulations: By completing the registration form, you have agreed to adhere to the rules put forth by the planning committee that apply to everyone exhibiting with you. **All items, services, activities, and materials offered at your space must be disclosed in advance, clearly priced if applicable, and contained within your assigned space.**

Strictly prohibited activities include:

- The sale or distribution of weapons of any kind or silly string, snap pops, stink bombs or similar novelty items that are hazardous and/or disruptive;
- Conducting activities outside your assigned space or in designated walkways; and
- Distribution of materials that target, harass, or disparage individuals or groups.

These regulations are non-negotiable and vendors not adhering to them will be asked to leave.

Making the most of the day

- 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 (e.g. 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 vendors.
- 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? Contact Megan Day or Erin Kennedy in the Chamber office at (781) 438-0001 or at megan@stonehamchamber.org or erin@stonehamchamber.org.

TOWN DAY OVERVIEW

- Date + time: Saturday, Sept. 19, 11am-4pm
- Weather policy: Rain or shine
- Space assignments: Announced by Friday, September 18th via email and the Chamber website.
- Set-up time: 8am - 10:30am
- Parking: Passes to park at the Town Hall lot will be available at the Chamber table.

