



Vashon Health & Wellness Fair Exhibitor Info!

Thanks for signing up to participate with the Chamber of Commerce for our Health & Wellness Fair. We hope to make this a yearly event that will remind people to “Shop Vashon” when it comes to health, wellness and beauty. Our goal is to help you get leads for your practice year-round. You can learn more about how the event is being marketed to the public at our website www.vashonchamber.com.

EVENT FEATURES:

- NEW LOCATION Vashon Center for the Arts 19600 Vashon Hwy!
- Door Prize Drawing.
- Room for Health & Wellness providers to demo what they do.

WHEN & WHERE:

The Fair takes place on Sunday April 7th The doors open to the public at 10:00 AM and goes to 2:00 PM at the Vashon Center for the Art Kay While Hall.

- Set Up starts at 8:10 AM (staff and volunteers will be in first to prepare entire hall)
- Have your exhibit area ready to go by 10 AM and please be prepared stay open until 2PM.
- Exhibitor Tear Down starts at 2:01 pm and we must be out by 4:00 PM As an exhibitor you are responsible for taking all your equipment and trash out with you, sweeping up the area around your booth and helping us put the tables and chairs back. We can keep costs down by doing this as a group.

YOUR EXHIBIT SPACE:

Check with The Chamber Booth Saturday after 8:10 AM to learn your location.

- Your exhibit space is about 7' wide by 10' deep.
- All your materials must fit within that space.
- Tables are available but best to bring your own.
- All material must fit on your table or in your space. There are no areas to hang banner at the Kay White Hall at VCA. You can bring stands and easels and use them to display your business.
- Electricity is very limited but bring your own extension cord if you need it.
- Space can be tight so be ready to be flexible and friendly to your neighbors, so visitors have a great experience.

WHAT TO BRING:

Many of our exhibitors are asking what to bring for their table. Here are some suggestions that you can use in setting up your table.

- **Marketing Material about your business:** Business Cards, sample books, brochures, tchotchkes, signs, and any other promotional material about your business.
- **Have candy, fruit or other give away items at your table:** Nothing attracts people to your booth like chocolate or other give away item.
- **Demonstration Equipment:** Yes, you can bring your massage table, chair, stability ball, or power pyramid to show off and provide demonstrations of what you do. Space can be tight, but we will work it out for everyone who comes.
- **Table:** If you have a table bring it. Sometimes we run out
- **Table Cloth (OPTIONAL):** We don't have table cloths for these tables, and you are more than welcome bring a table cloth to cover your table.
- **A Door Prize for the Raffle:** Bring a door prize. Something worth at least \$10 for us to raffle off. We will be collecting names and numbers and emails from visitors and forward you the list of everyone who enters so you can follow up. Door prizes can be anything that has at least a \$10 value or that you feel promotes your business. Drawings will be held regularly throughout the day and when we are drawing your prize you will be announced to the crowd. We will have the coupons for visitors to fill out at the Chamber booth but provide you with blanks as well.

- **A way to track leads:** You are going to meet a bunch of different people, make sure you have a way to follow up with them by getting their contact information. While you will be getting a list of every attendee who enters the raffle we strongly encourage you to have a way to build your prospect list at your table.
- **Sign Up Sheet/Waiver:** If you are providing sample massages, manipulations or other activities we suggest you have a sign-up sheet, so you can collect names and contact info as well as keep order. We also suggest you attach your consent waiver to the sign in sheet, so you have that little bit of liability covered.

REGARDING SALES: The intention of this fair is promoting your business and allow people to get to know your practice, therefor it is totally okay for you to sell products and/or gift certificates at your booth. We ask that you only sell items that align with your business and/or practice and that you take all responsibility for tax and other sale based liabilities.

SPREADING THE WORD:

The more people that come to this event the better!

- The Chamber will be promoting this in ads, posters, e-newsletters, online calendars and social media.
- As an exhibitor we invite you to spread the word to your client base about this event.
 - Email your customers and your email list and invite them to the Home Fair.
 - Link to the Health and Wellness web page.
 - Share the Facebook event page
 - Tweet it on Twitter
 - Include your participation in any Ads you do between now and April 7th. Please feel free to include the words: "See us at the Vashon Health & Wellness Fair on Sunday April 7th at Vashon Center for the Arts

FOLLOW UP: Follow up is key to building sales!

- The Chamber will send a thank you for attending email to visitors and will include all the exhibitors contact information.
- We encourage you to follow up with the leads you get and the ones we will collect.
- Provide the Chamber of Commerce with feedback. Our mission is to promote Vashon Businesses and we want to know if this helped.
- Consider joining the Chamber of Commerce. With 270 members we represent the business community It is because of the support of our current members that we can make this event happen to promote ALL island businesses. Current members would love for you to join them.

Any question, comments, concerns? Give us a call at 206-463-6217.

Thanks again for being a part of this Shop Vashon event. We look forward to seeing your practice thrive!

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