



LOCAL BUSINESS SPONSORSHIPS

Vendor Booth Area

Overview

Research shows that *Taste of Home Cooking School* attendees have a very positive reaction to the Vendor Booth Area and view the vendors as “experience-enhancers.” Over 40% of attendees report trying a product as a result of these interactions. We want you to partner with a variety of local businesses to generate as much revenue as possible.

Prepare Vendors

Communicate with vendors so they know how to maximize their booths. Encourage them to do pre-event publicity, highlighting the booth and their participation in the event. Provide them with our best practices list “*Making the Most of Your Vendor Booth*” [found here](#). Also provide them with promotional posters, postcards or graphics they can use.

Get Organized

Once you have identified your Vendor Booth Area, make a diagram. Plan each sponsor’s display by size they have purchased. If they requested electrical power, is it conveniently available? Consider **flow of traffic** in the vendor booth area. Strategize to avoid congestion. Stagger booths that offer food and beverage samples to avoid long lines.

One week in advance of the show, confirm load-in, set-up and load-out times. Set up a schedule to avoid everyone expecting to load-in at the same time.

On show day, display signs so vendors can easily find their booth space or area. Consider providing a “green room” with lunch, refreshments, comfortable seating, etc. for vendors during set up.

Hire temporary help for pre-show set-up and post-show tear down of booth area. This helps minimize logistical responsibility for vendors and their time away from the office.

Follow up with sponsors/vendors who participated in the show. Thank vendors and provide any feedback from attendees. Also follow up with businesses that opted not to participate in the event and recap the event’s successes.

Design & Ambiance

Make the Vendor Booth area visually appealing. Make arrangements for pipe & draping, skirted tables, chairs for sitting, unobtrusive garbage cans, etc. to guarantee an appealing and functional display area.

Create a Vendor Booth “map” and distribute to attendees as they enter the event to help drive and direct booth traffic.

Arrange for music in the vendor booth area (e.g., deejay, local band, etc.). This creates a lively atmosphere.

Increase Engagement

Encourage vendors to engage attendees who are waiting in line prior to the start time of the event. These attendees are a captive audience and vendors can take advantage of this time to advertise their booth promotions.

Provide concessions for attendees coming from work. Restaurants, caterers and non-profit organizations are good options. Make sure to check with the facility. Many times they will have a contracted food company that restricts others from selling in the venue.

Include a style/fashion show sponsored by a local boutique or department store and/or a women’s group.

Competitions: There are endless competitions you can run, either over social networks during your event or traditional ‘business card in a bowl’ approaches. Here are some examples of successful competitions at TOHCS shows:

Vendor Booth Passport: Encourage attendees to visit all businesses in the Vendor Booth area with a “Passport to Play” game. Attendees are given “passports” and are encouraged to visit every vendor booth to obtain stamps to fill the passports. Only those passports with stamps from every booth are submitted for the grand prize drawing. This idea is especially useful for nonfood related vendors, such as banks and insurance companies, which might not otherwise receive much booth traffic.

Scavenger Hunt: Arrange for a scavenger hunt for attendees to spot items at Vendor Booths. Pre-print cards with the items and then have them write down the name of the booth that they saw it at. Cards could be turned in for prizes.

What to Avoid

Please exercise discretion when approving Vendor Booth participation as the Cooking School events welcome attendees of all ages. Please ensure that vendors design their booths in good taste and maintain respectful operations.

Booth areas located in the same proximity as the cooking demonstration must be closed during the recipe demonstrations. Background noise is distracting to the audience.