

FOOD TRUCK RALLY

Vendor Extravaganza

Event Details:

Date: [July 13th, 2023]

Time: [12pm-7pm]

Location: [Jamison Temple]

Address: [12530 Mack Ave, Detroit MI 48215]

The event is geared toward bringing together local entrepreneur for the purpose of supporting, networking & uplifting one another.

This event is open to the public (with the traffic flow expected to reach 200-300+ supporters).

COVID GUIDELINES

Please keep in mind, masks are **PREFERRED**.

- *If you do not have one, I will provide one for you*
- *If you are sick or have any Covid related symptoms, please let me know and I'll accommodate you accordingly but please do not risk anyone else contracting it from you by showing up. Also, I will have hand sanitizer and disinfecting wipes available throughout the building, but you are more than welcome to bring your own for your table.
- Tables and Chairs will be Cleaned and Sanitized before setup.

EVENT GUIDELINES:

- Your spot is not secured until you are paid in full. Once payment is confirmed, Terms and Conditions are binding unless otherwise waived in writing.

- Event management reserves the right to change setup and/or Event times due to weather or any other unforeseen conditions.

EVENT IS RAIN OR SHINE

1. Absent extreme, severe weather, the Event will not be cancelled
2. The decision to cancel the Event is at the sole discretion of Event management
3. Weather in Michigan can be Un-predictable, it is the responsibility of the Vendor to monitor the weather and check in with Event management if they are unsure of how the Event may be impacted

SETUP INSTRUCTIONS:

- Vendors must check in with staff prior to setting up to receive/confirm their assigned space
- Spaces will be assigned on a first come first serve basis from the date your completed application and payment is received.
- Vendors must bring their own setup racks, lamps, and extension cord (supplies are be provided upon request with advance notice-please make us aware of your needs).
- Your space must be set up and ready by Event start time If you arrive after Event start time, you will not be allowed to set up and you forfeit your fee

Setup Time is as early as starting at 10am and ends at 11:45pm. By that time, all tables should be set up and ready! Anyone arriving after that time will be turned around without refund!

BREAKDOWN:

- Breakdown may begin 30-45 minutes before Event end time and not before depending on the crowd.
- **Vendors who leave prior to closing with out notifying the host will not be allowed to sell at future events;**
- If you sell out you are more than welcome to break down early

PROMOTION

Our marketing includes a mixed methods such as PR, advertising, social media and more. We also rely on the brands we partner with to promote to their fans as well-it takes a village. Brands that are not willing to promote their participation will not be considered for participation.

WHAT TO BRING(*) indicates required

- *Email sign-up list

- *Adequate signage — we encourage that the name of your brand be displayed in and/or on your booth.
- Table/Racks/Shelving (if not rented)
- Business Cards
- Credit Card Reader (Square/Pay Pal provides free credit card processors for small business,
- Change
- Positive Vibes
- Counterfeit Money Pen

SELLING SUCESS:

- Engage with your customers, even when it's slow! Each person that passes through is a potential customer. Say Hello, start a conversation and share the story behind your collection.
- Stand up on the outside of your table
- Keep your head up & stay off your phone
- Be knowledgeable of your product
- Collect Emails! Email marketing is one of the most powerful sources of marketing these days. Get that data!
- Positive thoughts = Positive reality. Stay positive.
- Network! Believe it or not, some businesses thrive off of pop-ups. Connect with your peers and build community!
- Include Pricing for those who may come to your table and just want to purchase without engaging in conversation.

VENUE RULES:

Please be aware of the following restrictions:

- **Outside tables and chairs are allowed upon approval.**
- **Taping or fastening items to our floors and walls is not permitted.**
- **Any item being placed on our wooden floors must have protection in place to prevent damage (e.g. felt, rubber, plastic).**
- **Open flames are not permitted indoors**

Business Friends. does not guarantee sales. We provide the pop up space, brand promotion, a network of like mind vendors, and a unique selling experience. The outcome of your specific experience is beyond our control. We do believe Vendor Events are an

amazing way to receive real time feedback about your brand, network with like mind entrepreneurs and make some sales. We cannot offer a refund if you did not make sales