

# Vendor Checklist by Tabitha Dumas

## Elevate Your Image, Expand Your Influence

### Before the event

\_\_\_ Make sure you're clear on what you're expected to contribute to the event. Are you required to give out samples? Do you need certain signage? Do you have to be present at your booth for the entire event? Can you bring along an assistant or colleague?

\_\_\_ Determine your goal for the event. Is it to simply network? To set up appointments? To give out your information?

\_\_\_ Be aware of the logistics of the event like the size and location of your booth, parking, set-up time and protocols, what is being provided for you (table, table cloth, a chair, power), etc.

\_\_\_ Invite colleagues, current clients, prospects (and friends and family when appropriate) to attend the event

\_\_\_ Announce your participation on social media before, during and after

\_\_\_ Promote the event in your newsletter and on social media

\_\_\_ Do some research on other vendors and sponsors participating. Reach out to them and tell them you're looking forward to meeting them

\_\_\_ Prepare a handout or goody to give to your fellow vendors at the event

\_\_\_ Plan your outfit. You want to look professional, industry-appropriate and approachable. Remember to wear comfortable shoes!

\_\_\_ Prepare and pack up your booth

\_\_\_ tablecloth and decor (that fits your brand, of course)

\_\_\_ your conversation piece

\_\_\_ signage

\_\_\_ giveaways, freebies and/or flyers to hand out

\_\_\_ business cards

\_\_\_ candy

\_\_\_ your raffle item and sign

\_\_\_ your sign-up sheet to collect information

\_\_\_ products or samples

\_\_\_ water and a snack

\_\_\_ your calendar

\_\_\_ plenty of pens

### **At the event**

- \_\_\_ set up to encourage interaction
- \_\_\_ remember to stand up
- \_\_\_ tell people about your raffle and any incentives you're promoting
- \_\_\_ gather as many names, emails and phone numbers as possible
- \_\_\_ schmooze your fellow vendors
- \_\_\_ be friendly and approachable. Talk to people!
- \_\_\_ make sure to keep your goal in mind, whether it's to give out information, sell products or set appointments
- \_\_\_ eat your snack and drink your water
- \_\_\_ take pictures of your booth and yourself to share (and to remember how you set up)

### **After the event**

- \_\_\_ follow up with the people you met
- \_\_\_ follow up with the vendors you connected with
- \_\_\_ thank any colleagues, friends or family who attended
- \_\_\_ unpack and repack your booth supplies to be ready for next time

Tabitha Dumas, Image and Influence Strategist

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