VENDOR SHOW

HOW TO PUT TOGETHER A SUCCESSFUL VENDOR TRADE SHOW
INTRODUCTION

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• ASU HAS BEEN HOLDING A YEARLY VENDOR SHOW SINCE 2007

• HOW IT HAS GROWN:
  • NUMBER OF VENDORS ATTENDING IN 2007 = 28
  • NUMBER VENDORS ATTENDING IN 2018 = 42
  • NUMBER OF CAMPUS EMPLOYEES ATTENDING IN 2007 = ESTIMATED 150
  • NUMBER OF CAMPUS EMPLOYEES ATTENDING IN 2018 = 350
WHO, WHAT, WHY?

- TARGET AUDIENCE:
  - VENDORS, FACULTY AND STAFF

- EVENT FOR VENDORS TO MAKE NEW CONNECTIONS WITH END USERS ON CAMPUS

A GOOD RELATIONSHIP WITH VENDORS IS ONE OF THE GREATEST RESOURCES TO PROCUREMENT AND THE CAMPUS.
TYPES OF SHOWS

• SPECIFIC COMMODITY VENDOR SHOW
  • TECHNOLOGY VENDORS
  • LOCAL VENDORS
  • COOPERATIVE VENDORS
  • SCIENTIFIC VENDORS
  • ALL OF THE ABOVE
WHERE DO I START?

• PICK A VENUE
• SET A DATE
• CHOOSE VENDORS
• GET ORGANIZED!!!!
HOW TO GET PARTICIPATION?

• VENDORS
  • FREE – NO CHARGE TO THE VENDOR!
  • PROVIDE FOOD

• ON CAMPUS EMPLOYEES
  • DOOR PRIZES
  • FREE STUFF
PLANNING THE SHOW – INVITING VENDORS

- CREATE AND SEND AN INVITATION TO YOUR CHOSEN VENDORS TO PARTICIPATE.

  INCLUDE:
  - INVITATION
  - REGISTRATION FORM
  - RELEASE OF CLAIMS

- SET DEADLINE FOR REGISTRATION!!

- KEEP A REGISTRATION SPREADSHEET
February 1, 2018

Dear ASU Vendor:

Arkansas State University Procurement and Travel Services will be hosting the 2018 Vendor Show on Tuesday, May 10, 2018, in the Student Union, Centennial Room, 2nd floor.

Vendors will be allowed to setup between 1:00 p.m. and 4:00 p.m. on Monday, May 9th, provided the attached waiver is returned before May 9th. Tuesday, May 10th, there will be a morning session from 9:00 a.m. until 11:30 a.m. This session allows vendors and buyers to discuss products and services. The show will then reopen from 12:30 p.m. till 2:30 p.m. for all others on campus.

A light breakfast will be provided on May 10th. Lunch will be provided for vendors (11:30 p.m. – 12:30 p.m.). During lunch a special drawing will be held for vendors. The show will then reopen (12:30 p.m. – 2:30 p.m.) for others on campus.

The registration form can be found on our website at http://purchasing.asu.edu or you may return the form (attached/enlosed) either via email to Nanya French, afrench@asu.edu, Fax: Nanya French (870-972-3334), or mail Attn: Nanya French, PO Box 1800, State University, AR 72467.

We ask vendors to donate a door prize if possible. Drawing for door prizes will be done by Procurement the day of the show and delivered to the winner. A form will be included with your pre-show information packet. This form should be submitted with your door prize prior to the show if possible.

Deadline to register is Monday, April 11, 2016. There are a limited number of booths available (40 total), please register early. Registration will not be accepted after the deadline. Please specify if electricity is needed at your booth, these booths must be assigned prior to setup.

Please contact Nanya French for any further information or questions, (870-972-3445).

We are looking forward to having you with us on May 10th, and hope this year’s show will encourage your participation again next year.

Sincerely,

Nanya French
Credit Card Coordinator
Arkansas State University
Procurement Services
RELEASE OF ALL CLAIMS FOR PROPERTY LOSS OR PROPERTY DAMAGE

VOLUNTEER PARTICIPANTS IN ARKANSAS STATE UNIVERSITY EVENTS

This form is to be used if you want to setup early on May 10th between 1:00 p.m. and 4:00 p.m. Must be returned by May 9th or you can bring it to me on the 10th for early setup. We would prefer that the form is sent on the BEFORE THE SHOW IF POSSIBLE. PLEASE DO NOT ARRIVE BEFORE 1:00 P.M. THIS DAY. EARLY ARRIVAL INTERFERES WITH SUNBELT SETTING UP BOOTHS.

As a volunteer participant in [ASU-Jonesboro Vendor Show] on [5/10/18] at Arkansas State University, I have requested to set up my booth on the day [5/09/18] before the show opens. I acknowledge that certain risks of property loss or property damage exist if I leave my booth unattended.

I agree to assume all risks of any such property loss or property damage that I may sustain as a result of setting up my booth in advance and leaving it unattended.

I do hereby fully release and discharge Arkansas State University, its officers, agents and employees from any and all claims for property loss or property damage that I may sustain as a result of setting up my booth in advance and leaving it unattended.

I HAVE FULLY READ AND UNDERSTAND THE FOREGOING.

Name (Print)__________________________
Signature_____________________________________
Company:________________________________________
Date__________________________________________

Dear ASU Vendor Show Participant:

Please find attached to this email:

- **Vendor Show Schedule**
- **Parking Passes Information** - We will furnish you with (2) parking passes prior to the show they will be mailed to you or you may pick them up here at our office. Please let me know now what you will do to get your passes.
  Event Parking permits are valid only on May 10th to park in any non-reserved space with additional payment. Please make sure to avoid the red reserved signs which are contract spaces. The parking deck does not generally get full but if you cannot find a space there, you can use any commuter space on campus; these are not marked by any signage.
  If you come to early setup on May 9th, you will need to pay using the parking meter machine located on the left before entering the building. We cannot be responsible for parking tickets given during this time, please avoid any problem by adhering to this guide on parking. Again, do not park in spaces marked "RESERVED".

  If you are using a delivery truck please remember height restrictions are posted on the garage entrances.
  - **Campus Map** - Please note entry to garage must be done by turning off Johnson Avenue onto Carway Road at the light. If you need directions, please call the office at 972-3445 or 973-2038 or my cell, 318-348-6418.
  - **Booth Prize Form** - Attached; Please have your form ready with your door prize or send it to me prior to the show. Please give me your door prize when you arrive during early setup or the morning of the show if you have not dropped off to the office or mailed to me. We will do drawings again this year and notify the recipient.
  - **Electricity** - If you have requested electricity for your booth, please bring extension cords as we cannot provide.
  - **Setup time for booth** - Vendors may arrive at 7:00 a.m. on the 10th. If you are setting up during early setup, after 1:00 p.m., May 9th, please make sure you have your release form (included with this packet) returned to me prior to the 9th. We request that you provide this form due to liability issues. Please do not arrive early on the 9th, it interferes with the booth setup by Sunbelt. Booth items will need to be removed by 3:30 on the day of the show.
  - **Booth Number** will be sent to you via email, Sunbelt does not send me the final layout till the week before the show.
  - **Hotels** - Please remember that most hotels will offer you the ASU rate, just mention this when checking in or making your reservation. Suggestion of hotels would be Fairfield Inn, Comfort Inn and Suites, Candlewood Suites, Hampton Inn.
  - **Meals** - Breakfast and lunch will be provided, May 10, for vendors.

If you have any questions, please call me 870-972-3445. We hope you enjoy your time at Arkansas State University. If you can think of any improvements for next year’s show, please let us know. All feedback is welcomed. My email is nfinch@atsu.edu. I look forward to seeing you on May 9th for early setup or May 10th when you arrive for the show.

Please adhere to the set-up schedule times, especially if you aren’t setting up early on May 9th. You will need to be set up by 8:30 a.m. on May 10th before buyers arrive at 9:00 a.m. I will try and have large carts or a dolly available for your use again this year.

Sincerely,

Nanya French
PLANNING THE SHOW – INVITING CAMPUS

- Invite end users responsible for buying in each department on campus
- Create a ticket for those specific employees to be admitted during a special time
- Open to all of campus after end users have attended
  Ex. Buyers for departments 9-12 PM
  Open to all of campus 1-3 PM

ASU SPRING VENDOR SHOW
MAY 10, 2018

Name: Jason Smith
Department: Recruiting
Phone: ___________________
PUTTING IT ALL TOGETHER

- Communicate with vendors on a regular basis!
- Communicate with campus on a regular basis!
- Work with pipe and drape company for CAD set up for show
- Assign booths to vendors and inform them of their assigned booth
- Secure parking for vendors the day of the show
- Order food for vendor show from campus dining services
It's Showtime!
DAY OF THE SHOW!!

• GREET VENDORS
  • **VENDORS ARE ALLOWED TO SET UP THE DAY BEFORE AT A SPECIFIC TIME
• GREET EMPLOYEES ATTENDING THE SHOW
• BE AVAILABLE AT ALL TIMES FOR QUESTIONS OR PROBLEMS THAT MAY OCCUR
• ENJOY THE SHOW!!!
AFTER THE SHOW

• DAY AFTER: DRAW FOR DOOR PRIZES
• RESERVE VENUE FOR NEXT YEAR
• FOLLOW UP WITH VENDORS AND CAMPUS EMPLOYEES FOR INPUT AND SUGGESTIONS FOR THE NEXT VENDOR SHOW
TIMELINE EXAMPLE
A VENDOR SHOW SCHEDULE FOR MAY 10

DECEMBER
• EMAIL BLAST TO VENDORS TO SAVE THE DATE

JANUARY
• SEND INVITATION, REGISTRATION AND RELEASE FORMS TO VENDORS WITH A DEADLINE OF 2 MONTHS

MARCH
• DEADLINE FOR VENDOR’S TO REGISTER
• CONTACT PIPE AND DRAPE AND ASK FOR CAD TO BEGIN ASSIGNING BOOTHS

APRIL - 3 WEEKS PRIOR
• PLACE ORDER FOOD FOR SHOW WITH CAMPUS DINING

APRIL - 2 WEEKS PRIOR
• SEND INVITATION TICKETS TO CAMPUS EMPLOYEES
• ORDER PARKING PERMITS FOR VENDORS

MAY – 1 WEEK PRIOR
• SEND REMINDERS TO VENDORS AND CAMPUS OF UPCOMING SHOW!

MAY 9 – DAY BEFORE SHOW
• VENDOR SET UP AT VENUE AFTER BOOTHS HAVE BEEN ASSEMBLED
QUESTIONS?

FOR A COPY OF REGISTRATION FORMS OR OTHER FORMS REGARDING A VENDOR SHOW CONTACT NANYA FRENCH AT:

ARKANSAS STATE UNIVERSITY-JONESBORO
PHONE: 870-972-3445
NFRENCH@ASTATE.EDU