



# A MONTANA wedding



## **Vendor Guide**

**Saturday, February 15, 2020**

**10:00am – 3:00pm**

## **What makes A Montana Wedding the Best Return on Your Investment?**

### **Advertising Power**

You have the power and presence of the Bozeman Daily Chronicle, both in print and online.

### **Event Program**

During the week of Montana Wedding Event, a program listing all business names and booth numbers will be included in the Daily Chronicle print publication, as well as at the event.

### **Event Promotion**

Promotion for the event includes:

- Radio ads
- The Montana Wedding Event program
- Email campaigns
- Social media awareness
- Regional publication advertising

### **Lead List**

You will receive a lead list of attending couples after the event.

### **We're Local...**

Our goal is to promote Montana-based vendors and keep client's dollars in our Montana economy.

## **Important Vendor Information**

**The Bozeman Daily Chronicle would like to thank you for your participation in our annual Montana Wedding Event.**

This guide contains important vendor information. Please read it thoroughly, as it should provide answers to most questions you might have about the event. Please let us know if you have any further questions.

**Event Coordinator: Lauren Caselli 585.261.5147 [events@dailychronicle.com](mailto:events@dailychronicle.com)**

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### **Show Date and Time**

#### **A Montana Wedding Event**

**Saturday, February 15, 2020, 10:00am to 3:00pm**

**The Commons at Baxter & Love Lane**

## **Load In and Set Up**

**Friday, February 14, 2020 from 3:00pm to 6:00pm.**

### **PLEASE NOTE: THERE WILL BE NO LOAD IN ON SATURDAY MORNING!**

Vendors may start setting up on Friday, February 14, at 3:00pm. The event team will be available to answer questions and provide help when needed.

On Saturday, February 15, vendors are asked to be in attendance by 9:30am. All booths must be ready by 9:30am. Doors open at 10:00am.

Please note: Parking in front of The Commons entrance is only while you are unloading or loading. As soon as you are finished, you will need to move your vehicle to a parking space at the rear of the parking lot along Baxter Lane.

The Commons has a back entrance to the auditorium. For booths around the stage area, this will be the most convenient entrance to use for unloading and loading. The front entrance slopes up to the main doors. This makes it convenient for booths located in the front lobby and back end of the auditorium.

You will be responsible for getting your items in and out. Please be considerate of others. Unload and move your vehicle from the entrance before setting up your booth.

Decorating will begin on Friday. Be sure you have everything you need for the event. This includes power cord and extension cords.

## **Load Out**

**Saturday, February 15, 2020 after 3:00pm or as soon as the public has exited the venue.**

The load out begins when the event ends at 3:00pm or after the public has left the event. Please do not break down and move things out of the venue during the event. This is distracting and you may miss an opportunity to meet an attendee who is coming back to your booth on the way out of the event. If you break down before the event is over, you may be in violation of the rules and may not be allowed to participate in future events. Once again, please be considerate of others. Have all items broken down and packed before bringing your vehicle to the entrance.

**Before leaving the venue, be sure to check out with Lauren Caselli or a member of the event team.**

## **Ticket Sales**

**Tickets are \$5.00 if purchased prior to the event, and \$10.00 at the door.**

**Attendees may also purchase their tickets online at: <http://www.montanaweddingevent.com/>**

## **Booth Displays**

Be creative with your booth. Keep it simple and elegant, and remember to invite couples to stop by.

Fire regulations prevent the use of any open flame candles. Vendors may use battery operated candles. If you have a wooden structure as part of your display, ensure that it has a fire-protected coating.

Tasting Booths may offer samples of food. Any other edible items for event attendees must be prepackaged, such as prewrapped, bite-sized candy.

Each vendor will be provided with a sign for their booth. If you need electrical connection in your booth, please let Lauren Caselli know and bring a power cord and extension cords.

### **Prizes and Giveaways**

Throughout the day, winners' names will be drawn for giveaways. Only the Grand Prize Winner does not have to be present to win.

If you would like to participate in the drawings, please contact Lauren Caselli, at [events@dailychronicle.com](mailto:events@dailychronicle.com). Donated giveaway items will be listed with the corresponding vendor's name in the event program. Prior to announcing the winner, the emcee will announce the donating vendor's name.

As each engaged couple enters the event, they will be given a gift tote bag. Vendors are encouraged to provide potential couples who visit their booth with a giveaway and/or literature about their business.

### **Montana Wedding Bistro**

Food and drink will be sold by local eateries and food trucks in the Montana Wedding Bistro. There will be a bar providing alcoholic and non-alcoholic drinks and a Water Station in the lobby. ID carding will be done at the ticket tables. Attendees ages 21 and older will be given one color of wrist band. Attendees 20 and under will be given another.

### **Event Contract**

Contracts must be completed and sent in at the time the booth(s) is reserved. Vendors can email, fax or mail their signed contracts to:

### **Bozeman Daily Chronicle**

**Lauren Caselli**

**2820 W. College**

**Bozeman, MT 59718**

**585.261.5147**

**[events@dailychronicle.com](mailto:events@dailychronicle.com)**

### **Other Things to Remember**

- Be courteous, respectful and careful when moving in and out.
- If your booth does not require a table and/or chairs please contact Lauren Caselli at [events@dailychronicle.com](mailto:events@dailychronicle.com)
- Please do not break down early.
- Please do not leave any trash or items behind in your booth. Before leaving be sure to check out with a member of the event team.

**Make Your Booth the Most Popular at the Show**

**Be creative with your booth**

Keep it simple and elegant. Do bring samples of your work and products to display.

**Think neatness & visibility when setting up your booth**

Make sure your display is organized and tidy. Make it easy for visitors to get information. Use signs in your display to provide basic information.

**Pull a crowd to your booth**

Use an interactive display, such as a quiz or game on the computer, a contest drawing or a demonstration at your booth. It doesn't need to be fancy to draw people's attention and get them to cluster around your booth.

**Offer a giveaway**

Participating in the giveaway drawings is a great way to help the attendees remember your business. Remember, they will have an event bag to keep your giveaway safe till they get home.

**Make sure you have plenty of promotional literature on hand**

Have a good supply of flyers or brochures, as well as business cards. Be prepared to book appointments. Be ready to do business.

**Have your booth manned at all times**

Vendors must wear the vendor ID tags at all times. If you need to leave your booth unattended, use the "Will Return in a Moment" sign provided.

**Actively engage booth visitors**

Congratulate the future couple! This will make them feel special, as it is a special time in their lives. Give people who approach your booth a friendly welcome, and let them know you encourage questions. Be prepared to provide specifics to questions.