



## Marketplace

### One Year - Eight Months Out

- Ensure that you have the most current WW&S vendor list.
- View all photos and videos on the [www.winewomenandshoes.com](http://www.winewomenandshoes.com) web site
- Determine how you will select vendors for the marketplace. Price range? Local vs National?
- Lay out your choices, and have several options to choose from.
- Start contacting vendors for marketplace

### Six Months Out

- Start asking vendors for items for Key to the Closet

### Four Months Out

- Meet with Décor committee to discuss and design Marketplace look
- Continue recruiting vendors for Marketplace
- Cultivate relationships with vendors-prepare them to promote event
- Discuss signage placement

### Three Months Out

- Start finalizing vendor contracts for Marketplace
- Finalize signed agreements with shoe vendors
- Continue procuring KTC items

### Two Months Out

- Finalize all vendor contracts & close marketplace procurement
- Make certain vendors have promo materials in stores - Suggest they put a card into each customer's bag!
- Confirm volunteer needs with each vendor. How much assistance will they need?  
Do they need help loading in and out?
- Create a day of event timeline
- Ask vendors if they want to include a gift card for the swag bags. Many companies pay to be included.



## Marketplace

### Six Weeks Out

- Confirm all vendor contracts are signed and completed
- Get involved in Outreach! Have vendors create more buzz on social media and web page

### Three Weeks Out

- Close KTC donations
- Send list of vendors to WW&S graphics team for eblast
- Coordinate KTC display

### Two Weeks Out

- Reconfirm each vendor
- Send each vendor event date, location, directions, parking/load in instructions, event timeline
- Create a list of items you are bringing to the venue for added decor
- Confirm volunteers with the Volunteer Chair

### One Week Out

- Follow up with your vendors
- Contact your volunteers. Let them know you appreciate their help & you look forward to meeting them soon.
- Confirm loading in/out details with your event venue
- Communicate this info to your vendors & volunteers

### Day Before/ Day Of Event

- Set up stations (day before if possible)
- Greet your volunteers and make sure they're in the right place to help with loading & unloading
- Be flexible. If vendors want to change their location, and it's possible, do it
- Walk around during the event and check in with vendors to make sure they have everything they need

### After Event

- Send a thank you note to your vendors & volunteers.
- Follow up on vendor sales & revenue. How much did they sell?