



Marketplace

One Year - Six Months Out

- Ensure that you have the most current WW&S vendor list.
- View all photos and videos on the www.winewomenandshoes.com web site
- Determine how you will select vendors for the marketplace. Will you choose by price point? Will you choose local friends? Lay out your choices, and have several options to choose from.
- Start contacting vendors for marketplace

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

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!
- Volunteer needs: Confirm volunteer needs with each vendor. How much assistance will they need? Do they need help loading in and out? Coordinate with the Volunteer Chair to acquire the proper muscle.
- Create a day of event timeline
- Ask vendors if they want to include a gift card for the swag bags. It's fantastic PR. Many companies pay to be included.



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Six Weeks Out

- Confirm all vendor contracts are signed and completed
- Get involved in Outreach! Have your committee and vendors create buzz about the marketplace on Facebook, etc. Coordinate with the Outreach committee for ideas.

One Month Out

- Confirm each vendor
- Send each vendor event date, location, directions, parking/drop-off instructions, event timeline
- Create a list of items you are bringing to the venue and what you need to purchase.
- Confirm volunteers with the Volunteer Chair.

One Week Out

- Follow up with your vendors. Let them know you're excited they're participating & you look forward to seeing them soon.
- Contact your volunteers. Let them know you appreciate their help & you look forward to meeting them soon.
- Get the loading in/out details from your event space. They may require that vendors load in a specific location. Relate this info to your vendors & volunteers.

Day Before Event

- Set up as much as you can



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Day Of Event

- Greet your vendors.
- Greet your volunteers and make sure they're in the right place to help with loading & unloading.
- Label each vendor table with vendor name. But be prepared for vendors to dislike some details, e.g. their locations in the marketplace. Be flexible. If they want to move, and it's possible, do it.
- Meet with vendors as they arrive and direct them to their table
- Walk around during the event and check in with vendors to make sure they have everything they need

After Event

- As soon as possible, write down your notes from the event. What worked? What would you change for next time? This will be incredibly useful for next year's committee chair.
- Send a thank you note to your vendors & volunteers. CHARITY can help with notepaper and production.
- Follow up on vendor sales & revenue. How much did they sell? How much are they donating? Be prepared to chase them down. (Sadly, even with charity, it happens.)