



Venue:

Idaho State Journal

2018 Fall Festival

August 25, 2018

Portneuf Wellness Center & Bannock County Fairgrounds

## **Important Vendor Information**

The Idaho State Journal would like to thank you for your participation in our ISJ Fall Festival event!

Please read thoroughly, as it should provide answers to most questions you might have about the event. Please, let me know if you need anything further.

Event Coordinator: Traci at 208-239-3523 or via email at [tlund@journalnet.com](mailto:tlund@journalnet.com).

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On Saturday, August 25<sup>th</sup>, vendors are asked to be in attendance by 9:00am. All booths must be ready by 10:30am, the event starts at 11:00am.

You will be responsible for getting your items in & out. Please be considerate of others. Unload and move your vehicle before setting up your booth. Be sure you have everything you need.

### Load Out

The load out begins when the event ends at 5pm. Please, do not break down and move things 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. Please, do not leave any trash or items behind in your booth.

### Booth Display

Be creative with your booth, think neatness & visibility when setting up your booth. Keep it simple, interesting and remember to invite customers to stop by and look at your booth.

Pull a crowd to your booth, use interactive displays, such as a quiz or game. It doesn't need to be fancy to draw people's attention.

Make it easy for visitors to get information, use signs in your display to provide basic information.

Have your booth manned at all times, someone needs to be there to greet attendees, engage them with conversation and answer questions.