

VENDING AT YOUR EVENT

Adding vending to your event can increase revenue, involve local business/organizations, while equipping and introducing new hoopers to a sense of community and great hooping gear. If that sounds good to you, here's how to do it:

- **Create a secure, organized space.**
 - Designate a vending area within your event space. Make sure it's in an area that will get traffic but won't be congested.
 - Put a member of your team in charge of seeing to the needs of your vendors and setting up a secure space for them (See ***Organizing Your Event Team***).
 - If you're not using your Hooping Life merchandise to thank your Event team or other helpers, make sure you've got a nice display for it.
- **Have a Plan**
 - What will you require for vendor participation? Instead of a "vending fee," consider asking potential vendors to donate an item or two for door prizes, a raffle, etc.
 - When? Vending is probably most effective *after* your screening and/or during your hoop jam. This is also a good time to draw for the door prizes to draw attention to the donating vendors and their wares.
 - How will vendors accept payments? It's less and less common that people have cash on-hand. Everyone benefits from being able to accept credit/debit cards. We LOVE [SquareUp](#) - it's something every hooping biz can use. The FREE SquareUp card reader attaches to your smart phone and processes transactions for 2.75%
- **Be inclusive**
 - Put out a general call for vendors on your Facebook Event page. The greater diversity of hoop dance goods, the better. If you'll have potentially "competing" vendors - like two hoop vendors - have the vendors agree ahead of time on a minimum price. This is a time to unite the community - when vendors aren't undercutting one another everyone wins.
 - If you're including other community businesses in your event, you'll want to negotiate their participation as well. Maybe the local juice bar would like to provide samples at the Hoop Jams? Or perhaps the local brewery would like to drop by with a couple cases for the cause? Are there locals who sell things hoopers love?
 - Vending space can also include informational booths. Certainly offer space to the yoga/dance studio that houses your hooping classes. It's a great way to thank them and give back. Encourage local instructors to offer 'Free Class' cards for your own classes to distribute to interested audience members and passersby. Consider setting up a space that lists all the many benefits of hooping. Keep in mind, the event is serving two audiences: hoopers and hoopers-to-be!