



A LOCAL FIRST ARIZONA EVENT

## 2023 VENDOR INFORMATION



### SCHEDULE OF EVENTS

Date & Time: Tuesday, August 29th, 11:00 am to 2:00 pm

Vendor Load-In: 9:00 am to 10:30 am

Final Walk-Thru: 10:30 am (All Vendors to be 100% ready to go)

Breakdown & Load-Out: 2:00 pm to 3:30 pm

### CHECK-IN, LOAD-IN, & PARKING

**Vendor Check-In:** You will need to check in with a Local First Arizona team member at one of the entry doors. They will direct you to your booth location inside the venue.

**Vendor Load-In Details:** Please arrive between 9 to 10am to ensure that you are ready by 10:30am. Pull into the southwest side of the Centennial Hall building where a Local First Arizona team member will direct you to the loading door entrance. Once you have completed unloading, move your vehicle to the parking lot. **There is plenty of parking on-site at the event.**

### BREAKDOWN, LOAD-OUT, & CHECK-OUT

**Vendor Check-Out:** Local First Arizona team members will be available in the loading zone area to provide feedback or answer any questions.

**Vendor Load-Out Details:** No vendor is allowed to break down prior to 2:00 pm. Once the event has concluded, you are encouraged to begin cleaning up waste items and packing up all remaining materials. Similar to the load-In process, use the load zone for packing up your materials. You may also choose to carry your items to your vehicle in the parking lot during that time.

## WHAT WILL BE PROVIDED

- One 6-foot table in 10' x 10' space
- Two chairs
- Ice (if requested in advance)
- Electricity (if requested in advance)

## WHAT TO PACK

1. A cart or dolly for your set-up convenience
2. Linen(s) for table covering (table is 6 foot long)
3. If you are offering samples:
  - Products you plan to sample and promote
  - Plenty of sample cups or plates
  - ***The Mesa Convention Center is handling all necessary permits for sampling. No additional permits are needed from the county***
  - Necessary business certifications are up to date (GAP certification, food handlers card, and etc.)
  - Food service approved gloves
  - Sanitizing bucket and solution
  - Service items like napkins, tasting spoons, etc. Minimal & compostable sampling supplies are preferred.
  - Ice chests/buckets, hot holding equipment, such as chafing dishes/sternos, warm boxes etc.
  - Extension cords, power strips (note: gaffer's tape is not permitted)
4. Marketing materials & business cards
5. Wholesale price sheet or wholesale FAQ sheet
6. Samples of your wholesale packaging (like containers or cases)

## FOOD SAFETY

You are responsible for having adequate holding equipment to maintain your samples at a proper temperature. Bring all items that you will need to sample your food products and keep it safe including, but not limited to, sufficient food safe serving utensils, backup utensils, food service gloves, sanitizer solution with clean towels, chafing dishes/sternos, warm boxes, an ice chest to keep your product cold, etc. Ice will be provided. No cooking is allowed at the event, but some small appliances are permitted. Electricity is available if requested. Please notify us here in advance. Don't forget extension cords, if needed!

## **SET-UP & DISPLAY**

All spaces will be outfitted with (1) 6-foot table and (2) chairs. You will need to bring linen to cover the table. Think about the presentation of your booth from a buyer perspective. A highly captivating, visually stimulating table presentation, as well as providing the most pertinent details like a wholesale cost sheet, business cards, and presenting wholesale and retail packaging sizes have proven to be the most successful. Buyers are drawn to visually appealing spaces, so feel free to bring signage, props, and products to make your booth shine. Signage may be hung on your table or hung from your own stand - no signage is to be hung from the walls.

For more information on how to make a spectacular display, check out our [“Make an Impression” checksheet](#). Should you need more assistance in making the most of your booth, please reach out to Marcus Browne at [marcus@localfirstaz.com](mailto:marcus@localfirstaz.com) from our Technical Assistance team for business-specific guidance.

## **WHOLESALE PRICE SHEET**

In addition to any marketing materials you typically use to share information and build interest in your business, we strongly encourage bringing copies of a simple, one-page document that outlines your wholesale pricing and processes. This may also include suggested retail pricing to share with wholesale and restaurant buyers. You may also want to outline items, such as delivery methods, bulk pricing options, and order timing (i.e. how far in advance you will need an order to successfully fulfill it). Attendees will visit many other businesses, so ensuring they can bring home a reference sheet will increase your success and any follow-up correspondences after the event.

## **BUSINESS-TO-BUSINESS CONNECTIONS**

Attendees are at the event to make connections with new clients for their businesses. They are looking to sample featured items, obtain marketing materials, and view wholesale product sizes and pricing. We recommend bringing units of your products to show in wholesale and retail sizes, for display purposes. We encourage you to focus on building wholesale relationships throughout the day.