

The Vegan Bazaar: Opening Day of Vida Vegan Con III  
Friday, May 29, 2015 1pm-7pm\*  
The Marchesa Hall & Theatre Austin, TX  
*Offering a taste of Vida Vegan Con + an exclusive attendee-only first hour from noon to 1pm!*

## **TIPS FOR VIDA VEGAN BAZAAR VENDORS/EXHIBITORS**

All right! Thank you for joining us at the first ever [Vida Vegan Bazaar](#).  
You're off to a fantastic start!

*Here are some tips to get you prepared for what to expect, and how to make the most of this event:*

### **First up: Really, what are your goals?**

What do you hope to get out of your time at **Vida Vegan Con**? (Goodness, besides supporting the vegan community, thanks!)

Are you interested in attracting the Austin segment? The vegan health and beauty audience that our attendees reach? The content creators, food bloggers, activists, or photographers?

These social media users have a reach around the globe, as do the folks they reach, and so forth. This world is your shiitake-based vegan oyster; you can reach out to our folks any way you want. Get creative!

### **Just a few ideas...**

#### **LET'S PREPARE, SHALL WE?**

- ★ Think vegan expo!
- ★ You'll be gaining exposure with attendees from all around the world!
- ★ Use the hashtags #vidaveganbazaar & #vidavegancon leading up to/ during the event to gain awareness and new friends/fans!
- ★ *Food vendors: Make sure you get your permit with us upon signup!*  
*Food Trucks: Reserve your spot in the lot!*
- ★ Get your table/booth displays ready.
- ★ Book your lodging now! Austin, while expanding, still tends to fill up this time of year. See our [Travel Page](#) for suggestions.
- ★ Set up early and have merch, product, sales methods, and change ready.
- ★ Bring everything with you that you can.  
(The Marchesa has very limited package receipt capability, though we can handle box shipment upon request; shipping fee is \$5/box.)

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### **AT YOUR TABLE:**

- ★ Offer samples.
- ★ Host a raffle + collect business cards!
- ★ Have an exclusive, only-at-Vida-Vegan-Con deal on your products/goods. (And promote it!)
- ★ Gather a newsletter list, either handwritten or digital.
- ★ Have a product sampling/review program signup.
- ★ “Recruit” brand ambassadors & new fans!
- ★ Do a photo contest with your new friends & fans.
- ★ Have a game at your table with prizes.
- ★ Showcase new products/goods (and let us know so we can help spread the word in advance about anything in our \*New Product Showcase\*).
- ★ Add a second table for more impact. Lounge? Tutorial? Pop-up chef? Hmm...
- ★ Add entertainment (*to be approved*).
- ★ Get to know other vendors.
- ★ Talk to attendees and get live feedback!
- ★ Do an only-at-VVC food special!
- ★ Take a lot of pictures! Tag your new friends & fans on Instagram.
- ★ Enjoy the event! Have fun! It'll come across.

### **FOR THE FUTURE:**

- ★ Offer Vida Vegan Con specific specials on future purchases
- ★ Post those photos and tag your new fans & friends!
- ★ Send out post-event newsletter and update your social media channels. Consider a special discount code for attendees!

**Got a question?** Email [VidaVeganConference@gmail.com](mailto:VidaVeganConference@gmail.com) or call xx

**@VidaVeganCon @VidaVeganBazaar #VidaVeganCon #VeganBazaar**

**Unique badges to come!**