



UNC Local Business Fair

Sunday, August 19, 2018
4-6 p.m.
Candelaria Lawn



Registration: \$150.00 per table
Registration Deadline: August 10, 2018

Register at <https://tinyurl.com/UNCbizfair>



or

Email david.shimokawa@unco.edu for a registration form

Greetings!

Do you want to get your product or information in front of hundreds of UNC students?

In the tradition of the former UNC Fall “Bizarre,” the UNC Graduate Student Association (GSA) will be hosting the UNC Local Business Fair during the fall semester opening weekend on **Sunday, August 19, 2018 from 4-6 p.m.** in the giant tent on UNC’s Candelaria Lawn!

The UNC Local Business Fair is the perfect place for companies and organizations to introduce their products and services to the UNC campus community as they return from summer break. With over 10,000 students, 500+ faculty members, and 1,600+ staff members, the UNC campus community is equal to approximately 11% of the population within the City of Greeley! UNC students alone spent approximately \$42 million in the local service economy in 2015!

Space is very limited at this event so register early! Tables are assigned on a first-come, first-served basis until all spaces are filled. The GSA reserves the right to relocate tables to best accommodate all participants. Requests for specific table locations cannot be accommodated after August 10, 2018.

With your registration, you will receive:

- One standard 6’ table (with option to purchase more table space)
- Two chairs
- Advertising for the event
- A prime location for contacting UNC students
- An assigned account representative to help you with registration, check-in, and to answer questions throughout the event.

Please note:

- Weld Health Department licensing is NOT required for food/beverage giveaways as long as you stick with food/beverage sample sizes (approximately 3 ounces or less / able to fit in a Dixie Cup)
- Electricity is not available (no generators please)
- No alcohol/tobacco/drug promotional material allowed
- No sales of any kind
- No pets allowed with the exception of service animals
- No credit card sign-ups

Please email david.shimokawa@unco.edu if you have any questions. Thank you for supporting UNC!

Sincerely,

David Shimokawa
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UNC Graduate Student Association

Marketing Ideas

1. Food Service: Offer a variety of sample items from your menu. As long as you stick to giving away sample sizes, the Weld County Health Department is not requiring additional licensing/permits for this event.
2. Give out lots of promotional swag: stickers, flyers, t-shirts, etc.
3. Do any UNC students work for you? Have them work your display table to be a friendly face that attendees recognize.
4. Fitness Industry: bring in a sponsored athlete or other competitor to pose for pictures, answer questions, make recommendations, etc.
5. Food Service: Display your most popular items. While you can't give out entire meals, you can display plates of your most popular dishes so attendees can see exactly what you serve at your place of business.
6. Invite past/current clients to stop by your table. Send out an email blast or social media post that UNC clients will get a free t-shirt, etc. just for stopping by.
7. Do you have a rewards card? Give free stamps to attendees who already have a card and give out new cards with a free stamp to new customers.
8. Food Service: Pass out menus so students know what to order for take-out.
9. Inform attendees of your newest items, promotions, and special pricing.
10. Answer attendee questions. Let them know about your business, experience, safety standards, certifications, etc.
11. Offer special pricing or freebies to certain segments of event attendees: student athletes, fraternity/sorority members, UNC faculty, etc.
12. Do a prize drawing. Offer attendees a chance to enter to win free items, gift certificates, etc.
13. Do you offer consultations? Book appointments on the spot by offering discounts or booking incentives.

Vendor Table Contest



During the UNC Local Business Fair, our team of secret shoppers will be checking out the various vendor tables. This is your chance to show your stuff to the UNC Campus Community. Here is what the judges will be looking for:

- Friendly and welcoming table staff
- An attractive and exciting table display
- Giveaways, samples, and swag
- Interactive displays, games, and contests
- Tables that can draw a crowd
- Tables/displays that follow the event rules

The **top five tables will receive full refunds of their registration fees**, but more importantly, winning tables will have bragging rights for the upcoming school year!

Event Location



Star = Candelaria Lawn

Enter the UNC campus at the intersection of 14th Avenue and 20th Street.

Vendor Parking is first come, first served in the parking lots near Candelaria Lawn. No parking permits needed (except handicap stalls). Curbside drop-off area is provided. Do not park in marked fire lanes.