

VENDOR COMMITTEE GUIDELINES

Facility/Time Line Requirements

- When picking a facility be sure that there is appropriate facilities for the vendors.
- Vendor space should be adjacent to meeting rooms with optimum visibility.
- Room must have overnight security for vendor equipment.
- Appropriate tables, skirting, space for the anticipated number of vendors and attendees.
- Check on the cost per table, skirting, phone lines, chairs, availability of electric supply, etc.

Decide on charge for per booth

- figure in cost of booth and everything in it to cover all costs from the facility.
- figure in the cost of food (lunches, breaks, dinners, etc.) that will be offered to the vendors.
- attempt to estimate as accurately as possible the number vendors that might participate.
- decide what number of vendors (individuals) will be covered by each vendor fee. Also decide the cost for additional participants.
- the amount to charge must cover all vendor expenses, help to offset conference expenses and still be a realistic amount for a vendor to pay (don't over or under charge).

Send out vendor invitations

- Identify and compile a list of addresses, phone numbers and fax numbers of prospective vendors (see list attached).
- Send these out about six months ahead.
- include a cover letter introducing the organization and yourself and describing the conference.
- invitation should also include dates, location, fee, what is included in the fee and the contact person. It should also include the registration deadline and any extras included with the registration such as ad in the newsletter and who to contact for this ad.
- sign up form with specific options and company name, contact person for the company, phone number and fax number.

Contact Vendors (Follow Up)

- after sending out invitations to vendors make a follow up contact, especially with the vendors most likely to be interested, by phone.

Confirmation Letters

- Send these letters on or before the registration deadline.
- Include thank yous and instruction about conference such as set up and tear down times, hotel location, hotel costs, etc.
- Include any details that were not answered by the first contacts, additional names of attendees for name tags or any last minute details.
- Follow up with a phone call if necessary.

Contacts with Facility

- Establish a contact person for the vendors.
- Continue negotiations as individual vendor needs arise.
- Arrange for any extra charges to be paid for by the IAI or the Vendor.

Set Up

- Arrange the floor plan ahead of arrival. This plan must be acceptable to the vendors as well as the facility.
- Arrive early to be sure all vendors arrive and be present during set up to answer any questions, assist, be the contact with the hotel, etc.
- Be sure the contact person is available for help.
- Have all vendor packets, name tags, gifts, etc. present at the tables.
- Register vendors during the set up.

During the Conference

- have at least daily contact with each vendor.
- anticipate and take care of vendor needs.
- maintain order and noise level in the vendor area.
- be sure to maintain any snacks /drinks in the vendor area.

Break Down

- arrange individual tear down times at set up.
- must not interfere with conference.
- be sure all vendor supplies are ready. This include packing material, shipping information or any other individual requirements.

Make sure vendors tearing down ahead do not interfere with vendors that stay.

Door Prizes

- Begin collecting door prizes when invitations are sent.
- Collect from vendors during set up and during conference. Some may be sent ahead.
- Collect from companies that are not at the conference but are participating by door prizes, advertisement, etc.
- Set up committee to organize and distribute prizes at conference.
- Decide how prizes are to be distributed and when.
- Be sure to address any specific vendor requests and accommodate them when possible.