

FFOREST FEST ACTIVITY PACKET

All Vendors are **required** to host an activity in their booth for the 2023 Festival. Don't worry. It's easy! This is what makes fForest Fest different from other markets and festivals. This was a very popular part of the 2022 festival.

START PLANNING.

Start thinking of a fun activity you could offer to the shoppers. It's a great way to attract people to your booth and promote your business. Since this is an all-day event, the goal is to keep shoppers at the festival, participating and having fun all day long. Hosting an activity will also increase your sales and make your space seem friendly and approachable. Every booth will have a bit of room to overflow, so don't worry about it cutting into your sales space.

IDEAS.

Make & Take:

Offer shoppers a project for free, or a small fee. Ideas includes paint a flowerpot, macrame your own keychain, build your own bracelet, craft, or sketch a drawing.

Live Demo:

If you make something, work on your projects during the festival and allow shoppers to watch and learn. One of our favorite ideas is to post a sign and have a mini-5-minute class every hour.

Host a Gathering Spot:

Make a cozy spot to invite shoppers to hang out. Set up a small area with a game like checkers or mancala. Bring a comfy upholstered chair to invite customers to sit; or create a selfie spot with a backdrop.

Game:

Offer a little game with a prize or discount. Ideas include: a skill game, a spinning wheel or ask trivia questions to win a prize. Be as creative and fun. The goal is for the shoppers to have fun. You could also offer a prize such as a Buy one, get one discount, \$1 off promo or a special price on something.

Samples:

If you have food or products, offer free samples or tastes.

Be Creative:

Your activity can literally be anything you can think of. Let your creativity run wild. Last year a few creative examples included a vendor cutting bangs for charity, someone doing henna, face painting, and one vendor had a 'Everything is \$1' table. Something to make your booth stand out and fun.

SHOW YOUR CREATIVITY.

Design a flyer or graphic for fForest Fest to use on social media. You can use it and FFF will use it to promote your business and your activity. Booth assignments will be announced shortly after registration so you can publicize yourself and your activity. It doesn't have to be done today. You have plenty of time to think about it, plus you will receive reminders.

EMAIL: info@fforest.com > **SUBJECT LINE:** Activity