

FEST FREINDS ACTIVITY PACKET

All Fest Friends 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. 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 attendees at the festival, participating, and having fun all day long. Hosting an activity will also increase your sales leads, making 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 setup space.

IDEAS.

Make & Take:

Offer attendees a project for free, or for a small fee. Ideas includes paint a flowerpot, decorating your own bank, craft, or sketch a drawing.

Live Demo:

If you offer a service, host a live demo, and offer attendees an opportunity 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 attendees 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. Offer free water and snacks. Free Wi-Fi hotspot from your phone, post QR codes for your business, and bring Lego's, blocks, or puzzles for kids to play on a blanket.

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 all ages to have fun. You could also offer a prize such as a Buy one, get one discount, \$1 off promo, cash, or a special price on something.

Samples:

If you have products, offer free samples or coupons.

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 make and take rock painting. 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