



Saturday, October 5, 2019
Historic Church Street in Vienna
CHECK-IN PACKET



Hello and welcome to the Vienna Oktoberfest 2019! We are very pleased that you will be joining us and we're looking forward to a great day!

Attached in this e-mail you will find:

- Spreadsheet which indicates your booth number, location of booth, your check-in location and check-in time
- Check in packet (print the one for your specific check-in location and note name & booth # on top) which has:
 - Directions for unloading your vehicle.
 - Directions for exiting the festival area once you have unloaded.
 - General festival information and tips for a successful vendor experience.
- Map to our dedicated vendor parking lots (*yes – you will have a reserved place to park this year!*)

Note: Check-in times are staggered to avoid serious traffic jams and all vendors must be checked in no later than 9:30 am. Please make sure that you go to your designated check-in area first. Volunteers will be manning each check-in area and will assist you in locating your booth.

Check-in #1: Intersection of Church & Center Streets near address
100 Church St NE, Vienna, VA 22180

Check-in #2: Intersection of Ayr Hill Rd. and Dominion Rd. NE near address
231 Dominion Rd NE
Vienna, VA 22180

Check-in #3: Intersection of Mill & Church Streets NE near address
138 Church St NE, Vienna, VA 22180

For ease of arrivals and set-up, 1. check-in and find your spot 2. avoid blocking the streets by unloading your car (*quickly putting as many of your supplies as possible on the sidewalk nearest your spot*) 3. leave the area to park your vehicle and then come back to set-up your booth. 4. Have a great time!

To ensure patrons have sufficient parking, all vendors & staff must park in our reserved vendor parking areas:

- 374 Maple Ave E (*rear lot of United Bank*).
- 243 Church St. NW
- 226 Maple Ave W. (*rear lot of Tom Yum Thai Restaurant*).
- 301 Maple Ave. W (Garage—NO HIGH-PROFILE vehicles, trucks or trailers)

Also, there will be a public free shuttle running during the festival. Consult the <https://www.viennaoktoberfest.org/> website for more details. You might want to encourage your visitors, friends or family who might arrive later to utilize it.

We hope you have a great day - one full of fun and a wildly successful sales day. I plan to send out an email asking for feedback after the event, but please feel free to contact me at any time at 703-319-3990 or drop me a note at kathy@gsacpa.com.

We're looking forward to seeing you on Saturday, October 5th!

Sincerely,

Kathy Georgen, Chair, Vienna Oktoberfest

P.S. If you have any specific questions about your booths, please do not hesitate to contact the following individuals:

Food Vendor Chair < food@viennaoktoberfest.org > Peggy James 703-201-2590

Non-Food Vendor Chair < vendors@viennaoktoberfest.org > Carey Sienicki 703-242-5785 or 703-474-8122



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Check-in #1
 Intersection of Church & Center Streets
 near address 100 Church St NE, Vienna, VA

Vendor Name _____

Booth Number _____

Directions for unloading your vehicle

Please proceed to your space and unload your vehicle, placing as many items as close to the curb (or side of the street) and out of traffic, as possible. After you have unloaded your vehicle, please go park before you begin set-up of your booth.

Exiting the festival grounds

You entered the festival grounds at check-in point #1. However, for traffic safety, you will exit at check-in point #2. Proceed down Church Street to the next intersection. Dominion Rd will be on you left. Turn left and follow this road out of the festival area. Please take care with other vendors who are setting up and with additional traffic that will be exiting the festival down Dominion Road as well.

To get to reserved parking lot

See the attached map and pass, which highlights your exit route and locates the reserved parking areas.

Reminders about the festival

This is a rain or shine event – but we only expect sunshine. ☺

Festival hours go from 11 am to 7 pm.

Streets will be barricaded and there will be no vehicular access between 11 am – 7 pm. **No exceptions!!!**

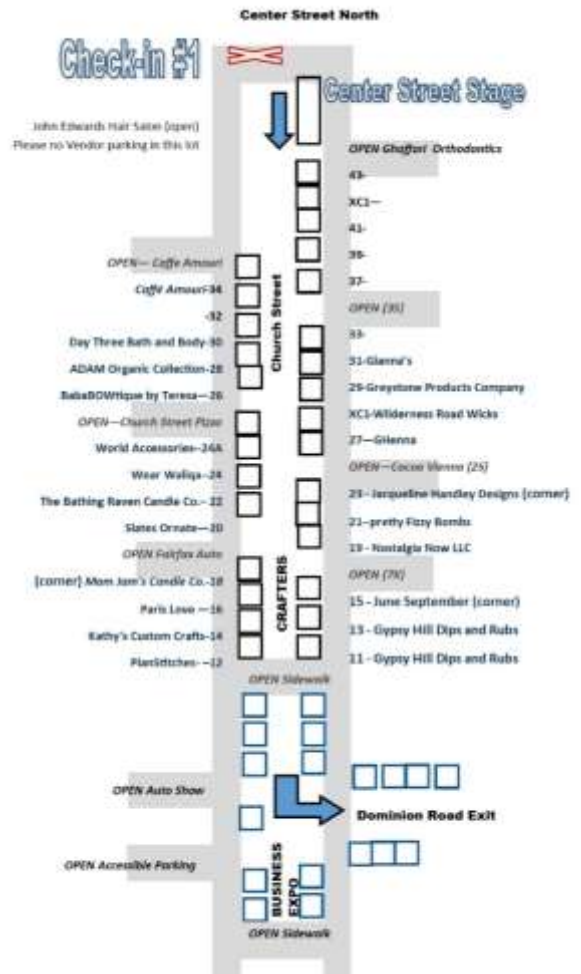
Please contain your activities to your booth area. **Remember – there is no roving marketing allowed.** All giveaways, handouts etc. must be done from your booth.

Should you need anything during the day, please feel free to flag down any staff member wearing a green or yellow volunteer/staff t-shirt. We’re pretty hard to miss! For emergencies, consult the nearest staff member or police officer.

You may also consult festival staff at the main information booth, located on Church Street in front of the Freeman House.

Handy FYIs – Vendor porta-potty available (*outside Cocoa Vienna @120 Church Street NW*). No alcohol may leave the beer garden area. So, unfortunately, you can’t carry beer or wine back to your booth, unless you are within the fenced area. ☹

We hope you have an awesome day. Thanks for joining us!





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Check-in #2
 Intersection of Ayr Hill Rd. and
 Dominion Rd. NE near address
 231 Dominion Rd NE Vienna, VA

Vendor Name _____

Booth Number _____

Directions for unloading your vehicle

Please proceed to your space and unload your vehicle, placing as many items as close to the curb (or side of the street) and out of traffic, as possible. After you have unloaded your vehicle, please go park before you begin set-up of your booth.

Exiting the festival grounds

You entered the festival grounds at check-in point #2. You will also exit the festival grounds at check-in #2. This will necessitate doing a u-turn in the street. Please take care with other vendors who are setting up and with additional traffic that will be exiting the festival down Dominion Road as well.

To get to reserved parking lot

See the attached map and pass, which highlights your exit route and locates the reserved parking areas.

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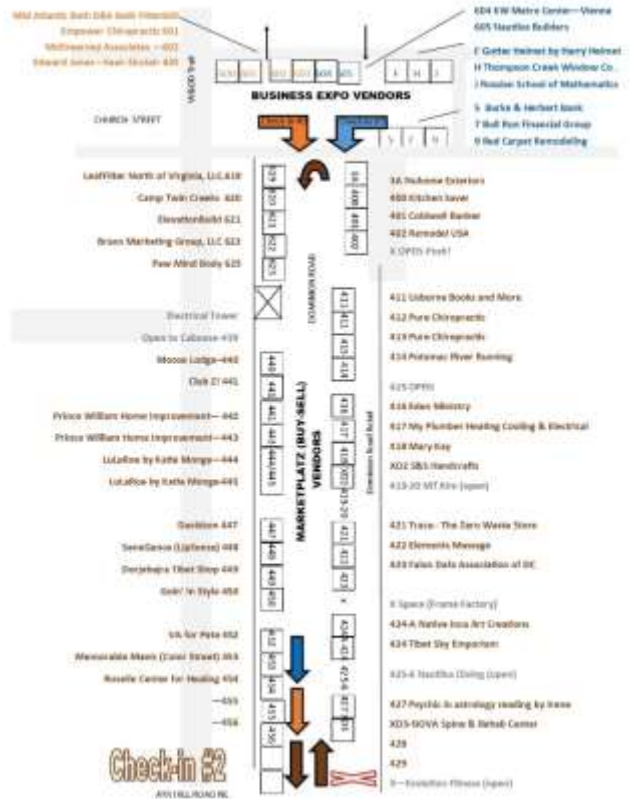
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Check-in #3
Intersection of Mill & Church Streets NE
 near address 138 Church St NE, Vienna, VA

Vendor Name _____

Booth Number _____

Directions for unloading your vehicle

Please proceed to your space and unload your vehicle, placing as many items as close to the curb (or side of the street) and out of traffic, as possible. After you have unloaded your vehicle, please go park before you begin set-up of your booth.

Exiting the festival grounds

You entered the festival grounds at check-in point #3. You will exit the festival grounds via check-in point #2 (if on Church Street) or to Maple Ave (if on Mill Street). If on Church Street, proceed to Dominion Rd. Make a right turn onto Dominion Rd. and exit the festival at the end of Dominion Rd. Please take care with other vendors who are setting up and with additional traffic that will be exiting the festival down Dominion Road as well.

To get to reserved parking lot

See the attached map and pass, which highlights your exit route and locates the reserved parking areas.

Reminders about the festival

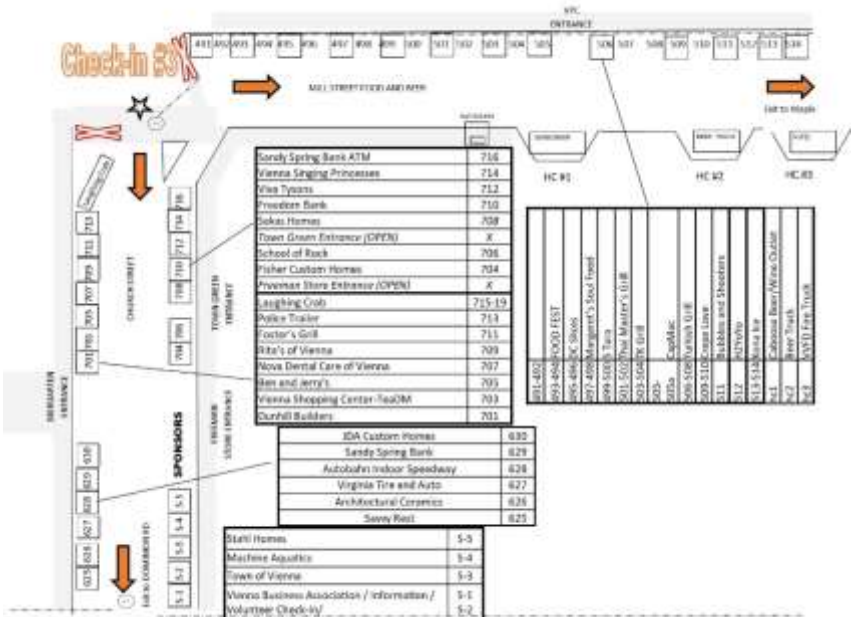
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We hope you enjoy your time today. We encourage you to mark your calendar for the next first Saturday in October (October 3 for the 2020 Vienna Oktoberfest). New this year, we are accepting advanced reservations to reserve a spot for next year with a non-refundable \$50 (applicable to full registration). Submit check & form to the VBA tent same day (or by mail in the following 30 days): **Vienna Business Association** | 243 Church St NW Suite 100E | Vienna, VA 22180

NON-FOOD VENDOR BOOTH RESERVATION FORM

Name of Vendor _____ 2019 Booth # _____

Contact Person _____

Contact Phone _____

Contact E-Mail _____

Type of Vendor

- | | |
|---|--|
| <input type="checkbox"/> Maker/Artist* | <input type="checkbox"/> Political Party or Campaign Booth |
| <input type="checkbox"/> Gourmet Food* | <input type="checkbox"/> Certified Community Organization or Non-Profit |
| <input type="checkbox"/> Merchandise Re-Seller/Buy/Sell | <input type="checkbox"/> Organization w/ children’s activity or volunteers |
| <input type="checkbox"/> Service Provider or Business | <input type="checkbox"/> Other (please specify) |





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We are expecting big crowds for this event. Take this opportunity to get noticed! Here are a few helpful tips from a blogger! These are just suggestions. Feel free to be as creative as you wish!

Vendor Checklist (by *Tabitha Dumas Elevate Your Image, Expand Your Influence* www.tabithadumas.com)

Before the event

- ___ Make sure you're clear on what you're expected to do to the event. You will have to staff your booth for the entire event, so be sure to inform others who might be assisting, too.
- ___ Determine your goal for the event. Is it to simply network? To set up appointments? To give out your information?
- ___ Be aware of the logistics of the event like the size and location of your booth, parking, set-up time and protocols, what you will need to provide (tent, table, table cloth, a chair, power), etc.
- ___ Invite colleagues, current clients, prospects (and friends and family when appropriate) to attend the event
- ___ Announce and promote your participation on social media before, during and after
- ___ Do some research on other vendors and sponsors participating. Reach out to them and tell them you're looking forward to meeting them
- ___ Prepare a handout or goody to give to your fellow vendors at the event
- ___ Plan your outfit. You want to look professional, industry-appropriate and approachable. Remember to wear comfortable shoes!
- ___ Prepare and pack up your booth
 - ___ tablecloth and decor (that fits your brand, of course)
 - ___ your conversation piece
 - ___ signage
 - ___ giveaways, freebies and/or flyers to hand out
 - ___ business cards
 - ___ candy
 - ___ your raffle item and sign
 - ___ your sign-up sheet to collect information
 - ___ products or samples
 - ___ water and a snack
 - ___ your calendar
 - ___ plenty of pens

At the event

- ___ set up to encourage interaction
- ___ remember to stand up
- ___ tell people about your raffle and any incentives you're promoting
- ___ gather as many names, emails and phone numbers as possible
- ___ schmooze your fellow vendors
- ___ be friendly and approachable. Talk to people!
- ___ make sure to keep your goal in mind, whether it's to give out information, sell products or set appointments
- ___ eat your snack and drink your water
- ___ take pictures of your booth and yourself to share (and to remember how you set up)

After the event

- ___ follow up with the people you met
- ___ follow up with the vendors you connected with
- ___ thank any colleagues, friends or family who attended
- ___ unpack and repack your booth supplies to be ready for next time