

*Spending Black Matters Presents*

# BLACK



# IS THE NEW GREEN

*3RD ANNUAL SPENDING BLACK MATTERS POP UP MARKETPLACE*

# VENDOR INSTRUCTIONS



The background of the entire page is a collage of various US dollar bills, including \$100 and \$20 bills, some of which are crumpled or folded. The bills are layered and semi-transparent, creating a textured, financial-themed backdrop.

# 2024 MARKETPLACE GUIDE

*This information found on this page can be used as a tool. It is NOT required.*

**Here are a few things that would be nice to have for your table.**

- Table Cloth
- Business Cards
- Banner
- Products (Product based business)
- Portfolio (Service business ex: graphic designer print out a few flyers you've worked on and have them displayed in a unique way at your table)
- WHATEVER YOU CAN THINK OF TO BE THE BUSINESS OF THE DAY!

## **Product Based Businesses**

Bring the products and the creativity! While it's easy to bring all of your products and lay them on the table for people to buy, but does it tell a story?

## Create a game or activity

Games and activities keep people people interacted and at your table longer!

- Keep it short and sweet! You don't have 10 minutes of talking because new people will constantly be stopping by. Quick trivia and small prizes are a great way to be remembered in the crowd.
- ALWAYS COLLECT DATA. When creating your game or activity make sure you have a way to collect emails, phone numbers, or whatever you need.





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## Service Based Businesses

BLOW YOUR BUSINESS UP! You may have doubts when it comes to making money the day of the event but you're with the fam! You can put those doubts to rest.

### Create a gala

It doesn't matter the service you provide, display it as if this is your grand opening and you have everything you can think of related to your industry present. Examples of ways to make your service based business pop.

### **Use your imagination.**

Hair Stylists: Set up different mannequins with your styles on it with banners that display your full list of services and pricing (it's nice offering discounts for those at the event only) Graphic Designer: Blow up your flyer examples and have a laptop on scroll for people to see more with banners.

## **REMEMBER**

**ALWAYS COLLECT DATA.** When displaying what you offer, make sure you have a way to collect emails, phone numbers, or whatever you need.



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**THANK YOU FOR YOUR SUPPORT**

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