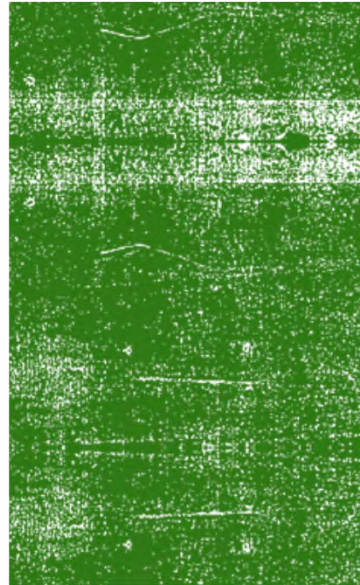


---

# Best Practices for Vendor Management & Relationships

BRANDI EBNER,  
DESCHUTES COUNTY FAIR & RODEO

---





## About Me

- Grew up in events industry
- 6 years at Benton County Fairgrounds
- 8 years in the Chamber of Commerce industry
- 8 years of owning Festivals
- Almost 4 years at Deschutes County Expo Center
- 20+ years in the events world!
  - Fun Runs, 5 & 10k Runs
  - Conferences & Conventions
  - Trade Shows & Expos
  - Trainings & Meetings
  - Fairs & Festivals
  - Fundraisers & Banquets
  - SOOOO many vendor events.....

# Current Events

---



## Deschutes County Fair & Rodeo

175,000 attendees over 5 days

40 food vendors

250+ commercial vendors

Vendor committee (3 amazing ladies)



## One Decision Management, LLC

Prineville Western Days – 150+ vendors

Prineville May Market – 75+ vendors

Creators & Culture Festival – 75+ vendors

Me, Myself, and I (and my mom) = the committee!

I am only going to please 95% of the vendors...  
I plan for 5 to not be happy out of every 100!

...HOWEVER, you are the Vendor Advocate on  
your team. Represent them well!



# Recruiting Vendors



- Is your website and social media updated? Do they look professional?
- Is your vendor packet available BEFORE they sign up?
- Have you announced your future event date?
- When will applications be available?
- Look like you have it together all year!
- Be honest with your attendance, demographics, etc.
- Listen to them, take their ideas/experience

# Recruiting Vendors

- Go to other events to find vendors
  - Have business card/flyer to hand out
  - Take their card or info and follow up
- Post your event on FB groups
- Go to other events websites, look for vendor lists and reach out
- Ask vendors for referrals
- Not all vendors fit into all events – don't just recruit everyone





 **Prineville May Market**  
February 5 at 10:53 AM · 🌐

WooHoo! Prineville May Market is offically SOLD OUT!! I am still accepting a handful of applications for a wait list.

NOTE: ANYONE who says it is not sold out is a scammer. 😊 Brandi Ebner is the ONLY event contact for this event.



Sat, May 10 at 9 AM  
**2025 Prineville May Market**  
450 NE 3rd St, Prineville, OR 97754-1921, United States  
Shared to Prineville, Crook County - EVENTS

☆ Interested

👍❤️ 3 1 comment

👍 Like    💬 Comment    📧 Send    ➦ Share

 **BJ Hereford**  
we still have booth space remainging...kindly message me the products you sell and you contact information. I am the only event contact.

1m Like Reply Edited

## Scammers!

- They target Facebook
- Comment on events and posts
- Be diligent – delete daily, block profiles
- Turn off commenting and posting

A vibrant poster for a Spring Flea Market. The top half features a photograph of various vintage items like teapots and glassware. The bottom half shows a variety of Indian dishes. The text is arranged in a clean, modern layout with purple and yellow accents.

## SPRING FLEA MARKET

Join us on April 13 from 10 AM to 3 PM at Lane County Fairgrounds, 796 West 13th Avenue, Eugene, OR 97402, for a vibrant marketplace featuring vintage items, antiques, handmade crafts, and more. Don't miss this unique shopping experience.

### OUR SERVICE:

- ✓ Support Local Artisans
- ✓ Community Atmosphere
- ✓ Food and Entertainment

 **MORE INFORMATION**  
emmahscott7@gmail.com

## Fake Event Posts

- Scammers forge your event
- Generic event name
- Unprofessional email
- Often no location name
- Low cost for booths, tables, chairs
- Begging for MLM and odd types of vendors
- Promises high attendance
- Grammatical and spelling errors



# JOIN US

2025 SPOKANE SPRING ANTIQUE AND  
COLLECTOR'S SALE SPOKANE, WA

VENDORS ARTIST CRAFTS

**ABOUT 220 VENDORS**

Date of Event  
April 26, 2025 -  
April 27, 2025

**SATURDAY-SUNDAY**

Hours: Sat 10am-6pm, Sun 10am-4pm

Event Location  
Spokane Fair and Expo  
Center  
404 N Havana St # 1  
Spokane, WA 99202

For more inf: [popupmarketsevents@gmail.com](mailto:popupmarketsevents@gmail.com)

# Application

- Have it out as early as possible
- Paper versus electronic
  - DCFE uses Eventeny (approximately \$2,800 per year)
  - I use Cognito Forms (free to low cost)
- Questions
  - Utility Needs
  - Photos of set up booth and products
  - Stock trailer or storage needs
  - Who is contact for contract and payment
  - Who is contact onsite checking in
  - Menu (we set drink prices)

eventeny

 **Cognito Forms**

- Camping Needs (if offered)
- Other events they have attended
- References (and call them!!)
- What area do they want to be in
- Want the same space (no guarantees)



## Application considerations

- Application does not = contract
- Returning vendor deadline (early)
- New vendor or final deadline
- When will you alert them on your decisions?
  - Earlier the better for 'professional' vendors
  - Bigger your event, the more they route around you
- Who is making the decisions?
  - Just you (not always ideal)
  - Vendor committee (IDEAL)
  - Board (not ideal)

# Selection Process

- Weigh the number of vendors who offer similar products
  - Limit the number of booths 1 vendor can have in different places
- Start smaller, add more vendors as needed
  - Too many vendors potentially means less revenue for all of them
- COMMUNICATE frequently pre-event, during event, post event
  - Alert all applicants whether selected or not as soon as you can
  - Send them contract with rules/regulations, get deposits or booth fees
  - Event layout changes – let them know soon
  - Schedule – trailer vendors before tent vendors
  - Map - where to enter for check in
  - Hotels, RV Parks, etc.



# Rip-Off and Re-Use! Vendor Handbooks

- Research 3-4 Handbooks
- “Borrow” the components to make your own
- Include EVERYTHING you can think of
- Make it a ‘1-Stop’ doc
- Have available before people fill out the application
- Include a notice in the application and contract that vendors have read it and will abide by it
- Have print copies available on site
- Have electronic copies available for all volunteers

# Insurance

- Standard is: ***Comprehensive General Liability*** insurance (primary policy) with coverage limits of at least:
  - \$1,000,000 per occurrence;
  - \$2,000,000 aggregate;
  - naming “XYZ and its officers, employees, agents and volunteers” as additional insured
- Verify with carrier for validity
- Send example certificate to vendors

# Contracts

- Clear details – cover everything
- Have an attorney review
- Have them initial key elements
- Clause to allow event to make changes as needed
- Clause for cancelation (protect you)
- Clause for removal
- Clause for change in ownership

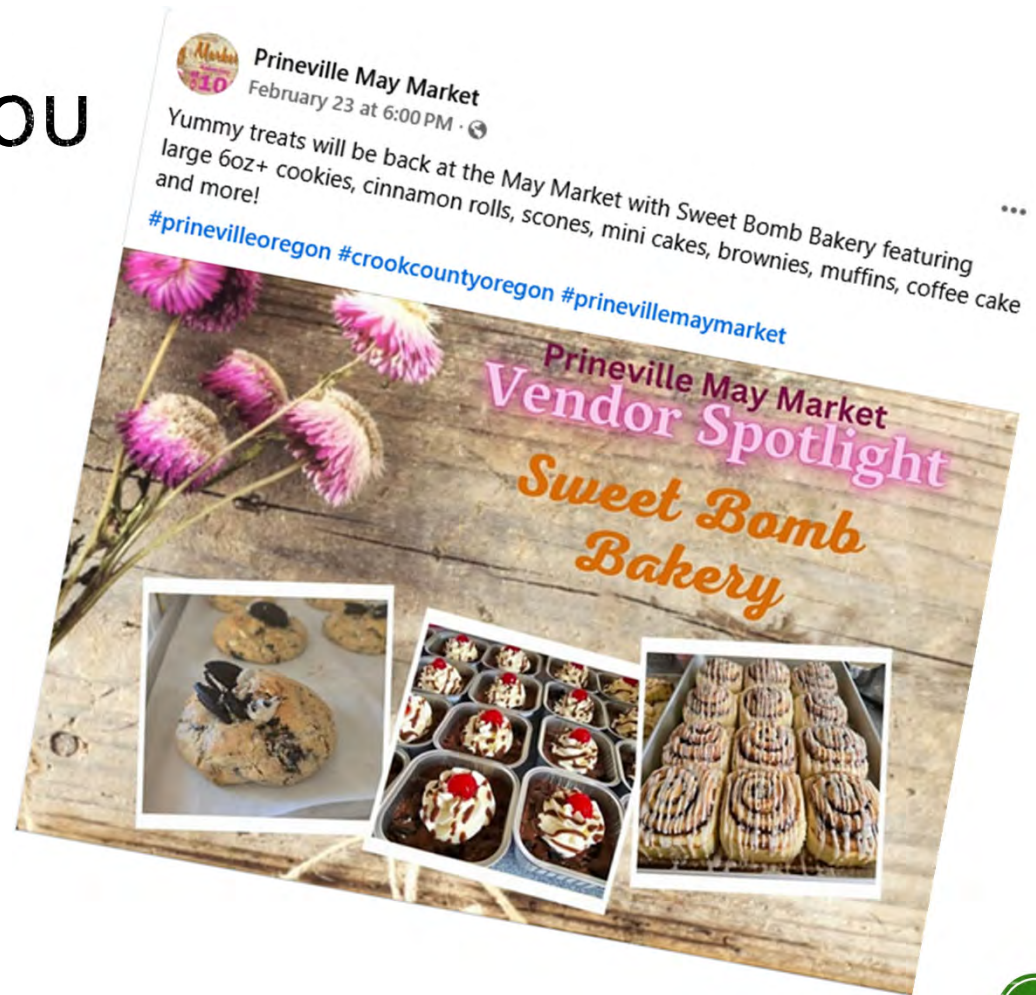


# Communicate Some More...

- Vendor webinars prior to the event
- Recorded videos covering handbook
- Vendor meeting prior to the event opening
- Vendor social during event
- Emails
  - 6 months out
  - 3 months out
  - 1 month out
  - 1 week out
- Text system for on-site

# Help Them Help You

- Make a Facebook event they can share
- Email them the poster to send out
- Promote them on your pages
- List of vendors on your website





# Check In Packet

- Highlight key event rules
- Event days/hours/gate schedules
- Schedule for services: ice delivery, etc.
- Contact phone numbers for Vendor Coordinator, Police non-emergency, office
- Schedule for key event elements
- Map of venue with: ATM, restrooms, major activities (concerts, rodeos, competitions, etc.), Lost & Found, Lost Kid protocol, Security/Police
- Contact information for local suppliers: grocery stores, club warehouses, ice, propane sales, gas stations, RV dump stations, recommended restaurants, lock out services, etc.
- Incident & Emergency planning information

# Accountability

---



**Vendor team  
watches 24/7**



**Track in  
Eventeny  
Vendor Notes  
every time  
there is an issue**

Patti: Thurs – 9 am,  
verbally warned  
regarding 5' rule



**Warning notes  
(Yellow / Red)**



**Have copy of  
the vendor  
agreement to  
show (all my  
team has a copy  
on iPads)**

Be prepared to pull  
the signed copy if  
needed



**Vendor team  
meetings daily  
to review  
offenders**



**Notification if  
not allowing to  
return or  
warning about  
rule breaking to  
main contact**



**Reject  
application in  
future**



- **NEW in 2025! Daily Newsletter**
  - Share daily schedules
  - Promote and support sponsors
  - Highlight event history
  - Share how the event supports the community
  - Make vendors 'In-the-Know'
  - Emergency information
  - Reminders & Key Contact information



**SATURDAY, AUGUST 24<sup>TH</sup>**

EXHIBITS OPEN: 11AM-10PM  
CARNIVAL OPEN: 12PM-CLOSE



# BUCKY BULLETIN

## FRIENDS OF THE FAIR AWARDS

### Fair Person of the Year Award:



#### Ken and Elaine Cook

We proudly recognize Ken and Elaine Cook for their exceptional service and contributions to the North Idaho State Fair. Thank you for your unwavering dedication and for being the heart and soul of our fair. Congratulations!

### Business of the Year Award:

#### Thorco

Thorco's contributions have facilitated major improvements on the fairgrounds, enhancing the experience for all attendees. Additionally, their enthusiastic participation in our popular demolition derby, bringing their entire team to join in the fun, has made a significant impact on our community spirit.



### Volunteer Group of the Year:

#### Lake City Jr Rodeo

The North Idaho State Fair Board is thrilled to announce that the Volunteer Group of the Year has been unanimously awarded to the Lake City Jr Rodeo. This recognition celebrates their dedication, commitment, and outstanding contributions to our community and the sport of rodeo.



### Clyde Boatwright Award:

#### Michael and Gayle Stegmann

We are delighted to recognize Michael and Gayle Stegmann, long-time friends and partners of the North Idaho Fair & Rodeo Foundation and the North Idaho State Fair, as recipients of the prestigious Clyde Boatwright Award. Gayle served on the Foundation from 2015-2021, chairing numerous committees, including the Cowboy Ball Committee for several years.



Day	Arena Event	Time	Sold Out
Fri 8-16	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sat 8-17	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sun 8-18	Demo Derby	4:00 PM	SOLD OUT
Mon 8-19	Concert - Ernest & Nate Smith	7:30 PM	SOLD OUT
Tue 8-20	Concert - Sugar Ray with Smash Mouth	7:30 PM	
Wed 8-21	PRCA Rodeo - Ag Day	6:30 PM	SOLD OUT
Thur 8-22	PRCA Rodeo - Xtreme Bulls	6:30 PM	SOLD OUT
Fri 8-23	PRCA Rodeo - Pink	6:30 PM	SOLD OUT
Sat 8-24	PRCA Rodeo - Patriot	6:30 PM	SOLD OUT
Sun 8-25	PRCA Rodeo - Family	2:00 PM	SOLD OUT

## COMMUNITY CONTESTS - SATURDAY

Time	Contest	Location
12:00 PM	Singo	VIP Tent
1:00 PM	Steinheisting	Nutril Bar



**PRCA Rodeo**  
Aug 24, 2024 | 6:30 PM  
Sponsored by:



**We want your feedback about the fair!**  
If you have any comments or suggestions about this year or what we can do differently in the future **Please Let Us Know!**  
Send your thoughts to Fair@NorthIdahoStateFair.com put "Bucky Thoughts" in the subject line.



4056 N. Government Way  
Coeur d'Alene, ID 83815  
Office: (208) 765-4969  
**NISFAIR.FUN**

**SATURDAY, AUGUST 17<sup>TH</sup>**

EXHIBITS OPEN: 11AM-10PM  
CARNIVAL OPEN: 12PM-CLOSE



# BUCKY BULLETIN

## COMPETITIVE EXHIBITS



Take part in the fair challenge and share your talent, skill, history, and passion with everyone who visits the North Idaho State Fair. With almost 30 different departments to enter, there's guaranteed to be a class that fits you!

In Building 9, you'll find many scents from the fresh herbs and crops, to flowers, and an assortment of fruits and vegetables. Be sure to stop by the honey booth to learn about pollinators, and jump in on the Veggie Creature Contest!

If your mouth hasn't started watering, it certainly will as you make your way through the culinary entries in Building 9. Curb your cravings by participating in a daily community contest on the Demonstration Stage. Take your cookies with you as you check out the variety of craft projects on the way through.

Across the way, you'll find some softer items in Building 3 that have been handmade, including sewing, knitting, crocheting, weaving, needlework, and quilting. They help connect agriculture from the field to the items you use every day.

With lots of new things, Building 17 is sure to be exciting! Check out the new classes and division in photography and industrial arts as well as some delicate makings in the literary and fine arts.

You'll certainly need to continue Under the Grandstands, to check out what the local youth have been busy preparing in 4-H and FFA. These youth are involved and meet requirements year round to help promote agriculture in our community.

Don't get lost as you'll see animals almost everywhere you turn. Between entertainment, our new North Idaho State Fair Farm, the petting zoo in Farm Park, even more open class departments, and the new Youth Stock Show, our furry co-hosts are bound to have you smiling!



4056 N. Government Way  
Coeur d'Alene, ID 83815  
Office: (208) 765-4969  
**NISFAIR.FUN**

## STATE FAIR SATURDAY

First 5,000 Fair guests receive FREE return admission ticket

### DAILY EVENT STATUS

Day	Arena Event	Time	Sold Out
Fri 8-16	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sat 8-17	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sun 8-18	Demo Derby	4:00 PM	
Mon 8-19	Concert - Ernest & Nate Smith	7:30 PM	
Tue 8-20	Concert - Sugar Ray with Smash Mouth	7:30 PM	
Wed 8-21	PRCA Rodeo - Ag Day	6:30 PM	SOLD OUT
Thur 8-22	PRCA Rodeo - Xtreme Bulls	6:30 PM	SOLD OUT
Fri 8-23	PRCA Rodeo - Pink	6:30 PM	SOLD OUT
Sat 8-24	PRCA Rodeo - Patriot	6:30 PM	SOLD OUT
Sun 8-25	PRCA Rodeo - Family	2:00 PM	SOLD OUT

## COMMUNITY CONTESTS - SATURDAY

Time	Contest	Location
12:00 PM	Penny Stacking Contest	Building 8
1:00 PM	Watermelon Eating Contest	West Park
	Fairest of Them All Food Contest	Building 8



**Western Grand National Truck & Tractor Pulls**  
Aug 17, 2024 | 6:30 PM  
Sponsored by:



**We want your feedback about the fair!**  
If you have any comments or suggestions about this year or what we can do differently in the future **Please Let Us Know!**  
Send your thoughts to Fair@NorthIdahoStateFair.com put "Bucky Thoughts" in the subject line.



## MONDAY, AUGUST 19TH

EXHIBITS OPEN: 2PM-10PM  
CARNIVAL OPEN: 2PM-CLOSE

Benefiting:



# BUCKY BULLETIN

Celebrating Tradition and Growth  
at the North Idaho State Fair

### Market Analysis: The Secret to Our Success

Our location in Coeur d'Alene is not just picturesque; it is a key factor in our success. The North Idaho State Fair is more than a local event—it's a regional attraction that draws visitors from across the state and beyond. Here's why our location plays such a pivotal role:

- **Accessibility:** Coeur d'Alene is easily accessible via major highways and is a short drive from Spokane International Airport. This convenience encourages attendance from neighboring states and makes it an attractive destination for exhibitors and visitors alike.
- **Tourism Appeal:** Nestled near stunning lakes and mountains, Coeur d'Alene is a tourist hotspot. Visitors often extend their stay beyond the fair, exploring local attractions, which boosts the local economy year-round.
- **Community and Culture:** Our fairgrounds are a reflection of the vibrant community and rich cultural heritage of North Idaho. The support from local businesses, volunteers, and residents creates a unique and welcoming atmosphere that visitors remember and return to year after year.

### Economic Impact: A Boost to the Local Economy

The economic impact of the North Idaho State Fair cannot be overstated. According to our recent Economic Impact Study, the fairgrounds generated an estimated \$30 million in total economic output in 2022. This impressive figure includes:

- **Employment:** The fairgrounds supported 260 jobs, providing valuable employment opportunities within the community.
- **Local Spending:** Visitors spent significantly at local hotels, restaurants, and retail stores, contributing \$3.6 million in total revenue.
- **Tax Revenues:** The fairgrounds generated approximately \$2 million in tax revenues for local and state economies.

These figures highlight the fairgrounds as a major economic driver, benefiting not just Coeur d'Alene but the entire region. The year-round events hosted at our facilities further enhance this impact, bringing continuous economic benefits and cultural enrichment to our community.

### MENTAL HEALTH MONDAY

\$1 from every ticket purchased will be donated to local organization for awareness

### DAILY EVENT STATUS

Day	Arena Event	Time	Sold Out
Fri 8-16	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sat 8-17	Western Grand National Truck & Tractor Pulls	6:30 PM	
Sun 8-18	Demo Derby	4:00 PM	SOLD OUT
Mon 8-19	Concert - Ernest & Nate Smith	7:30 PM	Nearly Gone
Tue 8-20	Concert - Sugar Ray with Smash Mouth	7:30 PM	
Wed 8-21	PRCA Rodeo - Ag Day	6:30 PM	SOLD OUT
Thur 8-22	PRCA Rodeo - Xtreme Bulls	6:30 PM	SOLD OUT
Fri 8-23	PRCA Rodeo - Pink	6:30 PM	SOLD OUT
Sat 8-24	PRCA Rodeo - Patriot	6:30 PM	SOLD OUT
Sun 8-25	PRCA Rodeo - Family	2:00 PM	SOLD OUT

### COMMUNITY CONTESTS - MONDAY

Time	Contest	Location
4:00 PM	Pizza Eating Contest	Farm Park



**Ernest & Nate Smith**  
Aug 19, 2024 | 7:30 PM

## TODAY'S SCHEDULE

Time	Entertainment/Event	Location	Time	Entertainment/Event	Location
All Day	Brad's World Reptile Show	Barn 10	4:00 PM	Extreme Dogs	North Midway
	Community Library Network Booth (CLN)	Building 19		Friends of the Fair Award Ceremony	Main Stage
	Curly's Fantastic Kid Zone	Midway		Kootenai Fire CPR Demo	Jacklin Square
	NASCAR Racing & Hang Bar	Jacklin Square		Robocars	Strolling
	Pony Rides	Arena Gate		Special Awards	Main Stage
Open-7:00 PM	Farm Park	North Midway	4:30 PM	Adam the Great	Strolling
11:00 AM-8:00 PM	Idaho Fish & Game 3D Youth Archery	Building 6		Herding Dog Demonstration	Farm Park
1:00 PM-7:00 PM	All Aboard! Trackless Train	Train Depot		HypnoFX	Park Stage
9:00 AM	Youth Livestock Sale	Building 25		Improv Comedy by Levity Theatre	Dance Floor
11:10 AM	Technique Gymnastics	Dance Floor		Major League Circus Show	Building 7 Lawn
11:45 AM	Adam the Great	Park Stage	4:45 PM	No Jack City	Main Stage
	Monroe Bridge	Main Stage	5:00 PM	Animal Cracker Conspiracy Silt Walkers	Strolling
12:00 PM	Bingo	VIP Tent	5:30 PM	Youth Round Robin Fitting & Showing Championship	Building 25
	Draft Horse Pull	Findlay Arena	6:00 PM	Courtney + Co.	South Midway
	The Silver Starlets	Building 7 Lawn		Extreme Dogs	North Midway
12:30 PM	Technique Gymnastics	Dance Floor		Jake Rozier	Stampede Room
1:00 PM	Angora Goat & Shetland Sheep Demo	Farm Park		Robocars	Strolling
	Kootenai Fire CPR Demo	Jacklin Square		The Silver Starlets	Building 7 Lawn
	Sara Twister	Park Stage	6:15 PM	One Street Over Trio	Park Stage
1:30 PM	Major League Circus Show	Building 7 Lawn	6:30 PM	Adam the Great	Strolling
2:00 PM	Adam the Great	Park Stage		Gem State Stampede PRCA Rodeo	Findlay Arena
	CLN - Spin Art	Building 19	7:00 PM	Animal Cracker Conspiracy Silt Walkers	Strolling
	Extreme Dogs	North Midway		Outlaw Mariachi	Main Stage
	K Tigers Taekwondo	Dance Floor	7:30 PM	Major League Circus Show	Building 7 Lawn
	Kootenai Fire CPR Demo	Jacklin Square	8:00 PM	Robocars	Strolling
	No Jack City	Main Stage		Youth DJ	Dance Floor
2:30 PM	Ask Me Anything	Building 8	9:00 PM	HypnoFX	Park Stage
	KCSO K-9 Demo	Farm Park			
3:00 PM	Angora Goat & Shetland Sheep Demo	Farm Park			
	Animal Cracker Conspiracy Silt Walkers	Strolling			
	Draft Horse Demo - Braiding	Building 15			
	Kootenai Fire CPR Demo	Jacklin Square			
	Steinboasting	Nutril Bar			
	The Silver Starlets	Building 7 Lawn			
	VIP Behind the Chutes	Findlay Arena			
3:15 PM	Sara Twister	Park Stage			

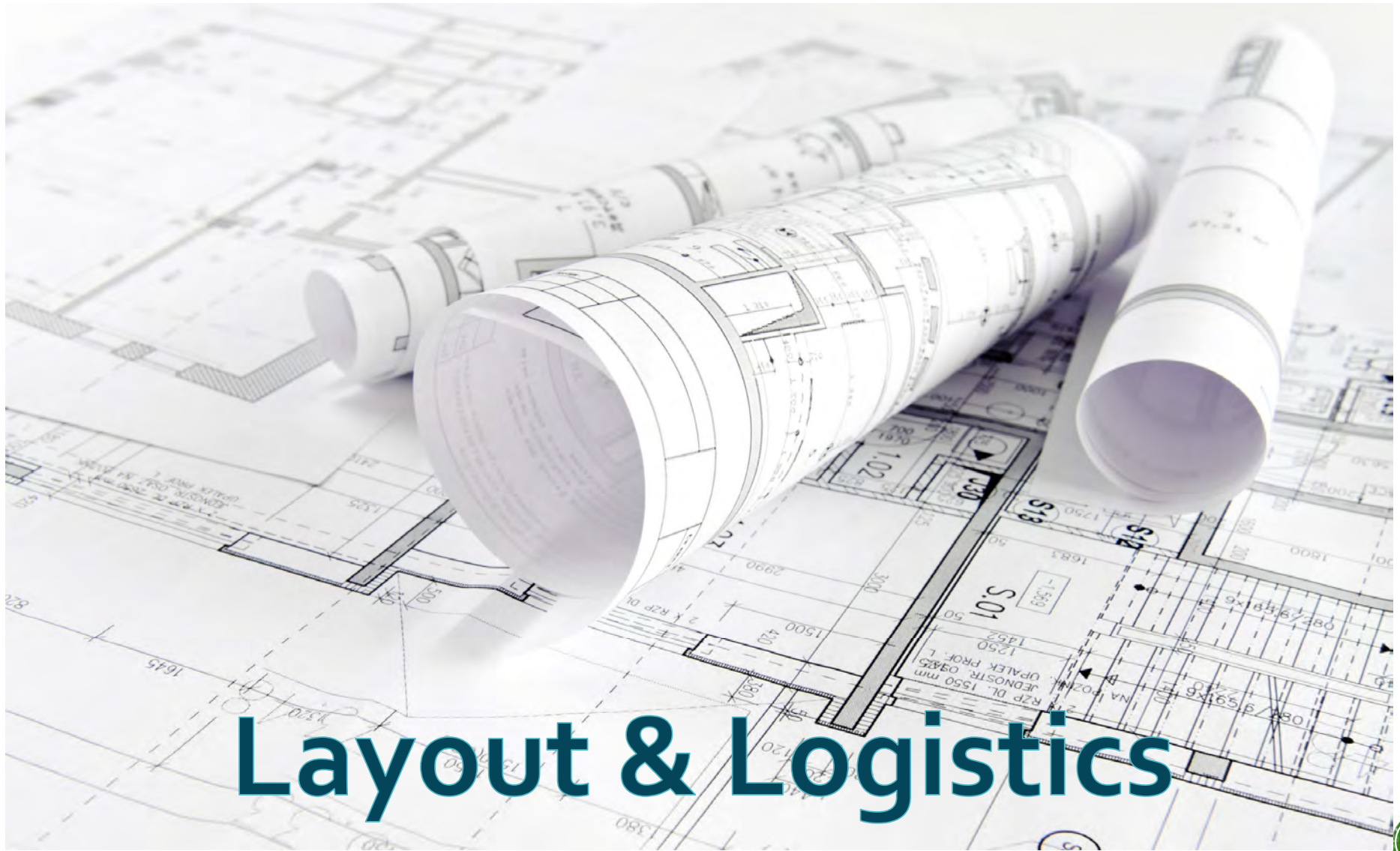


4056 N. Government Way  
Coeur d'Alene, ID 83815  
Office: (208) 765-4969  
**NISFAIR.FUN**

**MUSIC ON THE MIDWAY**

**Outlaw Mariachi**  
7:00 PM





# Layout & Logistics

# Planning Considerations



- What is the plan if there is a storm?
  - Water run off?
  - Ponding?
  - Electricity goes out?
  - Internet goes out?
  - Show Pause, Show Stop, CLOSE
- Take into consideration other event elements that will share space and utilities (i.e. stages, bars, entertainment)
- Reserved vendor parking
- Stock truck parking
- Enter/Exit gates and traffic flow



# Layout Considerations

- Traffic flow for set-up and tear-down
- Sound and smell from other event elements
  - Entertainment, Stages
  - Animal exhibits
  - BBQ, Cotton Candy, and other food vendors
- Utilities
  - You only have so much electrical!
  - Water – hot tubs, etc.
  - Lighting at night
  - Wi-Fi accessibility
- High Traffic areas (charge more) & Low Traffic areas
- Different schedule (1-day vendors, rodeo only, special hours)
- In/Out times - food vendors or trailer vendors a day before tent vendors
- Similar products/services near each other
  - Commercial vendors do not like to be near vendors who sell similar items
  - Food vendors thrive in 'courts'
  - Will you do exclusives?



## Fair Guide Map

## Map Key



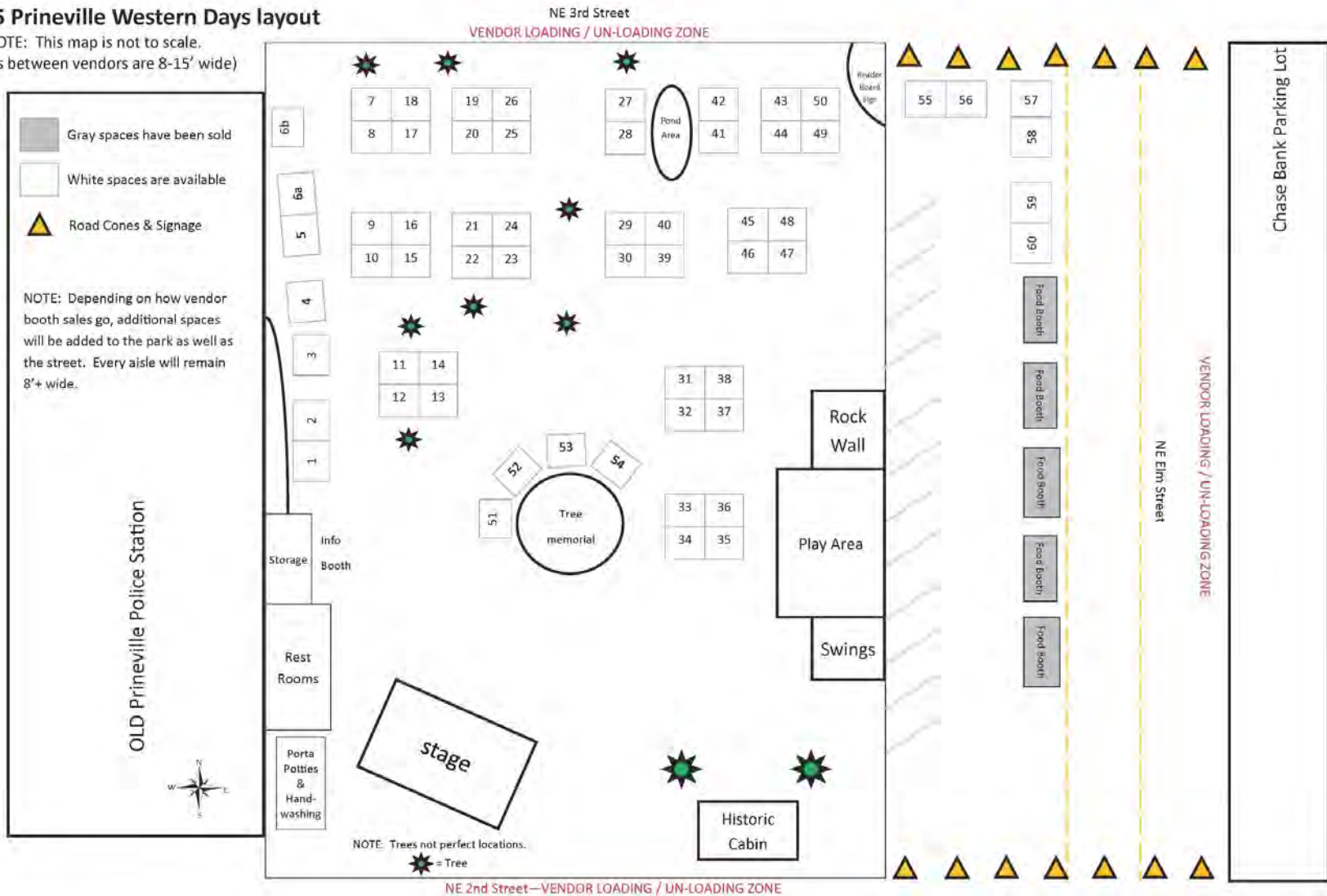
- |  |   |
|--|---|
| 1 4-H Exhibits                                 | 16 Kendall Toyota of Bend Summer Concerts |
| 2 Competitive Exhibits                         | 17 Food Court                             |
| 3 Commercial Vendor Shopping                   | 18 Horse Barn                             |
| 4 Coastal Farm and Ranch Small Animal Pavilion | 19 Kids Carnival                          |
| 5 Dairy Barn (Goats)                           | 20 Major Carnival                         |
| 6 Sheep Barn                                   | 21 Sea Lion Splash                        |
| 7 Swine Barn                                   | 22 Central Electric Co-Op Demo            |
| 8 Coastal Farm & Ranch NPRA Rodeo              | 23 Camel Rides                            |
| 9 Smith Rock Electric Beef Barn                | 24 JD Platt's K9 Kings                    |
| 10 Wilco Arena                                 | 25 Steam Punk Show                        |
| 11 Admin Office                                | 26 Clown College                          |
| 12 Michelob ULTRA Deck                         | 27 Gompers Distillery Speakeasy           |
| 13 Crown Royal Chute 9 Stage                   | 28 Chazz Jungle Drums                     |
| 14 Center Circle Stage                         | 29 I-Flip Trampoline & Aerial Show        |
| 15 Food Court Stage                            |   |

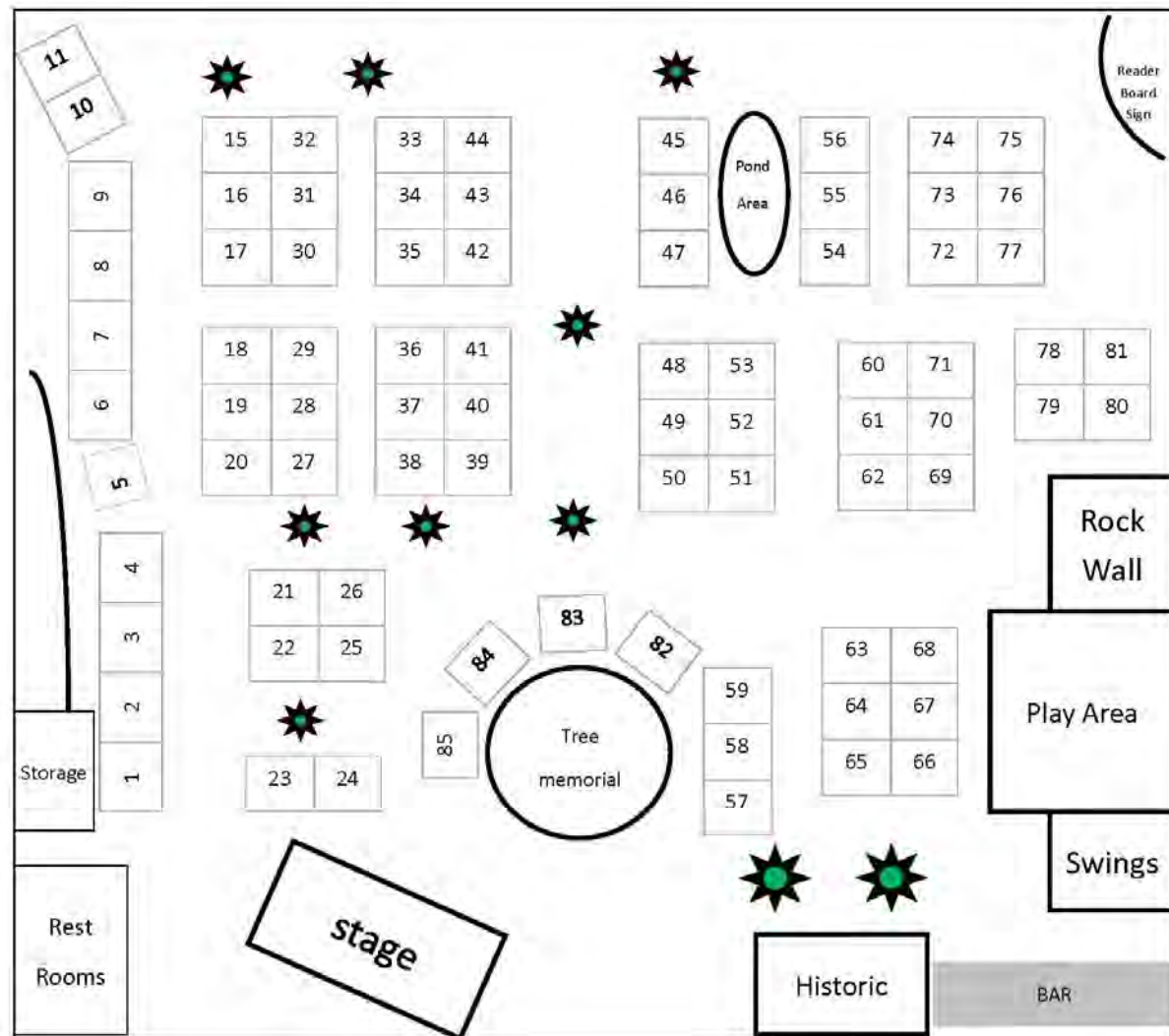




## 2025 Prineville Western Days layout

(NOTE: This map is not to scale.  
All aisles between vendors are 8-15' wide)





# Space Issues

- Lots of issues with our 5-foot rule
- Expansion out of front, sides, up
- Adding a space to the back without paying
- Awnings, etc. going over 10x10 footprint
- Staff soliciting outside of booths
- Walls blocking other vendors and sightlines
- Plan for lines (like Face Painting, etc.)











# Sponsor Space

- Sponsors need to be accounted for as vendors
- They need to follow same rules
- Entitled, rule breakers
- Vehicle displays
- Vehicles coming/going from space

# Duplication





# Political, Religious, Controversial







# Document EVERYTHING!

- Keep notes of rule breaking, layout issues, good/bad/ugly
- Take pictures
  - 1 per booth with a portion of neighboring booths in pic
  - Aisleways and rows
  - Sides and backs of booths (especially food)
  - Spacing – too tight, weird gaps, layout oddities
  - Arial if you can!
  - 360 Video
  - Drone footage even better





## Questionable Products & Displays

- Cheap imitations
- Bad MLM companies
- Not clean or attractive
  - Handwritten signs
  - Messy display
  - Cooking under the table





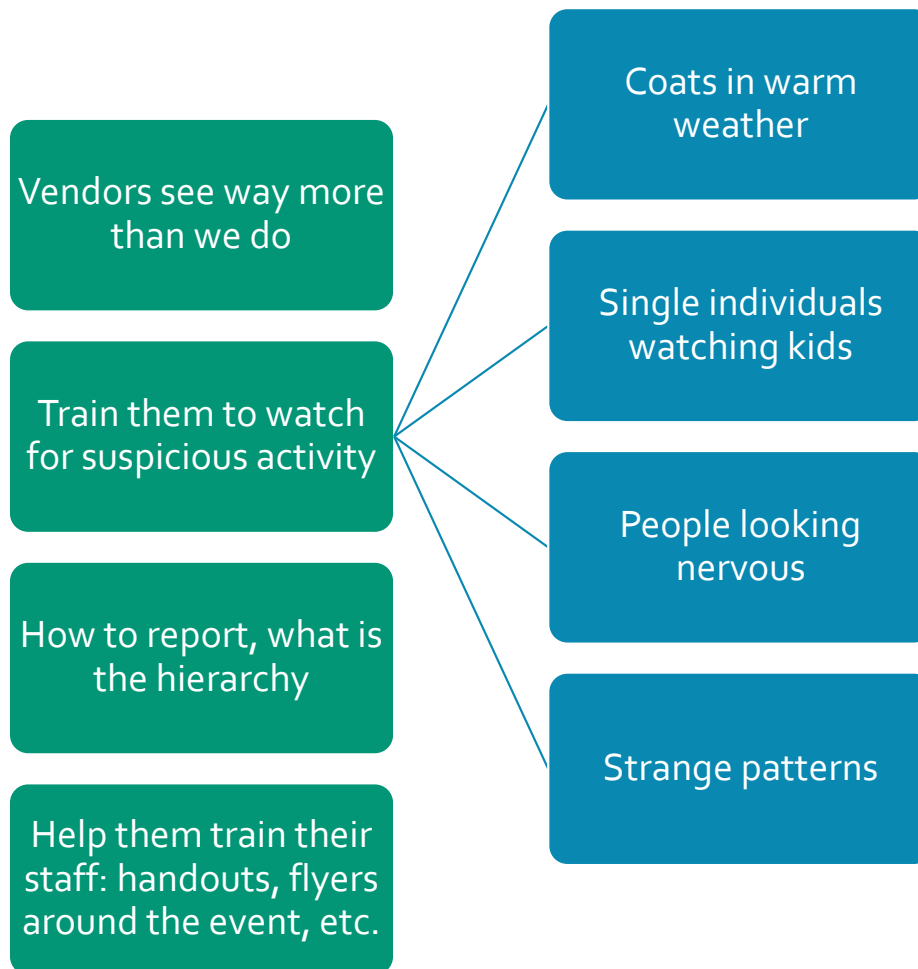
# Don't Allow the Pirates

- Don't allow in the pirates
  - Solicit other vendors customers
  - Breaks space rules bad (like blocking aisles)
  - Sells expensive items with no warranty
  - Scams attendees
  - Brings items that we did not approve

# Not Nice Vendors

- Don't be afraid to kick out the jerks
  - Vendors who do not follow rules
  - Vendors who constantly complain
  - Vendors who are entitled
  - Vendors who negatively talk about your/your event
    - To Other Vendors
    - On Social Media
  - Smoke, drink, etc.
  - Other vendors will support you enforcing your rules!





## Danger Emergency Watch



# Emergency Action One-Sheet

Credit: SCOTT INGALLS ☺

- **Clear management description** – Clearly define who is first in charge of any immediate emergency action.
- **Landmarks (N,S,E,W)** – Anyone with a radio needs to KNOW the site landmarks
- **Radio protocol** – What to do if an emergency or Code Adam or STOP ACTION is called.
- **Likely emergencies(list)** – If the situation is dire, call for a ‘STOP ACTION’ and get everyone with a radio involved in the effort as appropriate.
- **Code Adam** – EVERYONE needs to be on the same page for a Code Adam.
- **‘See something, say something’** – We all have intuition. If something seems wrong, it likely is.
- **Expectations** – Talk about any given person's roles and responsibilities in the event of an emergency.

# National Independent Concessionaires Assoc.

- Focus is strengthening relationships with the Fair, Festival, and Special Events Industries
- Membership includes over 1,000 mobile food and retail Concessionaires, Fairs, Festivals, and Associate Members in Industry-related companies



**Join Us in Vegas**  
**November 9-12, 2025**

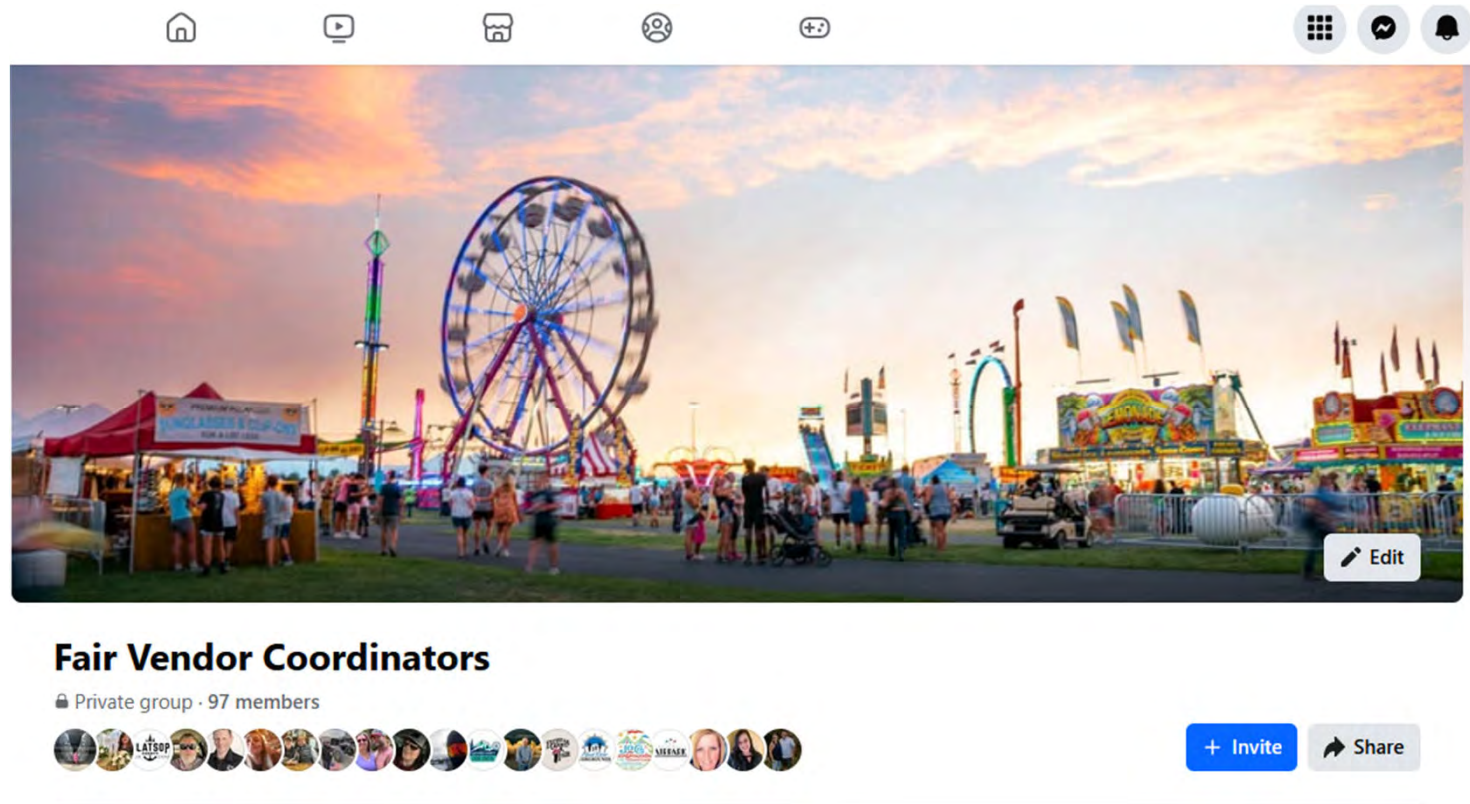
TOGETHER WE WILL SHARE  
IDEAS, NETWORKING,  
PRODUCTS, AND SERVICES



**TUSCANY** | LAS VEGAS  
SUITES & CASINO

**Registration & Room Details Coming Soon to [nicainc.org/marketplace](https://nicainc.org/marketplace)**

# Facebook Group







- Brandi Ebner
  - Sales, Vendor & Marketing Coordinator
  - Deschutes County Fair & Rodeo
  - [Brandi.Ebner@Deschutes.org](mailto:Brandi.Ebner@Deschutes.org)
  - 541-585-7208
- 
- One Decision Management, LLC
  - [onedecisionmanagement@gmail.com](mailto:onedecisionmanagement@gmail.com)
  - 503-551-3072