Retailer Check List For Upcoming Event Please as you read check off the items you have done or considered.

De	ecis	ion:
] [_	Decide if you want to do a show and are committed to its success. Take into consideration the amount of time, hours and money to promote it properly.
Εv	ent	Date:
] []]	Discuss a possible show date with your event promoter. Event Date: Verify that event date doesn't conflict with any other major events in the surrounding area. Would you like any other events tied into your event. Yes or No
Εv	ent	Location:
]]]]]	Secure event location. If the location is being loaned, get something in writing stating that you have the location booked. Event Location: Will the location require a fee or need a deposit? Yes or No Will there be a clean up fee? Yes or No Verify the hours that the location can be used. Time: AM / PM till AM / PM Will security be needed? Yes or No Fee \$
Ti	me:	
	j	What time of day do you want to have your event? Discuss with promoter. Time: AM / PM Contact surrounding businesses and let them know of your intentions so as to avoid any conflicts. Get surrounding businesses to join in your event and help promote it. Restaurant coupons, oi change discount coupons, etc.
Ту	рe	of event:
[[[]	Determine the type of event. SPL SQ Car Show Ask your show promoter what formats they offer. What level of event would you want to have? []1X-Typical []P-Progressive Think about what will bring you the most participation and bring you a wider range or customers.
Τι	ırn-	Key Promoter:
] []	Contacted an event promoter or Midwestspl Office 870-715-5083) Make a list of questions to ask event promoter
]]]]	Verify that event promoter is capable of satisfying your needs. Verify Turn-Key promoter fee \$ Signed Turn-Key promoter contract
Γ	1	Received Turn-Key promoter contact information and agree to keep in contact with them

Pr	om	otion:
[[[]	Get event flyers from Turn-Key promoter or make them yourself Distributed event flyers (besides the front counter and windows) Contact local media in regards to upcoming event (newspaper, radio station, local cable) Find a local sponsor or contact manufacture for assistance
]		Live radio remote Work with non-profit charity (for free advertising). Have meeting with entire sales staff letting them know of plans to host a show. Teach sales staff how to encourage customers to come in prior to the event for a store sticked and/or a free installer "look" at their system to suggest possible changes to get more points. Contact all your rep firms to get POP items (IE: shirts, cup coozie, lanyards, stickers) to give away or raffle off. Contact rep firms to see if they can bring out demo vehicles. This must be done months in advance. Fax local audio shops and/or businesses flyer about upcoming event at your store. Put flyer inside every vehicle worked on. If possible, print receipt on the back of a show flyer. Use outside help to distribute flyers (IE: kids at High School, Pizza Hut, car windows). Use social media websites (Facebook, Twitter, Instagram, Etc)
<u> </u>	SAL	ES STAFF MUST BE EXCITED AND WORK AS A TEAM TO MAKE THIS EVENT A SUCCESS
Ad	lditi	ional Event Information:
[[[[]]]	Secured relative permits for event. (IE: noise, tents, parking, security). Obtain trash receptacles. Fencing or other barricades. Contact security officers. Contact name and #: Have you planned for bad weather? (IE: rain, wind, snow, heat). Yes or No Contacted a food vender for concessions or set up a grill and offer free or very low priced burgers and hot dogs.
Ad	lditi	ional excitement or activities:
[]	Schedule games and other activities with Turn-Key promoter to add to the excitement of the show. Make sure you have give a ways for this.
Fii	nan	cial:
[[[[]	Determine how to make money from the event through pre/post sales. In store sale during event Tent sale. Ask Turn-Key promoter about using one of their tents or tables. T-shirt sales Concession sales (IE: hot dogs & cokes) Clear out End Of Year Stock Have a raffle (depending on your states laws)

Pr	e S	how:
[]	Have store meeting telling the employees about the upcoming event and answer questions they might have. Date:
to get your customers ready.		
Dı	urin	g Show:
[[[Will the retail shop be open? It's a good idea to have it open. Yes or No Will bathrooms be clean and available? Will you have staff outside during the event to assist or answer competitors questions?
Po	st S	Show:
[[]]	Have you received the results from the event? Post results in store for customers to see. Use information from last show to help plan for next show
Ac	ldit	ional Information:
]]] []]]	If the weather is hot, make sure you provide cool air or shade. If the weather is hot, provide drinks such as water If its hot and sunny, provide sun block to everyone Keep spectators and competitors busy and entertained. This should be the person running the event job, but they might run out of ideas or not have time. Keep a record of those that attended the event in order to add them to your mailing list or to contact them before the next event.
No	tes:	
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If you have any suggestions or comments that might make this list better please contact Midwestspl at 870-715-5083 or email them to info@midwestspl.com . Thanks