

# Retailer Check List For Upcoming Event

Please as you read check off the items you have done or considered.

## Decision:

- 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.

## Event 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

## Event 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 \$\_\_\_\_\_

## Time:

- 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, oil change discount coupons, etc.

## Type 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 of customers. \_\_\_\_\_

## Turn-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
- Received Turn-Key promoter contact information and agree to keep in contact with them.

**Promotion:**

- 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 \_\_\_\_\_
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- 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 sticker 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 )

**SALES STAFF MUST BE EXCITED AND WORK AS A TEAM TO MAKE THIS EVENT A SUCCESS****Additional 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.

**Additional 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.

**Financial:**

- 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 )

