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

[ ] 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 vendor 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)
Pre Show:

[ ] Have store meeting telling the employees about the upcoming event and answer questions they might have. Date: ________________

[ ] If your shop owns an SPL meter, offer a tweak & tune a couple days or weeks before the event to get your customers ready.

[ ] Plan your advertising and promotion. Know what you're going to do each week before the event.

During 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?

Post 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

Additional 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 it's 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.

Notes: 

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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

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