



We aim to create strong and broad linkages between your business and the community you serve.

**The Vendors' Block
Showcase & Networking Soiree
HUMAN TRAFFICKING AWARENESS EDITION**

Date: Sunday, August 6th, 2017

Time: 7pm-11pm

Location: Emerald Hall

30 Central Street

Abington, MA 02351

The purpose of this event is to showcase local small businesses and offer opportunities to expand a business owner's reach to new clients, include creative options for marketing and branding your business, at an affordable price! We give you the tools, and you work to engage the public.

We are excited to have many energetic vendors who are ready to showcase their products and services with all event participants. There will be great products and services offered by some of the area's best small business, such as *Skin Care, Accessories, Jewelry, Health & Fitness, Nutrition, Clothing, Event planning, photography, videography, DJ services & much more!*

Please Note: The Vendors' Block events are filmed and photographed for visual and marketing purposes. All attendees agree to the terms.



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ABOUT THE EVENT

The Vendors' Block Showcase & Networking Soiree

Presents...

Your Ultimate Shop Sip, and Socialize... HUMAN TRAFFICKING AWARENESS

Sunday, August 6th, 2017. 7pm-11pm

Registration Required

THIS IS NOT JUST A VENDOR EVENT.

IT IS FOR EVERYONE LOOKING TO HAVE A GREAT TIME AND MEET NEW PEOPLE

This is the event you've been waiting for!

Get your dancing shoes and Come ready to have an amazing time!

There will be great products and services offered best by some of the best small businesses in Boston and surrounding areas.

Meet Beauty, health, wellness experts and Fashion experts for Men & Women

Motivation for the Dreamers and the Doers | Great Fashion Show | Renowned Guest speakers | Live Photoshoot | Music | Great performances (Dancers, Singers, Poets, etc.) Free Make-Up Station | Dinner Available
Games: Limbo, Musical chair, Karaoke, etc) | Gifts bags, Prizes and More!

Shop the season's top trends, while you are having a load of fun.

Emerald Hall

30 Central Street Abington, MA 02351

Beautiful and convenient location with parking

INFO & VENDORS INQUIRY: INFO@CHRISTALIGHTANDCO.COM





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VENDORS / SPONSOR PROPOSAL

In today's economy, budgets have been cut in almost every area, including marketing dollars. In the world of advertising, we are being bombarded every day with messages of new and improved products and services. A more effective way to build and expand your brand is showcasing your services or products directly to consumers. **The Vendors' Block** has opened a new avenue of advertising in the community you serve.

Christalight and Co in association with A Maven's World present The Vendor's Block- Showcase and Networking Soiree. The purpose of this event is to showcase local small businesses and offer opportunities that help expand today's small business owner's demographic. include creative options for marketing and branding your business, at an affordable price!

We give you the tools, and you work to engage the public.

WE PUT THE FOCUS ON YOU!

Being a vendor at The Vendors' Block Showcase and Networking Soiree provides your company a direct to consumer and quality networking opportunity. With a wide variety of powerful marketing benefits in a fun, entertaining and engaging environment, The Vendors' Block is a great new innovative platform for today's small business owner. The Vendors' Block Showcase and Networking Soiree will take place on Sunday, August 6th, 2017 at the Emerald Hall (30 Center Street, Abington, MA) which holds **400+** people. We are putting in a lot of hard work to fill the location to capacity. We will be promoting on social media, radio stations, pass out flyers, post posters, etc...



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VENDORS BENEFITS

As a VENDOR at The Vendors' Block Showcase and Networking Soiree, you will receive the following benefits:

Your company will have the unique opportunity to build trust, establish rapport, and connect with your customers and prospects from the Plymouth, Suffolk County community. Your company will be given the opportunity to build brand awareness and show your company's support for the community you serve by highlighting your business with a captive audience.

Media exposure - We have been hard at work with our marketing efforts to make sure the event is well attended and generally successful. Our vendors/ sponsors will automatically get the benefit of being promoted throughout the process. We have local media support and campaigns. This could provide extended exposure and visibility in markets your company have not yet tapped into.

Brand Awareness & Recognition - Logo placement in a variety of places such as flyers, direct mail, brochures, websites, email marketing campaigns, step and r, etc. will add to increase brand awareness. Being recognized as a sponsor will communicate value and support with the audience at the event.

Generate NEW Sales & Form NEW Business Partnerships – Our vendors/ sponsors have the ability to have their logo added to the event banner, and tables to display products and sell. In addition, create NEW professional relationships with other sponsors, vendors, and attendees.

Community Involvement and Giving Back- A business's involvement in the community renders several benefits including: building the business reputation, business recognition, networking opportunities, and opportunities to improve the community. There is a growing interest in companies that make corporate social responsibility (CSR) part of their business platform. Companies that show generosity for a cause will spark more human interest and appeal to the audience.

Distribute Samples or Trial Offers – Our sponsors will have the opportunity to bring samples, and display whatever marketing material they have. Bringing samples to an event is a great way to "test market" before investing in a major marketing campaign. Consider giving trial offers to the attendees in exchange for honest feedback. This will provide useful information and allow the company to adjust accordingly. We will send out your marketing message on your behalf to all of our attendees.



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VENDORS BENEFITS LIST

- Each vendor must provide a 15 seconds persuasive video clip highlighting service/product. Due upon signing up. This will be used to promote your company on all of social media outlet from the time we receive it. Please give attendees a reason to visit your table.
- Upon signing up, vendors must provide high resolution logo. (for flyers and 8ft x 8ft event banner)
- Vendors name will be promoted through radio stations associated with Christalight and Co. This could provide extended exposure and visibility in markets your company have not yet tapped into.
- Flash SALE! Each vendor can provide a minimum of 1 deeply discounted item to be added to the Sale Area (NOT MANDATORY)
- Each vendor need a rep at the event to briefly describe their business/ product in a 30 seconds video (event testimonial/marketing). Vendor will receive the video a few weeks after the event (must have enough time to edit). This video will also be posted on social media.
- We have two options for table. Full table and ½ table (Full table is 6' table which you MUST BRING or ½ table which is half of an 8' table which we will provide.) You will share your half table with another vendor. Vendors will be provided 2 chairs
- Vendors & staff will receive a free 4x6 photo print on the red carpet photo booth. Photo will also be emailed to vendor and posted on social media page.
- vendors will mix, and mingle with other vendors, attendees (entertainment, music will be provided.)

EARLY BIRD REGISTRATION: Full Table \$135 | Half Table \$77