

## **Welcome to the 2023 MAD Family Expo!**

We are so excited! Can you believe that this is our 7th annual event?!

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Don't forget to tag us:

Facebook - [Manifest A Deliverance Foundation Inc.](#)

Instagram - [@mad4life111](#)

...and feel free to use these hashtags: #MADfamilyexpo2023 #MFE2023 #mymadlife

...we do have ONE request!

To maximize the experience, we're asking that you:

- 1) Follow us on on [Facebook](#) and [Instagram](#)
- 2) Share all MAD Family Expo advertising graphics and flyers on social media and within your community networks. *Don't be afraid to tag your friends!*
- 3) Share your personalized vendor flyer on social media and TAG us!

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## **VENDOR NEED-TO-KNOW**

***The theme this year is Tie-Dye!***

Please feel free to wear your brightest, most fun and crazy tie-dye apparel.

### **IMPORTANT DETAILS**

- MAD will be the sole vendor for drinks/beverages. Vendors are not allowed to sell drinks/beverages of any kind - including water. ***NO EXCEPTIONS!***

***MAD uses community events as an opportunity to fundraise in order to make our annual programming a success and produce more events such as this. Thanks in advance for your understanding and cooperation.***

- Vendors must keep everything within their assigned area.
- Vendors must provide their tent, table, and chairs.

- Vendor setup will begin at 9:30 a.m. Vendors can begin set-up after they have checked in and received their booth location. *(If more time is needed to set up, please advise)*
- Vehicles will be permitted to unload/load booth items. All vendor booths must be setup and vehicles must be removed by 11 a.m.
- All vendors are required to have at least one person at the booth at all times, as you must remain open and have merchandise available for the duration of the event.
- Vendors are responsible for disassembling and cleaning their vendor area.

## **MAXIMIZE YOUR EXPERIENCE**

To really maximize the experience of the expo, we're asking our participating vendors to think outside the box with their booth - create a vendor experience that will leave families excited beyond what you have to sell! Here are some cool interactive booth examples, to keep in mind:

- If you are a boutique owner and have a portable apparel rack or two, bring them and hang apparel. If you have some fun, tie-dye pieces or colorful items - bring them!
- If you are selling snackable goodies, provide some free samples for tasting, a DIY recipe card or create a mini-demonstration where they see how you make it using ingredients (then allow them to sample it).
  - Remember, only food items permitted to sell are:
    - Fruits, vegetables, baked goods, honey, preserves, pickles, etc.
- If you are selling products, provide some free samples for the families to try at the table or take home with them. Or show them how to use the product in a live demonstration.
- If you're a consultant with resources, host a fun game at your booth that can help people learn more about your services, or do a giveaway. Then provide postcard sized information cards and brochures that they can easily take with them. Don't forget to attach your business card.

You can be as creative as you want! We just ask that our families be able to interact with your booth beyond purchasing your products and services. This will be the perfect opportunity for you to easily build email leads and market your products by giving the families an experience they can really enjoy.

If you need some help trying to decide what you can do, shoot us an email - we can help! Reach out to mad4freedom@gmail with any questions and/or concerns.

## **OTHER THINGS TO NOTE**

- We're asking every vendor to **invite at least 5 families**.  
Yes, the event is going to be a success, but we can't do it without the families and the community's support.
- We're hosting OneBlood, the Big Red Bus  
We're seeking 15 blood donors to volunteer. Donate to save a life!  
*Plus they're giving away eGift cards!*
- We're also hosting the AIDS Healthcare Foundation  
We're seeking at least 50 people to volunteer for a FREE HIV test.  
*It's always important to know your status, and the first step is to get tested!*

***Let's get the word out and share this information!***

*For questions or concerns, contact us at mad4freedom@gmail.com*