

CALL FOR VENDORS

BiGIDEA AWARDS 2010

APRIL 16, 2010
DOWNTOWN HILTON HOTEL

VENDOR APPLICATION DEADLINE FEBRUARY 26, 2010

You work hard everyday challenging yourself to create a unique, financially-strong small business. In honor of that effort, BiGAUSTIN throws a party every year called The **BiGIDEA AWARDS** to showcase your achievement, and pay tribute to your talent and hard work.

Held at the Downtown Hilton Hotel on April 16, the 2010 **BiGIDEA AWARDS** promises to be entertaining, fast-paced, and fun. In years' past we have divided the programming with an entrepreneurial breakfast and the luncheon festivities. This year we streamline the programming and focus on **THE BiG MARKETPLACE** and the **3rd Annual Business Plan Competition**.

Now at its third anniversary BiGAUSTIN adds an exciting component to **The Business Plan Competition** by adding a separate competition open exclusively to high school students. **The Youth Business Plan Competition** will set the same high standards as the original competition with all participants needing to write a business plan, financial projections, and present the plan to a panel of judges. At the luncheon you'll meet all the finalists for both competitions and will again be part of the action as the three finalists from **The Business Plan Competition** are put through a battery of on-stage questions that will surely test the ability to communicate their vision, think on their feet, and stay composed. Over lunch an esteemed panel of judges will interview and interact with the finalist. With a ballot in the hands of each guest in attendance the Business Plan winner will be announced at the close of the event.

But the festivities would be incomplete without the popular **BiG MARKETPLACE**, the annual vendor fair that showcases the products and services of BiGAUSTIN entrepreneurs

For the **BiG MARKETPLACE 2010**, BiGAUSTIN will take the best practices from past years and add several totally new features that will result in greater exposure for your business.

BiGAUSTIN brings back:

- **VENDOR ORIENTATION.** Scheduled for the week before the event, BiGAUSTIN will host a vendor roundtable to share event logistics. Further, the orientation will cover marketing strategies and success tips for before, during and after the show.

- An email invitation will be sent to buyers at local retail establishments encouraging them to visit the **BiG MARKETPLACE** and discover possible new products for their stores.
- **PRODUCT or SERVICE LIMITS.** The BiG MARKETPLACE committee will limit the number of vendors in each category to ensure an enticing mix of goods and services and maximize your business exposure.
- **FOOD COURT.** Our MARKETPLACE will once again cluster all food vendors to give the MARKETPLACE an outdoor festival feel and allow vendors to sample and demo their food items.

NEW! For the 2010 BiG MARKETPLACE

- **NEW!** The **BiG MARKETPLACE** committee is hard at work developing a fresh look and feel to the venue to create a lively environment.
- **NEW!** A more stream-lined Silent Auction. This year at the conclusion of the **BiGIDEA AWARDS** Luncheon the Silent Auction winners will be announced. All items will be ready for pick-up at the Silent Auction Station. This strategy brings people back into the **BiG MARKETPLACE** giving the vendors one final opportunity to leave a positive impression.
- **NEW!** On “show day” the BiG MARKETPLACE committee will have in place creative incentives to drive our guests to the **BiG MARKETPLACE** that will encourage them to linger in the venue and shop the vendors.

The Two-part Vendor Process

Step One:

To be considered a vendor simply fill out the attached vendor application form and send to BiGAUSTIN by return email or regular mail. PLEASE DO NOT SEND MONEY WITH YOUR APPLICATION!

APPLICATION DEADLINE:

February 26, 2009

Step Two:

On the first day of March the **BiG MARKETPLACE** committee will begin the review process for all vendor applications. Based on event criteria the committee will make the final vendor selections for the event. You will be notified of the vendor outcome by email on **March 5, 2009**. If you have been selected as a vendor it is important to respond to the email quickly.

The Details

PRICE

RESPONSIBILITIES

DEADLINES

- The Vendor participation fee is \$60.00 for a single booth.
- A 6' skirted table constitutes a single booth. Each booth will be assigned two chairs.
- Each vendor will receive recognition in the **BiGIDEA AWARDS** program booklet and on the BiGAUSTIN website
- With the Vendor Participation Fee each vendor will receive one ticket to the **BiGIDEA AWARDS Luncheon**.
- All participating vendors are required to support BiGAUSTIN by donating an item to the **Silent Auction**. The retail value of this donated item must be \$50.00.
- All booth set-up is expected to be completed by 10am on the day of the event (April 16, 2010)
- If accepted as a vendor BiGAUSTIN will respond with an additional information packet. At this time BiGAUSTIN will request vendor fee, an electronic copy of your business logo and a brief company/personal bio. Vendors will be notified on March 5th via email.
- If you have any questions please direct them to Andriann Broaders at BiGAUSTIN (andriann@bigaustin.org or 928-8010) or Penny McConnell at penny@pennypastries.com
- **Remember your application deadline is February 26 , 2010**



Vendor Application Form

DEADLINE: February 26, 2009

VENDOR INFORMATION

Your Name: _____ Title: _____

Business Name: _____

Business Address/City/State/Zip: _____

Telephone Number: _____ Alternate Number: _____ Fax: _____

Company Web Address: _____ Email: _____

Number of years in business _____

Please describe your business (products or services) _____

What is your target population? _____

Will you accept credit cards on the day of the event? _____ Debit cards? _____

Please provide a brief description of your silent auction item(s) (minimum \$50.00 value) _____

Have you participated in trade shows within the last two years? _____ If so, where? _____

How do you normally distribute your product? _____

As a vendor, will you have any special needs (electrical, temporary health department permit, accommodations, etc.?) _____

Mail:
BiGAUSTIN

Attn: Vendor Application
1050 E. 11th Street
Suite: 350
Austin, TX 78749

Email:
Andriann@bigaustin.org
Penny@pennyspastries.com