



# EVENT KIT

WINTERFEST 2018

VisitTopeka 

@VisitTopeka 

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VISITTOPEKA.COM



Thank you for your interest in becoming a vendor for WinterFest 2018! This is a great opportunity to get in front of over 1,200 potential customers in Downtown Topeka. It's also a great way to meet and network with other vendors and businesses. We want to help you be a huge success at your first (or third) WinterFest!

#### Steps to Become a Vendor:

1. Fill out the WinterFest Vendor [Sign-Up form](#) online.
2. Call or stop by the Visit Topeka offices at 618 S. Kansas Ave to submit a payment for your vendor space.
3. Visit the WinterFest Vendor Information section of our [website](#) to get promotional posts and graphics, along with general social media best practices.
4. Use the checklist below to make sure you don't forget anything!

## WHAT TO BRING

- |   |  |
|---|--|
| <input type="checkbox"/> Inventory  | <input type="checkbox"/> Shopping Bags   |
| <input type="checkbox"/> Pre-Order Forms (If you're preselling something) | <input type="checkbox"/> Samples (Optional)  |
| <input type="checkbox"/> Consultation Forms (For services)                | <input type="checkbox"/> Phone or Camera to capture photos/video of your table and customers |
| <input type="checkbox"/> Square, Paypal, or Shopify Reader                | <input type="checkbox"/> Phone Charger   |
| <input type="checkbox"/> Money to provide change                          | <input type="checkbox"/> Swag  |
| <input type="checkbox"/> Form to collect emails                           |  |
| <input type="checkbox"/> Business Cards                                   |  |



## VISIT TOPEKA

As Visit Topeka, it's our job to promote the city of Topeka. Each year, thousands of people come to have fun at our festivals and events.

WinterFest is a special holiday shopping experience in Downtown Topeka. With a Chili Cook-Off, Ugly Sweater Contest, Carriage Rides and more; it's a memory-maker for all.

We rely on partnerships with local businesses and vendors to create positive experiences for visitors and Topekans at events like WinterFest.

## AUDIENCE REACH



Facebook  
10,539 Followers



Twitter  
6,104 Followers



Instagram  
2,300 Followers

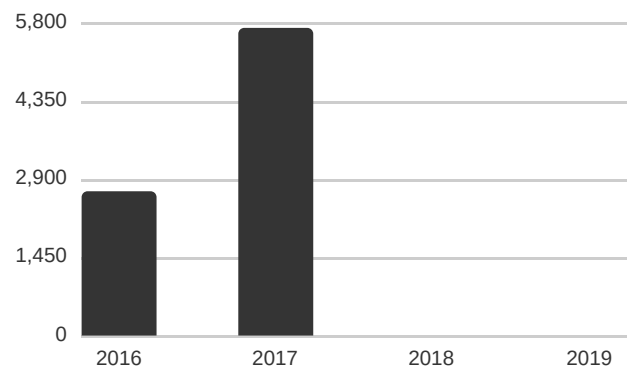
## CONTACT US

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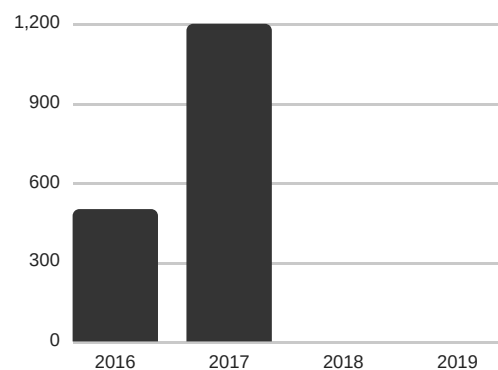
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## EVENT STATISTICS



This chart reveals the total number of people who viewed the event website specifically for the WinterFest page.



This chart reveals the total number of people who attended WinterFest.