



Welcome to the 2022 FALL Street Fair Vendor Orientation

October 4th, 2022

Thank you for being part of Simi Valley's
LARGEST Event which attracts
25,000+ people!

Street Fair Event Area



What's Happening This Year?



- **FREE Kids FUNZONE** - sponsored by Adventist Health Simi Valley
Expanded! Double the Size!
- **Booth Decorating Contest** — Sponsored by Chatsworth Products
- **Kids' Costume Parade** — Sponsored by Sifi Networks/Simi Valley
FiberCity
- **Chalk The Walk** — Sponsored by Logix Federal Credit Union
- **Two Beer & Wine Gardens**
- **All Day Entertainment at the 5-Star Stage** - sponsored
by Logix Federal Credit Union
- **Cornhole Tournament** — sponsored by Pet PAWZitive

Zones

1. Please remember your Zone # and Color
2. Follow the signs to your Zone
3. Park in your Zone

If you have purchased the concierge service, please enter in the Orange Zone. Once you have unloaded, please park in the Orange Zone. Please stay clear of utility carts and the line for concierge service.

NOTE: Zones Yellow, Red, Blue – Enter From Erringer



NOTE: Zones Purple and Green – Enter From First



WWW.SIMIVALLEYSTREETFAIR.COM

- Vendor Resources
- Vendor FAQ
- More

Booth Decorating Contest



BOOTH DECORATING CONTEST

Vendors are encouraged to get into the Halloween spirit by decorating their booth with their best interpretation of the *Autumn Adventure* theme!

Booths will be judged early in the day with prizes:

1st Prize - \$250 gift card

2nd Prize - \$150 gift card

3rd Prize - \$100 gift card

Sponsored by:



CHATSWORTH PRODUCTS



Chalk The Walk



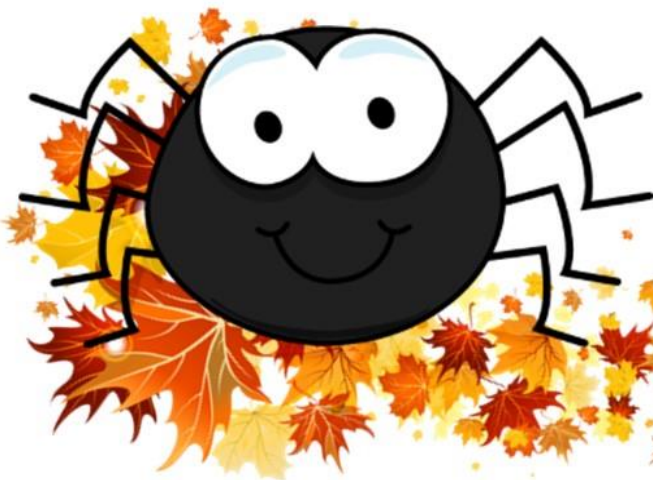
Logix
smarter
banking®

Trick-or-Treating



All day!
Sponsored by the Simi Valley
Chamber Tourism Alliance

Kids' Costume Parade



Kids' Costume Parade

NOON at the Five-Star Stage!



Cornhole Tournament

Sponsored by



Sponsored by



Health



OFFSITE PARKING

United Methodist Church
On Erringer

Expanded

The FUN ZONE

at the Street Fair



Adventist Health
Simi Valley



Fun at Street Fair with Photo Backdrops



Booth #1210



The Five Star Stage!

Powered by Logix Federal Credit Union



Beer on Tap

- Bud Light
- Stella
- Elysian Space Dust
- Mango Cart
- 805

Copa di Vino Wine

- Merlot
- Pinot Grigio
- White Zin

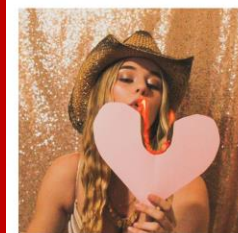
Bud Light Seltzers

- Variety of Flavors



CJ Chimenti

9:15 a.m.



Lacie Mae

10:15 a.m.



Caliente Band 805

12:30 p.m.



FamDamly

2:30 p.m.

Lineup and times subject to change.

City Expo





BabyCakes805
Brazzle Foods Gluten Free Pizza
Cakes by Christina
Chik-fil-A
Cousins Maine Lobster
The Deli Doctor
Dr. Conkey's Candy & Coffee
Gourmet Blends
Hawaiian Delight Shave Ice
Keto Sweets LA
Kona Ice
Linde's Old World Almonds
Lucky Dog Café and Coffee Bar

Makenna Koffee Truck
Me So Korny Kettle Corn
My Sage Gourmet
Q Cute Bun Dumplings
Rainbow Sugar Cotton Candy
Sabor da Bahia Brazilian Pastries
Smiley's Hot Dogs
Sweet Cheeks Chili Candy
Tikiz Shaved Ice & Ice Cream
Topanga's Finest Gluten Free Jerky
What the Funnel Funnel Cakes
The Y's Men – Tri-tip

General Information for Vendors



❖ Vendor Areas:

- ❖ The 2022 Simi Valley Street Fair is divided into 6 zones. Please enter the parking lot in your assigned zone which is based on your booth number and color

❖ Set Up:

- ❖ Regular booth set-up begins at 6:15 a.m.
- ❖ Please have your booth ready by 8:45 a.m.
- ❖ The event starts at 9:00 a.m. and ends at 4:00 p.m. Do not break down booths until 4:00 p.m.
- ❖ Vendor parking will be ANYWHERE in the Town Center Parking Lot
- ❖ DRIVE ON (only large/heavy items, vehicles and food vendors)
 - Must be on the street between 4:30 and 5:30 a.m. No vehicles can enter the street after 5:30 a.m. No exceptions. Vehicles not remaining on the street must be off by 6 a.m.
 - All Drive On Vendors must have prior approval from the Chamber.

Concierge Service - Aka “Gator Assistance”

Volunteers



Concierge Service
LOAD IN

BOOTH #

COMPANY NAME

Place this side up in driver's side window.

Non transferrable. No refunds. Lost placards will not be replaced.

PLEASE BE PATIENT! WE WILL BE ASSISTING HUNDREDS OF VENDORS



Concierge Service
LOAD OUT

BOOTH #

COMPANY NAME

WHEN YOU ARE COMPLETELY PACKED AND READY TO GO,
hold up this pass for assistance.

PLEASE BE PATIENT! WE WILL BE ASSISTING HUNDREDS OF VENDORS

Non transferrable. No refunds. Lost placards will not be replaced.

\$15 prepaid includes load in & load out priority service.
\$20 cash morning of event load in & load out first come, first served.

Booth Placement on Street



Front of your booth should be at the white dashed lane divider (not at the curb). You will have room behind you.



Booth Placement on Street



Vendor Information



❖ Booth Preparation:

- ❖ You are provided with a 10' x 10' space. You will need to set up and decorate your own booth. You will also need to provide your own canopy, tables and chairs.
- ❖ Please stay within your space. If your canopy is too large you will be asked to take it down.

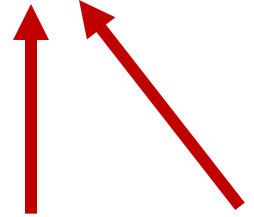
❖ Break Down:

- ❖ No breakdown/cleanup before 4:00 p.m. \$200 fine.
- ❖ If you have a vehicle in your booth, you can not drive off the street until at least 4:45 pm **or when deemed safe by event staff.**

Vendor Information



- ❖ Due to the possibility of winds, Sandbags or Weights are **REQUIRED**
- ❖ You can find weights online for less than \$20 (28-30 lbs each)



Vendor Information



Electricity:

- ❖ There is no electricity available.

Selling food or drink items or handing out free samples:

- ❖ The County Health Department requires ANYONE selling or handing out free food or drink items (including water) to have a permit. The filing deadline for permits has passed.

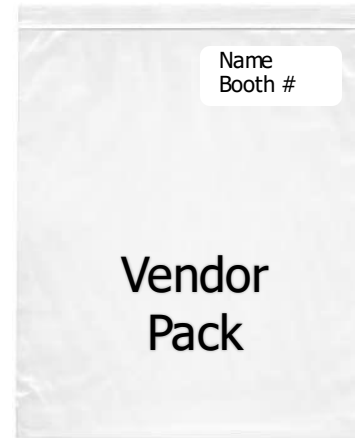
Halloween sized candy is exempt. ;)

Vendor Information Packet



includes:

- Your Booth Number (Clip to the front of your canopy)
- Map/Program
- Trash bag
- Letter with tips and safety protocols
- Trick-or-Treat Sign





Success Tips

Planning Ahead:

- ❖ THIS IS YOUR DAY TO SHINE! Make sure you are FUN!
- ❖ Wear comfortable shoes! Dress in layers!
- ❖ Bring Snacks and Water to have at your booth
- ❖ Booth Staffing. This event requires a lot of energy. One person will not be enough to cover your booth for the entire day.
 - ❖ Make sure you select employees who are knowledgeable, personable, outgoing and friendly and that everyone is sharing the same message about your business!
 - ❖ Prepare name badges for each person in the booth. A name badge can be a conversation starter.
 - ❖ Do Not Sit Behind Your Table
 - ❖ Make Eye Contact with the crowd
- ❖ Prepare and rehearse a quick ten- or fifteen-word description of your business or service that will catch the attention of potential customers passing your booth.



Success Tips

- ❖ Plan to give away a great door prize! Include registration materials, slips of paper, pencils and a container. Use MailChimp or Constant Contact after the fair to reach out to your new contacts
- ❖ On paper, plan how your space will look. Where will you place your table? Dress up your space with decorations and you may win a prize.
- ❖ Allow plenty of time for setup and teardown.
- ❖ Pack everything in boxes for easy moving into and out of the event area. BRING a dolly or cart to carry booth items.
- ❖ Pre-promote! If you are advertising prior to the show, be sure to include a line such as “Stop by our booth at the Street Fair on April 30th on Simi Town Center Way”.
- ❖ USE SOCIAL MEDIA Let everyone on Facebook, Twitter, Instagram, etc know where YOU will be on April 30th!



Booth Drawing

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

- ❖ Offer a Grand Prize in Your Booth to:
 - ❖ Build Your Email List
 - ❖ Engage Interest
 - ❖ Meet New People

After the Street Fair, you can send a nice note to thank the people who stopped by your booth.

Pick up a sheet of drawing slips and make copies

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

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Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Enter To Win

Name: _____

Phone: _____

E-Mail: _____

Chamber Member Services



Member Resources

Helpful products and services for the Street Fair

Supplies

Aldi 951-530-5750 aldi.us
All Valley Party Rentals 818-891-3676 allvalleypartyrentals.com*
Beyond Event Solutions 888-882-6108 beyondeventsolutions.com
Double Time Entertainment 805-764-1357 doubletimeent.com
Grocery Outlet of Simi Valley 805-624-4300 groceryoutlet.com
The Home Depot 805-577-1825 homedepot.com
Party Pros 805-380-7733 partyprosrental.com*
Simi Flowers & Gifts 805-583-0766 simiflowersandgifts.com
Simi Hardware & Rock Depot 805-527-7184 simihardware.com
Staples 805-579-9700 staples.com
Stater Bros. Markets 805-416-7151 staterbros.com
Vallarta Supermarkets 805-520-6468 vallartasupermarkets.com

Printing: Signs/Banners

Aaron, Thomas & Associates 818-727-9040 aaronthomasinc.com
All About Printing 818-998-8600*
Bezn 805-577-1500 beznprint.com
Kopy King 805-527-0060 morecopies.com
Peacock Print Co. 818-732-2625 (email mary@peacockprintco.com) peacockprintco.com*
Print Promo Plus by Safeguard 805-486-9769 printpromoplus.com
Signarama Simi Valley 805-581-6332 signarama.com
Thumbprint Digital Printing and Signs 805-527-9491 TPdigital.com
Z Signs & Graphics 805-328-5057 zsignsandgraphics.com

Promotional Products

American Trophies and Awards 805-526-0703
Bezn 805-577-1500 beznprint.com
Chezgal Merchandising Creations 323-333-8800
Custom T-Shirts 4U 818-371-1838 laserdesign4u.com
Elite Communication 805-582-2223
Engraving Wizards 805-522-6233 engravingwiz.com

Truck Rentals Rent-It Truck Rental 805-520-8560 rent-ittrucks.com

Advertising

99.1 The Ranch 805-285-2050 991theranch.com
Coupon Adventure 818-456-3898 couponadventures.com
Dollarwise Publications 805-583-2496
Money Mailer of Simi Valley 805-584-3250 moneymailer.com
The Simi Valley Acorn Newspaper 805-367-8232 simivalleyacorn.com

*indicates special discounts for Street Fair vendors

Payment Tips



3-D Security Ribbon

Tilt the note back and forth while focusing on the blue ribbon. You will see the bells change to 100s as they move. When you tilt the note back and forth, the bells and 100s move side to side. If you tilt it side to side, they move up and down. The ribbon is woven into the paper, not printed on it.

Bell in the Inkwell

Tilt the note to see the color-shifting bell in the copper inkwell change from copper to green, an effect which makes the bell seem to appear and disappear within the inkwell.

1. Portrait Watermark

Hold the note to light and look for a faint image of Benjamin Franklin in the blank space to the right of the portrait. The image is visible from either side of the note.

2. Security Thread

Hold the note to light to see an embedded thread running vertically to the left of the portrait. The thread is imprinted with the letters USA and the numeral 100 in an alternating pattern and is visible from both sides of the note. The thread glows pink when illuminated by ultraviolet light.



Display your QR code for Venmo, ApplePay, etc.



TIPS

- Don't accept large bills
- Veteran vendors suggest \$300 in cash on hand
- Purchase a counterfeit detector Pen – as low as \$3
- Don't make change for anyone!
- Use VENMO, Square, or other payment app
- Wireless hot spot

There will be an ATM on site in the stage area.



If you need assistance

Report anyone handing out flyers and information
To Event or Chamber Staff.



What event
and Chamber
staff will look
like



Emergencies



MAJOR EMERGENCY
Call 911

NON-EMERGENCY
call 805-587-0196

There will be EMS
onsite near the center
of the event

The first aid booth will have
EMTs and a cart to assist
you.





Frequently Asked Questions



How much time do you have to tear down?

- *Booths must be off the street by 5:00 PM*

Will we be able to unload our vehicle in front of our booth?

Register for the “drive on” list only if you have bulky items or a vehicle that will be staying in your booth.

- *All “drive-ons” MUST be on the street BEFORE 5:30 AM and vehicles not staying on the street MUST be off by 6:00 AM. NO EXCEPTIONS.*
- *Food Trucks MUST also be on the street by 5:30 AM*

If we get there at 6:30 can we drive on?

- *NO*

Can I get a copy of the map?

- *No, because it is a working document. While your booth position is now secured, the booths around you may not be.*

Are we supposed to come by the Chamber office to pick up my vendor packet for the event?

- *No. You will receive your vendor pack the morning of the event. Volunteers will be handing them at approximately 8:45-9:00 AM*

Is there a vendor check in when we arrive?

- *No. Your vendor packet will be delivered to your booth between 8:45 AM – 9:00 AM. Volunteers will be on site to help direct you to your booth if you need help finding it.*

Is there a parking spot if we have sales team members coming at different times?

- *Your team members and volunteers can park in any parking spot*

What time does concierge service open?

- *6:15 AM in the orange section*

Thank you to our Sponsors



Fall 2022 Street Fair Sponsors:



Health



SIMI VALLEY
TOWN CENTER



CHATSWORTH PRODUCTS



Golden State
Water Company
A Subsidiary of American States Water Company



See you at the Fair!

**Please contact the Chamber
with any questions
805-526-3900**

Save The Date
May 6
The Spring Street Fair
RETURNS!!!

Questions?