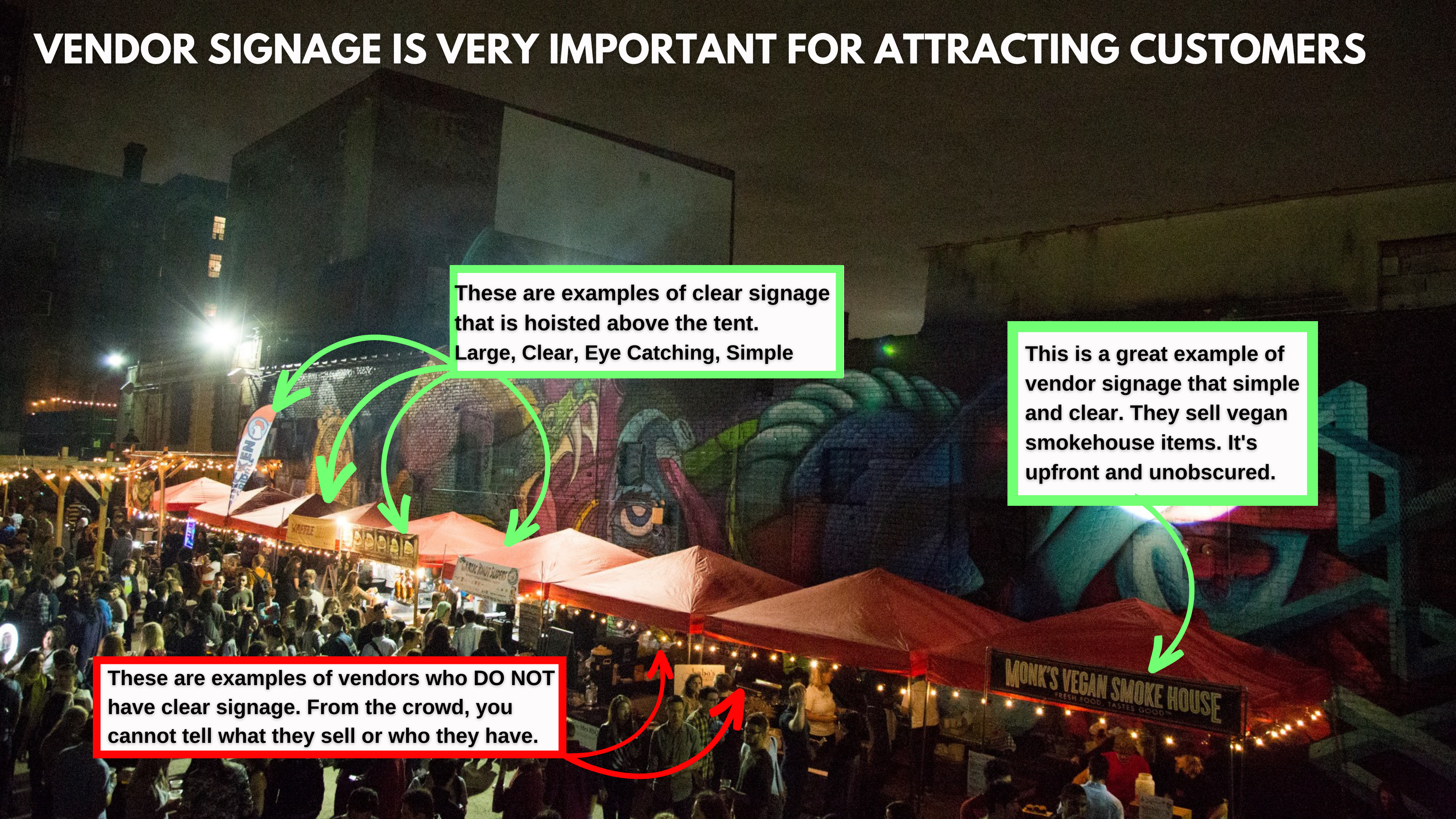


VENDOR SIGNAGE IS VERY IMPORTANT FOR ATTRACTING CUSTOMERS

These are examples of clear signage that is hoisted above the tent. Large, Clear, Eye Catching, Simple

This is a great example of vendor signage that simple and clear. They sell vegan smokehouse items. It's upfront and unobscured.

These are examples of vendors who DO NOT have clear signage. From the crowd, you cannot tell what they sell or who they have.



EXAMPLES OF CREATIVE AND CLEAR SIGNAGE:



EXAMPLES OF GOOD SET-UPS:

FRONT TABLE SHOULD BE CLEAR AND UNOBSTRUCTED. MAKE IT QUICK AND EASY FOR GUESTS TO ORDER SO YOU CAN MAKE MORE SALES. GUESTS SHOULD BE ABLE TO SPEAK TO VENDORS EASILY, READ A CLEAR MENU WITH PRICES LISTED, KNOW HOW TO PAY (CASH/CARD/VENMO), & UNDERSTAND HOW TO PICK UP THEIR ORDER IF THERE IS A WAIT.

