

Northern New England  
**SLED DOG**  
**TRADE FAIR**  
AND SEMINARS

**October 3-4, 2020**

Due to the COVID-19 Pandemic, this year's Sled Dog Trade Fair will be held virtually via Facebook and YouTube.

We have already secured Rob Cooke of Shaytaan Siberians, a multiple-time Yukon Quest and Iditarod Finisher, to give a presentation via YouTube during the weekend. We are working on scheduling other presentations and seminars to broadcast during the 2 day event.

Since the trade fair will now be open to anyone who wants to attend via Facebook or YouTube, this actually allows our vendors to reach out to a wider audience this year!

We encourage you to read the enclosed details on how the trade fair will work virtually in regards to vendors as well as our suggestions on how best to utilize the opportunity.

There is still a fee to be a vendor, but the fee has been reduced this year to \$25 per vendor.

Please reach out if you have any questions or concerns, and we hope to see as many of you participating this year as we have in prior years. Let's work together to make this year's Northern New England Trade Fair & Seminars as fun and as profitable an event for all as we've come to expect.

Stay safe out there,

Natalie van der Merwe  
Vendor Chairperson

# Vendor Instructions & Details

- A special 2020 Trade Fair Facebook Group has been created for this virtual event. Group members need to be approved in order to view posts, but the group will be open to mushers and dog enthusiasts globally.
- Registered vendors will be given access to their own photo album within that group. This photo album will work as your virtual 'booth'. You are encouraged to post good photos of your products, with descriptions, pricing, and information on purchasing.
- All vendors will need to have a way to take orders and payments online; this means you either need a Facebook Business Page, a Website, an Etsy site or something similar in order to participate. Your store link will be listed in the description of the photo album.
- Vendors are responsible for uploading and maintaining their own albums. Please do not ask our admins to post photos for you.
- There is no limit to how many photos/items you can post in your album.
- We will be featuring each vendor on our Facebook Page with an introduction and one photo. These Vendor Features will be published once or twice a week from now until the date of the event.

## HOW TO GET THE MOST OUT OF YOUR VIRTUAL BOOTH:

- DO post multiple photos, preferably individual photos and make sure they are the best quality as you can get.
- On the other hand, DON'T overwhelm your potential customers with a photo of every single item in your inventory, particularly if you have a large amount of products. Instead it would be far more effective to select 10-20 products to focus on during the trade fair, and then use those to draw customers to your online store to peruse the rest.
- DO post prices in the description of your photos in the album, and we recommend posting direct links to where viewers can get more information or order that product.
- DO include shipping information and pricing where applicable.
- DO run Event Specials that are active only throughout the weekend, and use your virtual booth (photo album) to highlight those specials. Make sure your online store reflects any pricing discounts or specials that you are running.
- DO make sure your online store is functioning properly just prior to the event!
- DON'T go off on vacation the weekend of the event! Vendors should be available and frequently monitoring their websites, email and the facebook group during the weekend of the event. While we don't expect you to be online 24/7, you should try to be relatively responsive to any requests and questions folks may have throughout the weekend.

# 2020 Trade Fair Vendor Application

There are two ways to sign up for a Virtual Vendor Booth this year.

**ONLINE:**

Visit our website to sign up and pay online.

**BY MAIL:**

Complete the following form and return with your payment of \$25 to the address listed at the bottom.

## VENDOR/BUSINESS INFORMATION

COMPANY:

CONTACT:

ADDRESS:

WEB URL:

PHONE:

EMAIL:

## COSTS

**Your Reservation is not confirmed until we receive payment!**

**Please make check payable to: North Country Mushers**

**Mail to: North Country Mushers % Jaye Foucher, 135 Frescoln Road, Wentworth NH 03282**