

# Vendors.

HELLO SUNSHINE | VENDOR GUIDE



NORTHWEST  
**Naturals**  
EXPO

# 2024 VENDORS

April 19 -21, 2024

Hello   
Sunshine

Hello Prospective Vendor,

We are back for the 8th year of the best Beauty, Lifestyle and Wellness Expo in the Pacific Northwest! To create an experience unlike the years prior, we are holding the expo and step + stroll competition on the same day! The theme this year is 'Hello Sunshine'. We want to offer a fun, sophisticated and social environment that celebrates and promotes the creativity and community in the Pacific Northwest. Just a few things to look forward to with the VIP vendor table is access to the Networking Soirée kickoff party on Friday night.

Vending will take place on Saturday April 20, 2024 from 11 am - 5pm. Our Vendor Marketplace will be located at the Renton Pavilion: 233 Burnett Ave S. Renton, WA 98057. The Expo is located just 7 miles from the Seattle/Tacoma International Airport. The venue is easily accessible from 3 major interstates which makes the location perfect for those traveling both near and far. So tell a friend to tell a friend about this beach themed event!

We value our vendors and what they have to offer to the beauty, lifestyle and wellness community. We would love to have you as a vendor for the 8th Annual. Below you will find vending opportunities for 2024. We look forward to partnering with you and we hope to see you there!!

Best,

Kariba Jack - Founder & Creative Director of the Northwest  
Naturals Expo



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EXPO





Above: Vendor from the 'Journey to Wonderland' Northwest Naturals Expo.

**“I didn't opt for the vendor path; rather, the vendor path found its way to me.”**

# The Vendor Experience

BY KARIBA JACK

To keep the expo interactive, fun and exciting we ask that all vendors bring at least one item for the raffle. Raffle items can include products you will be selling, gift certificates or any items that represent your business/brand. The event hosts will share a bit about your products before your raffle item is announced.

Vendor Check-In begins at 8:00am on Saturday, April 20, 2024. All vendor materials will be included in your welcome packet including passes, wristbands and tickets.

Replacement packets are not available so keep them safe. There is a paid parking lot right next to the Renton Pavilion. Please feel free to use the loading area to temporarily park and unload your vehicles.

Vendor space is subject to availability and final approval by Creative Events & Designs LLC. Vendors must provide their own equipment for design and decor for their table. All vendor table sales are non-refundable and non-transferrable.

Tables are not to be subdivided or shared. Only one table per business entity is allowed.

Vendors are responsible for leaving the area in the same condition as they found it. We reserve the right to censor any booth from offensive content. Vendor fee includes 6ft table, 2 chairs, black linen, social media recognition, 2 expo wristbands.

# Pricing Breakdown

\$300 - Standard Table (January 2024 - March 1, 2024)

\$375 - Standard Table + \*VIP All Access Pass

\$500 - Premium Table + \*VIP All Access Pass

**\*VIP All Access Pass includes:** 2 Networking Soirée Tickets, Vendor Lounge Access, 2 Lunch Vouchers

**\*Premium Table Includes:** AD placement in weekend brochure, Vendor Lounge Access, 2 Lunch Vouchers, 2 Networking Soirée Tickets, 2 VIP Step + Stroll Competition Seating

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## Early Bird

( J A N U A R Y 2 0 2 4 - F E B R U A R Y 0 2 , 2 0 2 4 )

Early Bird Discount Code: NW2024



\$200 - Standard Table

\$275 - Standard Table + \*VIP All Access Pass

\$400 - Premium Table + \*VIP All Access Pass

**\*VIP All Access Pass includes:** 2 Networking Soirée Tickets, Vendor Lounge Access, 2 Lunch Vouchers

**\*Premium Table Includes:** AD placement in weekend brochure, Vendor Lounge Access, 2 Lunch Vouchers, 2 Networking Soirée Tickets, 2 VIP Step + Stroll Competition Seating



**NORTHWEST**  
**Naturals**  
**EXPO**

**JOIN US FOR THE 7th Annual**

**Journey to... Wonderland**

Beauty. Lifestyle. Wellness

**SATURDAY**  
 TEA PARTY (LUNCHEON) (12PM - 2:30PM)  
 FOUR POINTS BY SHERATON SEATTLE AIRPORT SOUTH

**SUNDAY** (11AM - 5PM)  
 RENTON PAVILION EVENTS CENTER  
 VENDOR MARKETPLACE + DEMOS +  
 FOOD TRUCKS + ENTERTAINMENT +  
 HAIR SHOW (2PM - 4PM)

EVENT HOST: @MSKARIBA

ADMISSION \$20 FOR EXPO  
 NWNE2023.EVENTBRITE.COM

RENTON PAVILION  
 233 BURNETT AVE S  
 RENTON, WA 98057

www.NorthwestNaturalsExpo.com

DAWA EDEN  
 BodyWorkz  
 DAVIS  
 Tacoma Urban League  
 Miss Jessie's  
 Luvly's



# How to hit your numbers!

The Northwest Naturals Expo creates a space for you as a business owner/brand to thrive. We want to see you not only break even but to hit your financial goals for the event. In order to do so, here are a few tips to get you to where you'll want to be.

## Vendor Tips:

1. **CONNECT!!** Make sure to welcome people to your table and be present and in the moment. It's easy to jump on your phone and be seated at your table. Make eye contact, engage and avoid looking distracted.

2. **Eye Catching** - Create a table/space that is esthetically attractive and draws customers in.

3. **Come prepared!** Bring enough of your best selling products. If you run out of products no worries, simply collect your payments and offer shipping to your clients home directly. **Win/Win!**

4. **Create a Special!** Offer Expo only prices that encourages even your repeat clients to come to your popup table at the expo to shop big!

5. **Share, Share, Share!** Market to your networks where you will be during that weekend. Even if it feels like you're oversharing, share it again. You'll be surprised how many people will miss a post about an event. Try email blasts and countdowns on your social media platforms. More eyes = more potential customers!

The Northwest Naturals Expo team hopes you consider these tips as your aim to hit your numbers on Saturday, April 20, 2024! Wishing you a successful afternoon and great sales!

