

# SERA Cave Carnival

## GUIDE TO VENDORS' ROW

Courtesy of  
*The Southeastern Regional Association*  
<http://www.caves.org/region/sera>



## **Introduction**

The purpose of this document is to provide organizations in SERA a helpful guide to Vendor's Row. Much of the content of this guide comes from vendors' questionnaires, the experiences of previous Cave Carnival organizers such as Lee Trowbridge, recent event observations, online event resources, and the input of the 2003 SERA supporting staff, Lynn Roebuck, Brian Roebuck and Jim Wilbanks as well as many regional cavers. The Region thanks everyone who contributed to this guide. It is hoped that this guide will be useful to the hosting organization and will aid them to organize Vendors' Row in the best possible way for the host organization, the attendees' and the Vendors' who choose to attend The SERA Cave Carnival. While there is no requirement that vendors come to sell their merchandise at The SERA Cave Carnival many event attendee's have come to appreciate this service.

The Vendor Committee, based on the cost of providing Vendor space (utilities, booth area with sufficient camping, set up trailer's, vehicles and access) should establish vendor fees. Vendors' Row is an area for cave vendors' to show and sell merchandise as well as a social area where many cavers enjoy evaluating gear, enjoy fellowship and plan cave trips far into the night. Therefore careful consideration should be given to the lay out and planning of the Vendors' Row area. A water supply and port-a-johns or flush toilet in close proximity to the vendors is greatly appreciated.

In the event of a disagreement over vendor charges, the decision of the Vendor Committee Chairperson is final.

The hosting organization has to go through extra effort and expense for each vendor and will have to charge appropriate registration fees to cover the costs to the organization. Take great care to not to cut into the vendors' profit or your organizations' profits.

As a courtesy, Vendor Row should be centrally located in the heart of cave carnival activities where foot and car traffic is maximized so cavers can hear the latest about new gear and shop the Vendors' merchandise as well as enjoy the fellowship of other cavers.

Vendors are responsible for their own security, however the committee should try to provide temporary security if the vendor is in need of a break and has no helper.

An added option in Vendor's Row is to add hay bales or other seating in the vicinity for social time.

## Vendors' Row Committee

During the SERA Cave Carnival the Vendor's Committee Chairperson is responsible for the smooth operation of the Vendor's Row process. The Chairperson must be able to work well with people as well as coordinate the Vendor's site selection, the registration process, etc.

### Responsibilities:

- Vendor Chairperson is main point of contact for vendors before and during the event.
- An appointed committee person should be at Vendors' Row when Vendors arrive to insure that Vendors set up in the proper area and that they begin their front line space at the correct line.
- Compile a listing of information for Vendor contacts (*update the attached sample list*)
- Vendor's Row Site location/selection and layout
- Contacting vendors with registration fee information, location, event date, etc
- Conducting Vendor Preregistration
- Conducting Vendor On-site Registration
- Collecting all Vendor Registration Fees (*coordinate with Registration Committee*)
- Maintaining complete and accurate vendor registration records (*Finance Committee*)
- The Committee should establish a refund policy
- Check Vendors' Row periodically for safety hazards or concerns that may develop

### Vendors Fees

- Anyone who sells cave or any other merchandise at the event should be considered a Vendor. If a person or group is selling merchandise at the event, demonstrating products/taking orders for delivery of merchandise they should be treated as a vendor and Vendors Registration Fees should be collected by the hosting organization.
- Vending Fees should be based on size of Front Line Footage sites (50 feet, 30 feet or 15 feet). The depth of each site should be 50 feet plus with an additional 15-25 feet allowance for vendor camping, set up vehicles, parking, etc. Many events use the fee of \$2.00-\$4.00 dollars per Front Line Foot to buy their door prizes.
- Vendors and helper(s) should register and wear name tags.
- Vendors' Fee-Option 1: Fee covers booth space with camping area, door prize donation, two vendor registration packets and entry of the Vendor and one helper. But does not include guidebooks or T-shirts. (*These Vendors pay a higher registration fee to cover a door prize donation so they can deduct registration fee as a business expense*) (*Preferred by most vendors*)
- Vendors' Fee-Option 2: Fee covers booth space with camping area, two vendor registration packets and entry of the Vendor and one helper. Does not include guidebooks, door prize donation, T-shirts or door prize entry. (*These vendors pay a lower registration fee but choose to donate a door prize from their stock or give a credit for purchases of a door prize*)
- Decide on appropriate additional fees if the Vendor requires the assistance of more than one helper.

## Vendor Row Layout

- Vendor's Row should be centrally located in a high traffic area and be highly visible to all event attendee's as well as include fair visibility for all vendors.
- Arrange Vendor's in two rows facing each other, whenever possible. If two rows are not possible then one straight row is the next best arrangement.
- Vendor's Row - Front line should be the same along the front with no stakes jutting out of line that may be a trip hazard and cause needless injury. A clear straight front line is suggested for the safety of the event attendee's.
- Sometimes vendor neighbors may have conflicts - be sure to check for preferences.
- Assure Adequate Utilities (*coordinate with Facility Committee*)
- Basic Electrical (Minimum of 15 Amps Maximum 30+Amps)
- If facilities are not in the area, locate a cluster or two of port-a-johns close to Vendors' Row (*They should be easily accessible for cleaning and pumping*)
- Provide Ample Water
- Provide Trash cans in the area
- Seating in vendors row (*appreciated but optional*)

### Site Sizes and Details:

- Offer Vendor's Front Line Footage sites of 50 feet, 30 feet, or 15 feet.
- Booth Space Depth – Minimum 50 feet (with an additional personal space of 15-25 feet in rear of booth). This extra footage is for vendor camping, set up trailers, vehicles and access.
- Whenever possible an existing fence or other suitable blockade should be on the backside of the Vendor's area.

### Site Specification Suggestions:

- The ideal site should be level non-sloping and on grass when possible to enable vendor's to stake their booth.
- Concrete, pavement and gravel is not suitable and does not allow for stakes.
- If possible, the ground area in Vendors' Row should not pond or have streams flowing through it during or after a rain due to safety and electrical concerns.
- It is good to have straw (not hay) on hand in case of rain.
- Establish a clear "front line" for vendor booths' (*mark the front line with chalk, paint, string, signs or any other appropriate method so that vendors know where they need to start their space*).
- The Band should be located far enough away to enable Vendor's and Attendee's to hear one another speak.
- The Bonfire should be located far enough away from Vendors' Row to not cause spark damage or a fire hazard to the Vendors' booths but if possible may be close enough to still allow visibility.
- Whenever possible the Door Prize Drawing may be held in the general vicinity of Vendors' Row.

**Miscellaneous:**

- If possible, take registration packets/material to vendors when they arrive and are setting up their space.
- Keep records of which Vendor Paid and Registration Fees Method
- For Vendor's who wish to donate from their merchandise. Coordinate with who ever solicits the donations and make sure the vendor is given proper credit during the door prize drawing.

**Charitable Organizations**

- Possibly a few non-profit organizations will want to set up a site in Vendors' Row. During the event non-profits organizations solicit donations and publicize their individual organization.
- It is the decision of the hosting organization whether to charge, not to charge, or reduce the Vendor Registration Fees for the Vendors of non-profit organizations.
- Charitable Organizations Vendors and helper should register for the event and wear nametags at the event.
- Charitable Organizations who pay no registration fee or a reduced registration fee will use the same space, facilities and electricity, etc as paying Vendor's.
- The host organization should set a limit for the total number of Charitable Organization helpers who are allowed in the event at no charge or at a reduced fee so as to not cut into the host organizations profits.
- Charitable Organization who do not pay a registration fee or receives a reduced registration fee should not have problems with receiving a less desirable location on Vendor's Row than a vendor who pays full registration fee.

**Suggestions:** Weather a Vendor chooses to attend the event or not, treat the Vendor's kindly as they provide a great service to the caving community.

Compiled/Submitted By: Lynn Roebuck, 2003 SERA Chair

**Attachment:**

- **Sample Vendor Contact List**

# SAMPLE

## Vendor Contact List

Vendor	Address	Phone
Bob & Bob <a href="mailto:4bobandbob@4bobandbob.com">4bobandbob@4bobandbob.com</a>	PO Box 441 Lewisburg, WV 24901	(304) 772-3074 (800) 262-2283
IMO <a href="mailto:imo@caves.org">imo@caves.org</a>	5715 Lee Jackson Hwy Greenville, VA 24440	(540) 377-2690
On Rope 1 <a href="mailto:onrope1@bigfoot.com">onrope1@bigfoot.com</a>	5940-C Hwy 58 Harrison, TN 37341	(423) 344-4716
Speleobooks <a href="mailto:speleobooks@speleobooks.com">speleobooks@speleobooks.com</a>	P.O. Box 10 Schoharie, NY 12157-0010	(518) 295-7978
Howie's Harnesses <a href="mailto:howieharness@iname.com">howieharness@iname.com</a>	PO Box 205 Dry Fork, WV 26263	(304) 227-3675
Adventure Technologies <a href="mailto:jmparnell@aol.com">jmparnell@aol.com</a>	3661 Annelle Rd Murfreesboro, TN 37127	(615) 890-3948
B&C Wunderwear, Inc <a href="mailto:info@bcwunderwearinc.com">info@bcwunderwearinc.com</a>	2368 Antioch Pike Antioch, TN 37013	(615) 315-9777
Karst Sports <a href="mailto:info@karstsports.com">info@karstsports.com</a>	Route 1, Box 184 Shinnston, WV 26431	(304) 592-2600 (800) 734-2851
Cave Rags <a href="mailto:caverags@avana.net">caverags@avana.net</a>	4410-A Bankers Circle Atlanta, GA 30360	(770) 662-5111
Cookies & Gear <a href="mailto:rocco@mindspring.com">rocco@mindspring.com</a>	1226 Barnes St NW Atlanta, GA 30318	
Bomer Gear <a href="mailto:info@bombergear.com">info@bombergear.com</a>	248 Bodo Dr Durango, CO. 81303	(970) 259-1571
Swaygo Gear <a href="mailto:info@swaygogear.com">info@swaygogear.com</a>	Asheville, NC	(828) 712-7946
NSS Bookstore <a href="mailto:nss@caves.org">nss@caves.org</a>	2813 Cave Avenue Huntsville, AL 35810-4413 USA	(256) 852-1300
SCCi <a href="mailto:info@sccci.org">info@sccci.org</a>	PO Box 71857 Chattanooga TN 37407	(678) 234-0566

## **Additions and Revisions to The SERA Cave Guide To Vendors Row**

**Date:**

**Contributor:**

**Additions:**