



## Vendor Package

Welcome to the Syracuse Bakers Expo! InterFaith Works of Syracuse, in collaboration with Trita Treatz, LLC, is excited to bring this delicious and exciting event to the Central New York Community.

The first event of its kind in the region will highlight the art and skill of area bakers and their businesses. We hope you will help make it a success!

The Syracuse Bakers Expo is planned for Thursday, March 26th from 5:30-9:00 pm in the Grand Ballroom on the 10<sup>th</sup> floor at Marriott Syracuse Downtown.

### At the Syracuse Bakers Expo

- Bakers will display their products, with an emphasis on creativity and design, texture and taste, and product packaging.
- Attendees will taste samples and vote for their favorites.
- Dessert wines, champagne and coffee/tea-tasting booths will complement the delicious treats.
- Entertainment will be provided by Syracuse youth and local musicians.

The goal of the Expo is to uplift emerging baking businesses through exposure. Very often small businesses are overlooked, not because they lack talent and skill, but simply because they do not have sufficient marketing budgets. This event will provide recognition and an opportunity for small baking businesses to showcase their talents alongside established CNY baking businesses.

### An exciting opportunity for area bakers!

In addition to exposure, participating in the Syracuse Bakers Expo will give you an opportunity to engage with clients and the community at large to develop your business. Networking is a vital key to accomplish both engagement and growth! The Expo will undoubtedly provide an excellent opportunity to network with attendees and potential customers to develop and expand your client base. You will also have a chance to engage clients and potential customers by inviting them to have a share in this exciting event by voting for your business as you reach out to win the "Baker of the Year Award" at the Expo!

### The "Baker of the Year Award!"

While enjoying the evening, what could be more fun than to involve attendees in a friendly and delicious contest?! The Expo baking contest will award 4 prizes for the following categories: (1) Creativity and design of your stations and decorated dessert based on approved theme, (2) Taste and texture, (3) Product packaging (*for the desserts you are selling at the event*) and, (4) Grand prize – the "Baker of The Year Award." There will also be a shareable link that you can disperse via text or by social media to invite people to vote for your business prior to the event. On the evening of the event, attendees will vote on the categories explained above. Any business can win these awards!

It is our goal and our hope that bakers will be able to network with others in the field to spark new relationships and collaborate with others. We also hope that this event will create excitement among participants, thus starting what may very well continue to be lifelong alliances between businesses and clients!

The Syracuse Bakers Expo will assist culinary artists and your businesses as you continue to establish yourselves after the pandemic.

We hope you will join us! Please register by January 15th.

**Register at: <https://tinyurl.com/SBEvendor>**

# Vendor Requirements:

**Registration fee: \$50.00.**

**Registration fee includes:**

- 2 8-foot tables (1 for your display and 1 for preparation)
- Tablecloths
- 2 tickets for additional assistants to help at your table if desired
- Pre-event marketing for your business
- Free parking the day of the event.( for vendor only)

**Vendor must include and provide:**

- Bite-size samples of a baked good of your choice. Please package your samples. We ask that each vendor has at least 400 samples for guests to try. Attendee expectation is 500-600 people  
*\*Please note:* Vendors are also welcome to have other baked goods of their choice for sale for \$2.00-\$10.00.
- Business signage and promotional materials.
- Its own payment system and equipment.
- All vendor businesses must be registered with a DBA( doing business as), EIN number, or LLC.

**Theme Instructions:**

Every vendor must pick a favorite holiday as a theme and one of the following desserts to display at the event:

- 1 cake (1 or 2 tier)
- 1 dozen decorated cupcakes, royal icing cookies, apples, or cake pops
- (If you have another dessert in mind, it must be approved. Email [SyracuseBakersExpo@gmail.com](mailto:SyracuseBakersExpo@gmail.com))

Your exhibit must be on a cake stand or display platter and must be placed on one end of your 8 ft table. Please submit your theme to us by **January 15th** via email to [SyracuseBakersExpo@gmail.com](mailto:SyracuseBakersExpo@gmail.com)

*\*Examples of themes:* "Christmas ," "Easter ," Halloween " etc.

*Note:* We are all about creativity! Feel free to decorate your space based on your theme!

**Additional Information:**

- Please submit a digital logo, short business bio, and social media handles to the event organizers. We want to promote you and allow new clients to easily connect with you! Email all information to [SyracuseBakersExpo@gmail.com](mailto:SyracuseBakersExpo@gmail.com) by **January 15th**
- You will be able to arrive 3 hours prior to the event to unload and set up your display. Clean-up will be immediately after the event. Everything that you bring in must be taken out the night of the event.
- Before the event, we will inform all vendors of unloading and load parking.
- Final Vendor Information will be provided by **March 4th**. If you have any questions, please reach out to the committee at [SyracuseBakersExpo@gmail.com](mailto:SyracuseBakersExpo@gmail.com)

**Dates-at-a-glance:**

**January 15th:** Vendor Registration deadline. Register at <https://tinyurl.com/SBEvendor>

**January 22nd:** Registered vendors submit Theme to committee by emailing [syracusebakersexpo@gmail.com](mailto:syracusebakersexpo@gmail.com)

**December 1<sup>st</sup>- March 26th:** Ticket Sales Open to the Public (*more info to come*)

**March 4<sup>th</sup>:** Final info sent to vendors

**March 26th:** Syracuse Bakers Expo Event, 5:30 -9:00 pm at the Marriott Syracuse Downtown