

Vendor Application Form Structure

Bronte Harbour Classic 5K - Vendor Expo Application

Purpose: Standardized online application form to collect vendor information and assess fit.

Recommended Platform: Google Forms (free, integrates with CRM, easy to share)

Alternative Platforms: Typeform, JotForm, Wufoo

Form Structure

Section 1: Business Information

Fields:

1. **Business Name** (Required, Text)

- "What is your official business name?"

"Primary contact person for this application"

Email Address (Required, Email)

"Primary email for communications"

Phone Number (Required, Phone)

"Best phone number to reach you"

Business Address (Required, Text - Long Answer)

"Full business address (street, city, postal code)"

Website (Optional, URL)

"Business website URL (if applicable)"

Social Media (Optional, Text)

1. **Contact Name** (Required, Text)

1. "Instagram and/or Facebook handles (e.g., @businessname)"

Section 2: Vendor Category

Fields:

8. **Primary Category** (Required, Multiple Choice)

- Options:
- Health, Fitness & Running
- Local Food & Beverage
- Family Services & Activities
- Wellness & Lifestyle
- Local Retail & Services
- Community Organizations & Charities
- Professional Services
- Technology & Innovation
- Other (please specify)

"Please specify your specific business type (e.g., 'Running Store', 'Food Truck', 'Yoga Studio')"

Products/Services Description (Required, Text - Long Answer)

- "Please describe the products or services you will be displaying/selling at the expo. Be specific about what participants will see at your booth."

Section 3: Booth Setup

Fields:

11. Booth Setup Description (Required, Text - Long Answer)

- "Describe your planned booth setup. Will you bring a tent? What size? What displays, tables, or equipment will you have?"

Tent/Canopy (Required, Multiple Choice)

- Options:
- Yes, I will bring my own 10' x 10' tent
- Yes, I will bring a tent (different size - please specify)
- No, I do not have a tent (Note: Tent is required for this event)
- I need to rent a tent (we can provide contact information)

Tables & Chairs (Required, Multiple Choice)

- Options:
- I will bring my own
- I need to rent (we can provide contact information)

Electrical Power (Required, Multiple Choice)

- Options:
- Not needed
- Would be helpful but not required
- Required for my booth (additional fee may apply)

Special Requirements (Optional, Text - Long Answer)

- "Any special space, accessibility, or setup requirements? (e.g., extra space for equipment, accessibility needs, specific location preferences)"

Section 4: Event Experience & Expectations

Fields:

16. **Previous Vendor Experience** (Required, Text - Long Answer)

- "Have you participated as a vendor at similar events before? Please list events and dates if applicable."

Expected Foot Traffic (Required, Multiple Choice)

- Options:
- This is my first event, I'm not sure
- 100-300 people
- 300-500 people
- 500-1000 people
- 1000+ people

Marketing Materials (Required, Multiple Choice - Checkboxes)

- Options (select all that apply):
- Banners or signage
- Flyers or brochures
- Product samples
- Promotional items/giveaways
- Digital displays
- Other (please specify)

Sales Approach (Required, Multiple Choice)

- Options:
- Primarily product sales
- Lead generation and networking
- Brand awareness and marketing
- Community engagement
- Mix of the above

Section 5: Insurance & Compliance

Fields:

20. **Business Insurance** (Required, Multiple Choice)

- Options:

- Yes, I have valid business insurance
- No, I do not have business insurance (Note: Insurance is required)
- I'm not sure

Insurance Provider (Conditional - Required if "Yes" selected)

- "Insurance company name"

Insurance Policy Number (Conditional - Required if "Yes" selected)

- "Policy number"

Insurance Expiry Date (Conditional - Required if "Yes" selected)

- "Policy expiry date (must be valid through June 21, 2026)"

Food Handling Permits (Conditional - Required if Food & Beverage category)

- Options:
- Yes, I have all required permits
- No, I do not have permits (Note: Required for food vendors)
- Not applicable (not a food vendor)

Section 6: Brand Fit & Agreement

Fields:

25. Family-Friendly Confirmation (Required, Multiple Choice)

- "I confirm that my products/services are appropriate for a family-friendly event with children present"
- Options:
- Yes, I confirm
- No (Note: This may affect approval)

Community Alignment (Required, Text - Short Answer)

- "How does your business align with community values and active lifestyle? (Brief description)"

Sponsor Conflict Check (Required, Text - Short Answer)

- "Are you aware of any potential conflicts with confirmed event sponsors? If yes, please describe."

Code of Conduct Agreement (Required, Checkbox)

- "I agree to maintain a professional, respectful, and family-friendly presence at the event. I understand that inappropriate behavior or products may result in removal from the event without refund."

Section 7: Additional Information

Fields:**29. How Did You Hear About Us?** (Optional, Multiple Choice)

- Options:
- Facebook group
- Instagram
- Email invitation
- BIA/Chamber of Commerce
- Referral from another vendor
- Online search
- Other (please specify)

Referral Source (Conditional - If "Referral" selected)

- "Who referred you? (Business or person name)"

Additional Comments (Optional, Text - Long Answer)

- "Any additional information you'd like us to know about your business or application?"

Questions for Us (Optional, Text - Long Answer)

- "Do you have any questions about the event, booth requirements, or application process?"

Form Settings & Configuration

General Settings

- **Form Title:** "Bronte Harbour Classic 5K - Vendor Expo Application"
- **Form Description:** Brief overview of event, date, location, booth pricing
- **Response Collection:** Collect email addresses (for follow-up)
- **Response Receipt:** Send confirmation email to applicant
- **Limit to One Response:** Yes (per email address)

Response Destination

- **Google Sheets:** Link to Vendor CRM "Application Details" sheet
- **Email Notifications:** Notify Vendor Expo Coordinator when new application received
- **Auto-Response:** Send thank you email with next steps

Privacy & Data

- **Data Collection Notice:** Brief statement about how data will be used
- **Storage:** Responses stored securely, only accessible to event team
- **Retention:** Data kept for event planning purposes, deleted after 1 year if not used

Application Processing Workflow

Step 1: Automatic Acknowledgment

- **Trigger:** Form submission
- **Action:** Auto-send email confirmation to applicant
- **Content:** Thank you message, expected review timeline (5-7 business days), next steps

Step 2: Application Review

- **Trigger:** New response in Google Sheets
- **Action:** Vendor Expo Coordinator reviews application
- **Process:**
 - Check against exclusion rules
 - Assess brand fit
 - Review category balance
 - Verify insurance (if applicable)
 - Score application using rubric
 - Make approval decision

Step 3: Approval Notification

- Send approval email with:
 - Congratulations message
 - Payment instructions and link
 - Payment deadline (14 days)
 - Next steps (insurance upload, booth assignment timeline)

Send rejection email with:

- Thank you for interest
- Brief explanation (if appropriate)
- Invitation to apply next year
- Keep goodwill for future

Send waitlist notification with:

- Explanation of waitlist status
- Timeline for potential approval
- What happens next

Step 4: Payment Processing

- **Trigger:** Payment link clicked and payment completed
- **Action:** Update CRM, send payment confirmation
- **Follow-up:** If payment not received by deadline, send reminder

Step 5: Final Confirmation

- Send final confirmation email with:
Booth assignment
- Setup instructions
- Event day logistics
- Contact information

Form Link & Distribution

Where to Share

- **Email Outreach:** Include in all vendor outreach emails
- **Website:** Link on event website vendor page
- **Social Media:** Share link in Facebook groups, Instagram posts
- **BIA/Chamber:** Include in communications to business associations
- **QR Code:** Create QR code for in-person networking events

Form URL Format

- **Short URL:** Use bit.ly or similar for easy sharing
- **Example:** `bit.ly/BHC5K-VendorApp` or `bronteharbourclassic.com/vendor-apply`

Alternative: PDF Application Form

If online form not preferred, create PDF version with:

- Same fields as online form
- Fillable PDF format
- Submission via email to vendor coordinator
- Manual entry into CRM system

Notes

- **Keep it Simple:** Don't make form too long or complex

- **Mobile-Friendly:** Ensure form works well on mobile devices
- **Clear Instructions:** Provide helpful guidance for each section
- **Required vs. Optional:** Clearly mark required fields
- **Testing:** Test form thoroughly before sharing publicly
- **Backup:** Keep backup of form structure in case of technical issues

Document Version: 1.0

Last Updated: December 2025

Form Link: [To be created and added]