

Vendor Expo Profile & Rules

Bronte Harbour Classic 5K - Vendor Expo Guidelines

Event Date: June 21, 2026 (Father's Day)

Location: Bronte Harbour Park, Oakville, ON

Target: 50+ vendor booths

Booth Pricing: \$250 per 10' x 10' space

Geographic Priorities

Tier 1: Primary Focus (Halton Region)

Priority cities for initial outreach:

- **Oakville** (Bronte, Downtown Oakville, Kerr Village)
- **Burlington** (Downtown Burlington, Aldershot, Waterdown)
- **Milton** (Downtown Milton, surrounding areas)
- **Halton Hills** (Georgetown, Acton)

Rationale: Local businesses have strongest community connection, easier logistics, and highest likelihood of repeat participation.

Tier 2: Secondary Focus (GTA West & Central)

Expand to these areas if needed to reach 50+ vendors:

- **Mississauga** (Port Credit, Streetsville, Square One area)
- **Hamilton** (Westdale, Dundas, Ancaster)
- **Toronto West** (Etobicoke, High Park, Bloor West Village)
- **Brampton** (Downtown Brampton, Heart Lake)

Rationale: Still within reasonable travel distance for a one-day event, larger business base, many businesses already serve Halton customers.

Tier 3: Tertiary (Broader GTA - Only if needed)

- **Toronto** (downtown and other areas)
- **Vaughan, Markham, Richmond Hill**
- **Other GTA municipalities**

Rationale: Only pursue if we're struggling to reach 50+ vendors from Tiers 1-2. Travel distance may reduce participation likelihood.

Priority Vendor Categories

Category 1: Health, Fitness & Running (HIGH PRIORITY)

Target: 8-12 vendors

- Running stores and specialty shops
- Fitness equipment retailers
- Athletic apparel and gear
- Sports nutrition and supplements
- Physical therapy and sports medicine
- Yoga and wellness studios
- Personal trainers and fitness coaches

Why: Perfect brand alignment with running event, high participant interest, strong cross-promotion opportunities.

Category 2: Local Food & Beverage (HIGH PRIORITY)

Target: 6-10 vendors

- Local restaurants and cafes
- Food trucks and mobile vendors
- Artisan food producers
- Local breweries and beverage companies
- Healthy snack companies
- Meal prep and nutrition services

Why: Essential for festival atmosphere, high foot traffic, family-friendly appeal. **Note:** Food vendors must have proper permits and insurance.

Category 3: Family Services & Activities (HIGH PRIORITY)

Target: 6-8 vendors

- Kids activity providers (face painting, balloon artists, etc.)
- Family entertainment services
- Educational services (tutoring, camps)
- Children's retail and toys
- Family photography services
- Party planning and event services

Why: Strong alignment with Kids 1K and family festival atmosphere, broad appeal to participants with children.

Category 4: Wellness & Lifestyle (MEDIUM PRIORITY)

Target: 5-8 vendors

- Massage therapy and bodywork
- Skincare and beauty services
- Natural health products
- Essential oils and aromatherapy
- Meditation and mindfulness services
- Holistic health practitioners

Why: Appeals to health-conscious participants, complements fitness focus, popular at community events.

Category 5: Local Retail & Services (MEDIUM PRIORITY)

Target: 8-12 vendors

- Local boutiques and specialty shops
- Home and garden retailers
- Gift shops and artisan crafts
- Jewelry and accessories
- Home services (cleaning, organizing, etc.)
- Pet services and products

Why: Supports local economy, diverse offerings, appeals to broad demographic.

Category 6: Community Organizations & Charities (MEDIUM PRIORITY)

Target: 4-6 vendors

- Local charities and non-profits
- Community groups and clubs
- Environmental organizations
- Youth organizations
- Service clubs (Rotary, Lions, etc.)

Why: Aligns with community values, potential for partnerships, educational value for participants.

Category 7: Professional Services (LOW PRIORITY - Limited)

Target: 2-4 vendors

- Financial services (if family-friendly approach)
- Real estate (if community-focused)
- Legal services (if relevant to families)
- Insurance (if relevant to active lifestyle)

Why: Can be valuable but must be carefully screened for brand fit. Avoid overly corporate or sales-heavy approaches.

Category 8: Technology & Innovation (LOW PRIORITY - Limited)

Target: 2-3 vendors

- Fitness tech and wearables
- Health apps and services
- Smart home for active families
- Educational technology

Why: Can add modern appeal but must be relevant to event audience. Avoid pure tech companies without fitness/health angle.

Exclusion Rules & Restrictions

Hard Exclusions (NOT ACCEPTED)

1. **Cannabis/Marijuana Products:** Not appropriate for family event
1. **Tobacco/Vaping Products:** Not appropriate for health-focused event
1. **MLM/Pyramid Schemes:** Unprofessional, potential for negative participant experience
1. **Political Organizations:** Avoids controversy, maintains neutral community focus
1. **Religious Organizations (Proselytizing):** Respectful of diverse community, avoid conversion-focused groups
1. **Adult-Only Products/Services:** Must be family-friendly
1. **Direct Competitors to Confirmed Sponsors:** Check against sponsor list before approval
1. **Businesses with Poor Reputation:** Google reviews, BBB ratings, community feedback considered

Soft Restrictions (Require Extra Screening)

1. **Multi-Level Marketing (MLM):** Only if product is clearly relevant (e.g., health supplements) and presentation is professional, not recruitment-focused
1. **High-Pressure Sales Tactics:** Must commit to low-pressure, educational approach
1. **Controversial Products:** Case-by-case review (e.g., certain supplements, alternative medicine)
1. **Overly Corporate Brands:** Prefer local/small business feel, but major brands can work if they have local connection

Brand Fit Criteria

Must-Have Attributes

- **Family-Friendly:** Products/services appropriate for all ages
- **Community-Minded:** Local or locally-serving business preferred
- **Professional Presentation:** Clean, organized booth setup capability
- **Positive Brand Image:** Good reputation, ethical business practices
- **Event Alignment:** Products/services relevant to active lifestyle, families, or community

Preferred Attributes

- **Local Business:** Based in Halton or GTA, serving local community
- **Event Experience:** Has participated in similar events before
- **Visual Appeal:** Strong product displays, professional marketing materials
- **Community Involvement:** Supports local causes, involved in community
- **Unique Offering:** Adds diversity to vendor mix, not duplicating existing vendors

Vendor Scoring Model

Geography Score (0-3 points)

- **3 points:** Oakville/Bronte (immediate area)
- **2 points:** Halton Region (Burlington, Milton, Halton Hills)
- **1 point:** GTA West/Central (Mississauga, Hamilton, Etobicoke)
- **0 points:** Broader GTA or beyond

Brand Fit Score (0-3 points)

- **3 points:** Perfect alignment (running/fitness, family services, local food)
- **2 points:** Good alignment (wellness, local retail, community orgs)
- **1 point:** Acceptable alignment (professional services, tech with fitness angle)
- **0 points:** Poor alignment or exclusion category

Visual/Professional Score (0-2 points)

- **2 points:** Strong visual presence, professional materials, event experience
- **1 point:** Adequate presentation, some experience
- **0 points:** Unclear presentation, no experience

Uniqueness Score (0-2 points)

- **2 points:** Unique category or offering not yet represented
- **1 point:** Some differentiation from existing vendors
- **0 points:** Duplicate of multiple existing vendors

Total Score Calculation

Maximum Score: 10 points

Tier Classification:

- **Tier 1 (Ideal):** 8-10 points - Priority outreach, fast-track approval
- **Tier 2 (Good):** 6-7 points - Standard outreach, normal approval process
- **Tier 3 (Fallback):** 4-5 points - Outreach only if needed to reach 50+ target
- **Tier 4 (Reject):** 0-3 points - Do not pursue

Category Balance Targets

Ideal Vendor Mix (50 vendors total)

- Health/Fitness/Running: 10 vendors (20%)
- Local Food & Beverage: 8 vendors (16%)
- Family Services: 7 vendors (14%)
- Wellness & Lifestyle: 6 vendors (12%)
- Local Retail: 10 vendors (20%)
- Community Organizations: 5 vendors (10%)
- Professional Services: 2 vendors (4%)
- Technology: 2 vendors (4%)

Flexibility Rules

- **Minimum per category:** Ensure at least 1-2 vendors in high-priority categories
- **Maximum per category:** Cap at 15 vendors per category to maintain diversity
- **Category caps:** If one category fills quickly, prioritize other categories in future outreach

Booth Requirements & Logistics

What Vendors Provide

- **10' x 10' tent/canopy** (required - vendors bring their own)
- **Tables, chairs, displays** (vendors provide)
- **Product inventory** for sale/display
- **Payment processing** (cash, card readers, etc.)
- **Business insurance** (proof required)
- **Setup/teardown** (vendors responsible for their booth)

What Event Provides

- **10' x 10' marked space** in designated expo area
- **Access to park** from 8:00 AM - 3:00 PM
- **Event promotion** (website, social media, race day program)
- **Foot traffic** from 500-1000+ participants and spectators
- **Basic vendor support** (volunteer assistance, information)

Optional Add-Ons (Future Consideration)

- **Electrical access:** Additional fee if available
- **Premium location:** Additional fee for high-traffic spots
- **Larger booth space:** 10' x 20' for additional fee (if space allows)

Application & Approval Process

Application Requirements

1. **Business Information:** Name, contact, website, social media
1. **Category Selection:** Primary and secondary categories
1. **Product/Service Description:** What will be displayed/sold
1. **Booth Setup Description:** Tent, tables, displays planned
1. **Insurance Proof:** Certificate of insurance required
1. **Special Requirements:** Power, space needs, etc.
1. **Event Experience:** Previous vendor experience
1. **Brand Fit Confirmation:** Agreement to family-friendly, community-focused approach

Approval Criteria

1. **Meets exclusion rules:** Not in hard exclusion list
1. **Brand fit:** Aligns with event values and target audience
1. **Category balance:** Fills gap or maintains diversity
1. **Professional presentation:** Capable of professional booth setup
1. **Insurance compliance:** Valid business insurance
1. **Payment received:** \$250 booth fee paid by deadline

Approval Timeline

- **Application Review:** Within 5 business days
- **Approval Notification:** Within 7 business days of application
- **Payment Deadline:** 14 days from approval notification
- **Final Confirmation:** Booth assignment after payment received

Communication Standards

Outreach Approach

- **Professional and welcoming:** Emphasize community partnership
- **Clear value proposition:** Highlight foot traffic, family audience, community connection
- **Transparent pricing:** \$250 clearly stated, no hidden fees
- **Easy application process:** Simple form, quick response

Ongoing Communication

- **Welcome email:** Upon application receipt
- **Approval notification:** Clear next steps, payment instructions
- **Pre-event information:** Setup times, logistics, parking, rules
- **Post-event follow-up:** Thank you, feedback request, future opportunities

Success Metrics

Vendor Acquisition Goals

- **Total Vendors:** 50+ confirmed and paid
- **Category Balance:** All priority categories represented
- **Geographic Mix:** 60%+ from Halton Region (Tier 1)
- **Application Quality:** 70%+ approval rate
- **Payment Completion:** 90%+ of approved vendors pay on time

Vendor Satisfaction Goals

- **Return Rate:** 60%+ vendors return for Year 2
- **Referral Rate:** 20%+ new vendors from existing vendor referrals
- **Satisfaction Score:** 4.0+ out of 5.0 average rating

Notes & Considerations

Year 1 (2026) Considerations

- **Inaugural Event:** May need to be more flexible with vendor mix
- **Lower Pricing:** \$250 is competitive to attract quality vendors
- **Building Relationships:** Focus on creating positive experience for long-term partnerships
- **Learning Year:** Document what works, what doesn't for future improvements

Future Year Considerations

- **Pricing Adjustments:** May increase to \$300+ in Year 2 if demand is high
- **Vendor Loyalty Program:** Consider discounts for returning vendors
- **Premium Options:** Add-on services (power, premium locations) for additional revenue
- **Waitlist Management:** Build waitlist for oversubscribed categories

Document Version: 1.0

Last Updated: December 2025

Next Review: After initial vendor outreach phase