



Welcome to VOLUME Events 2024!

- ❖ February 16 & 17 – “Celebrations”
- ❖ August 2 & 3– “Everyday Moments”
- ❖ November 22 & 23– “Jolly Holidays”

Vendor Checklist

To help you better keep track of the forms and deadlines for VOLUME Events 2023, please use this checklist!

Vendor Contract (must include both signed pages)
Due 12/31/2023

Details Form

Details Forms for each event are due one month prior to the event according to the following schedule:

- February is due January 15, 2024
- August is due July 1, 2024
- November is due October 21, 2024

Review the remaining pages of this Vendor Information document for important information about the VOLUME Events 2024!

Join us for one or more of our VOLUME 2024 Events–

We hope that this packet provides you with all of the information that you need to make your presentation a success! Vendor time slots are limited, so please get your contract in as soon as possible. Your **Vendor Contract** and **deposit** (as outlined in the contract) **must** be received by show management for your contract to be processed.

Great Lakes Scrapbook Events

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What's Included –

Each vendor receives the following as part of their vendor contract:

- Event promotion to the GLSE Email Newsletter list, plus to all GLSE Facebook followers.
- Promotion on several blog posts:
 - Vendor Listing – which includes your Company name, contact information, a description of your company, and a link to your website.
 - Show Special Listing – which includes your Company name, a one paragraph description of your show special(s), your show special expiration date, any shopping codes which are necessary, and a link to your shopping website.
 - Schedule – which pre show will just include your Company name, and the title of your presentation. During the show it will be updated with a link to your video presentation once it is complete.
 - Craft-Along Kit Listing – If you offer a Craft-Along kit to go with your presentation, we will publish your Company name and a link directly to your site to purchase that Craft-Along kit. You also qualify for a bonus 15 minutes in your presentation to have time to fully present your Craft-Along.
- Access to post to the VOLUME Facebook Group for 4 weeks – beginning when the Craft-Alongs are posted for each event.
- GLSE will moderate all posts made to the VOLUME group – and notify you of any posts that pertain to you so that you are able to quickly respond to your customers!

Vendor Fees –

Type of Participation	Cost
15 Minute Live Video (Designed for sales only presentations)	\$125
30 Minute Live Video (Your presentation must include a demonstration of technique or a Craft-Along to be 30 minutes)	\$175 each
Do a Craft-Along (offer a kit for pre-orders and teach the project during your presentation) and get a bonus 15 minutes for your presentation	FREE

Complete the enclosed Vendor Contract and send it in today! Don't delay – time slots are limited!

The Schedule – (Release dates are subject to change)

Event Days	Details Due/ Participating Vendors Released	Craft-Along Links and Promo Video Released POSTING OPEN	Schedule Released	Sponsor Listing Released	Show Specials Released	POSTING CLOSED
February 16 & 17, 2024	1/17/2024	1/24/2024	1/31/2024	2/7/2024	2/14/2024	2/25/2024
August 2 & 3, 2024	7/3/2024	7/10/2024	7/17/2024	7/25/2024	7/31/2024	8/11/2024
November 22 & 23, 2024	10/23/2024	10/30/2024	11/6/2024	11/13/2024	11/20/2024	12/1/2024

Video demonstrations will run on the Event days from approximately 6pm-9pm Friday and 9am-5pm Saturday (Eastern Time). Scheduling will be done according to two factors: Sponsors will be placed first in the order they submitted their details sheet. Once sponsors are scheduled, non-sponsors will be scheduled in the order that they submitted their details sheet.

Sponsorship:

- Sponsors get priority when selecting presentation times.
- To sponsor, check the box on the contract indicating your intent to sponsor.
- Sponsors must provide at least 1 (one) \$100 Retail Value Prize or 2 (two) \$50 Retail Value Prizes. These can be gift certificates, or actual product. An image of the prize(s) must be provided with the Details sheet for each event. The sponsor is responsible for shipping the prize(s) to the winners.
- VOLUME Participants enter the prize drawings by commenting on an image of the prize in a Facebook Album in the Facebook Group. GLSE will announce the opening of prize entries on the first day of the event, and will close entries on the evening of the last day of the event at 8pm ET, giving all who participate in the event an opportunity to enter. GLSE will grab all entries for each prize, then run a program to remove duplicate entries (so each participating Facebook account can only enter once for each prize). GLSE then randomizes the list, and finally uses random.org to randomly select the winners. This is done on a Facebook LIVE following the event (usually the Sunday evening of the event weekend, but occasionally we've had to adjust the drawing date/time.) GLSE will collect the winners contact info and share it with the sponsor within 24-48 hours of the prize drawing (unless we have issues getting information from a winner- in which case we will share as soon as the winner responds).

Craft-Along:

- A Craft-Along is a small project kit that you make available for sale prior to the event. Participants can order and “craft along” with your presentation. Some participants will watch your presentation and order the kit following the event as well, and make their project using the video on replay at a later time.
- A Craft-Along project should be a mini-class, or an elaborate make and take. It's a great way to introduce participants to products and techniques that will entice them to make additional purchases with you.
- If your presentation will include a Craft-Along project, GLSE will offer you an additional 15 minutes at no charge. Therefore, a 15 minute presentation becomes 30 minutes or a 30 minute presentation becomes 45 minutes with the addition of a Craft-Along.
- Vendors who prepare a Craft-Along also have the option to participate in a promotional video that is released approximately 3 weeks prior to the event. Vendors record a 1-2 minute commercial for their project, and GLSE compiles them all into a larger promotional video that is released along with the links to purchase the project kits.

Posting Tips for Vendors:

- If you have not already joined the group – do that now. Here is a link to the group: <https://www.facebook.com/groups/volume.glse/> If you want to join as both your business page and as yourself, select to join as your page FIRST, and then come back and join as yourself. If you join as yourself first, it won't offer you the option to join as your page when you return. Just a weird Facebook quirk.
- If you are doing a Craft-Along – film a short “commercial” for your project (1-2 minutes) and submit it by the details due date, and we will stitch it together into a Craft-Along promotion video that we will release with the links for customers to get a better feel for what to order! You can also repost your video following the release of the promotional video to increase pre-orders!
- Create a graphic of your Craft-Along or your presentation (or several different graphics!) and use these to promote your presentation!
- Post that Craft-Along/presentation graphic beginning the “First Day to Post” on the schedule above for the event(s) in which you are participating on the VOLUME group (you'll need to join the group to be able to do this).
- If you have a Craft-Along kit – you may also make a post about that kit on the day that the schedule will be released to help promote your demo and Craft-Along.
- Posts on the Facebook Group are moderated. During event days, we will have a couple of staff monitoring to release posts quickly. Please don't panic if your post doesn't show up instantly, we'll be bumping back and forth checking on different things, and approving posts as quickly as we can. All moderation pre and post event is handled by one person, so there may be a bit more of a delay in approving posts.
- Between the “First day for posts” and “Show Special Announcement” dates, you can post teaser posts, but please do not post your actual show special until the Show Special Announcement has been made. Let's create some anticipation!! Also, please post and promote the event on your pages as well, because the more people that join the group, the greater number of possible customers for all! You can start promoting the event immediately! Feel free to borrow the graphics from our Facebook page or Instagram post to use in your promotions!
- Create a graphic of your show special (or create a few highlighting different parts of your show special, or using different colors, or featuring photos of your products...) and use that to promote your show special once the list is released!
- I recommend that at a minimum, you post your graphic on the “Show Specials Announced” date, after we've released the full list of show specials, and then again on both event days. You can post it more often than that if you wish! Comments and questions will keep your post near the top of the discussion when it's sorted as “Most Relevant” – so be sure to reply to comments and questions as that will bump it back up, and prompt more comments and questions. For those vendors who are NOT doing video presentations – the number of posts you make will directly correlate to your sales.
- If your expiration date is later than the end of the event weekend, I recommend that you post your show special a couple more times following the event to remind people that the special is about to end.
- Use this opportunity to grow your Facebook Page for your business – invite people in your posts and replies to join your page, so that you can continue to communicate with them when each VOLUME event ends!

Tips for Vendors doing a LIVE or PreRecorded Video Presentation:

LIVE Videos

- PRACTICE ;-) Do a practice run of your LIVE video in a private group (perhaps for your staff) so that you can get used to manipulating the controls on your phone, and know that your presentation will fit within your scheduled time block. (We STRONGLY recommend that you practice this in a private group. We created a private group of staff to test out using the Facebook video features, so that we had a good understanding of how Facebook LIVE worked.)
- Watch a couple of videos that have some great tips on creating FB LIVE videos:
 - <https://youtu.be/x7CZHtEfxDw> - This video is full of good information about how to start your LIVE, how to engage the customers from the outset of your video – and more!
 - <https://youtu.be/wOHZWCusvLI> - How to fix mirror image: If your demo will have words on the pages, you will want to know how to make sure that those words aren't backward during your live. This video shows you how to find and use those controls. If you want to film in landscape, you'll have to make sure you do not have the orientation locked on the device you are using. Be patient and wait for the live icons to move to the bottom of the screen while in landscape, that will show you that viewers will also see the video in landscape (wide).
- When it's time to start your LIVE – go into the VOLUME event – and start your live INSIDE the group (it's one of the options when you go to create a post in the group)

- DURING the LIVE, it can be helpful, though not required, if you have an additional staff person that can be monitoring and responding to comments. Some comments are actually questions about what you're doing that many others might be thinking, and a simple real-time answer can go a long way in boosting sales.
- When you finish your LIVE, click the blue POST button and choose the "never delete" option. (this is important so that guests who are late to the event still have the opportunity to watch your video!)
- Following your LIVE, be sure to monitor the comments that have come up under your live, and answer questions and respond to comments!
- Please START your video presentation at your scheduled time, and end your presentation by the end of your scheduled time. You may remain on to answer questions past your scheduled time –but your demo should be completed during the scheduled time.

PreRecorded Videos

- After you have recorded your video, upload it to DropBox using the link we will send you prior to each event details deadline. PreRecorded Videos are due to me by the TUESDAY prior to the event dates.
- We will use OneStream to schedule and stream your prerecorded video as a LIVE video in the Facebook Group.
- Your prerecorded video CANNOT exceed your time – not even by a few seconds – this will interfere with our ability to schedule via OneStream!
- You should log on at your presentation time, and monitor and respond to comments on your LIVE streaming pre-recorded video.
- Please do not delete your video from the cloud until AFTER it has aired. Once it has aired it is stored on the Group Page, then you can delete to free up room for your next video!

ALL Videos

- We recommend that all videos are presented in LANDSCAPE format – your viewers will get the best view if you record with the picture WIDER than it is TALL. When you film in PORTRAIT – your image will be smaller, as both Facebook and YouTube will make your tall video short enough to fit inside the wide window and leave black space on either side.
- DURING your video, be sure to mention your show special, and give any special instructions about how to redeem that special (where to enter the code, etc.)
- We will be maintaining a dynamic blog post throughout the event and updating it with links to the videos after they have completed so that latecomers can still hop on and watch!
- If you have created a Craft-Along kit for customers, and there are still some available for purchase, be sure to let viewers know how to order those if they didn't preorder.