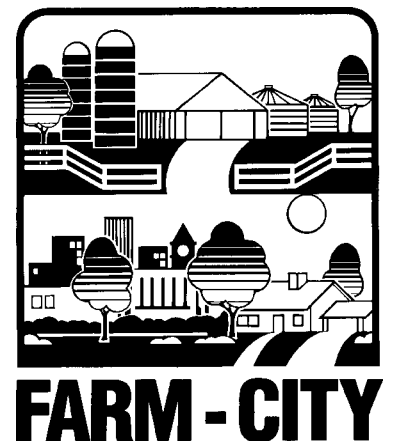


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**



Exhibits/Displays

Determine up front if you will have exhibits and what types are, or are not, acceptable. Will you allow sales on premises? Many organizations have opted to not allow selling at their Farm-City events. Their reasoning is that this is to be an educational activity involving families and they don't want people thinking they should have to come prepared to spend a lot of money. Allowing sales also opens the door to possible problems in policing what is and is not in keeping with the theme of the day, Farm-City relationships.

- Are you going to charge exhibitors?
- Where you will put them? If they will all be outdoors, make sure the exhibitors know this so they can bring their own canopies and cover. If you are going to have exhibits indoors, determine if there is any building space that can be used: a shelter, barn, machine shed, garage, etc. Where is this area in relationship to where other events are going to be held?
- If tents are needed, how many? What size? Where will they be located? Is the ground level enough for tents? What is the plan if there is rain?
- If you are going to offer indoor or outdoor areas, make sure the exhibitors know this. Also let exhibitors know how many indoor and outdoor areas are available. Then determine how you will prioritize who gets put where.



- What provisions are there for providing electricity? If there are limitations on this, make sure exhibitors know this up front.
 - Animal exhibit areas (petting zoo, pony rides, etc.) need to be setup away from the food areas.
 - Be sure to place reflective tape on ropes/cords used to help hold tents. Also be sure to cover spikes with tennis balls or spongy material.
- Send a letter to all potential exhibitors telling them the date, time, and location of the event. Also tell them they need to bring their own table and chairs. It is important to tell them to have their display set up no later than 1 hour prior to the start of the events and have their vehicle moved to parking area to prevent accidents when crowd gets heavy. Exhibits should remain until end of event.

- Be sure to get the business name, address, and telephone number for the exhibitor and an individual's name as a contact person. Then use this information for future invitations to exhibitors as well as for follow-ups should there be questions prior to or after the event.
- If exhibitors wish to donate items to the auction, ask them to provide them in advance. If brought that day, it would be helpful if the contributor's name and address are attached to the item so they can be recognized when the donation is displayed prior to the auction.
- **DON'T FORGET** to invite the local police or sheriff's department, fire department and emergency response groups to put up displays. The rewards to your efforts will be many fold in that you will automatically have emergency personnel on site, they can be extremely helpful if traffic control becomes a problem, and they are always looking for outlets where they can promote their services to the community.

