

Hi everyone! I am so stoked that you're joining in BizBaz at AleSmith Brewery!



Just a friendly reminder that there are only **four requirements** to vend at this event:

- 1) **PROMOTE!!** As always, an event will only be as successful as the promoting. Between the algorithm, people not reading, and people just not remembering - we need to pull our weight to have this event be amazing. If you can't promote this event or don't want to - please do not vend at it. We have a flyer ready to go to make it easy peasy but you are welcome and encouraged to make your own too! Of course, on top of each of us promoting, we will be running ads and all that good stuff too. Please add the link for tickets to your website/Linktree/etc too!

a) Here are some examples of what promoting means:

- i) Within 2 weeks of the event, posting *at least* once a day on your Stories with information about the event. This should NOT be just a repost but should include text as well to educate your followers about what the event is, how to attend, and what promo you're offering.
- ii) Add our ticket link to your website **and** link in your bio.
- iii) If you do not like our graphics, please create your own so you are excited to promote the event. If you're not excited to promote the event, it is not going to be a fun day!



- iv) Posting *at least* one time on your feed about the event. I know we all love our aesthetics and for things to look a certain way with our brand, so once again let me emphasize that you can totally make any graphics you want to fit in with your branding if you do not dig ours.
 - v) [Here are the graphics](#) we have made for the event, so feel free to use these if you aren't able to create your own.
- 2) **Sale or Promotion:** Each vendor is encouraged to have some sort of sale or promotion that is BizBaz specific so that you can see some success at the event. Please make this sale as simple as you want (here are some examples):
- a) A free B grade pin with a purchase
 - b) 10% off \$25+ orders,
 - c) New product drop
 - d) Mystery bags
 - e) Etc!
- 3) **Vendor Fee:** There is a vendor fee to participate in this event. This assists us in hosting the event and covering the expenses of BizBaz @ AleSmith Brewery. Some of those expenses include:
- Venue fees
 - Providing the tables, chairs, linen, vendor badges, etc
 - Exclusive pin/sticker set
 - Prizes for games/contests
 - Giveaways/raffle prizes
 - Ads for the event on multiple platforms
 - Live entertainment
 - Signage and marketing
 - The time it takes to organize and host this event. We have been doing this for 6 years and strive to bring you the best experience.
 - And more!
- 4) **Have fun!:** I know we all want to make money first and foremost. And, yes, that is important. BizBaz does everything possible to bring a crowd and fill up the event. I like to iterate that there are other ways to find success in event if the sales aren't there too:
- a) *Brand awareness:* just because a sale wasn't instant, does not mean on it is not there. Be sure to connect with everyone that comes to your table so you can gain new followers - they can support you by sharing your posts, interacting with your social media, etc!
 - b) *Networking:* There are loads of like minded vendors at this event! Make the most of that. Create new friendships, generate new ideas, and more by networking.



- c) *Feedback*: You'll get a good idea of what is working vs what is not working from your table display to product to your approach and everything in between. Everything is always a learning experience!

***Not Mandatory Aspects of vending at BizBaz:**

1. **Donate any products to our charity raffle/giveaways.** This would be very helpful to keep the event super versatile in our giveaways/raffle prizes. You can drop off your prizes the day of the event at our BizBaz booth.
2. **[Join our Discord](#).** We have an incredible Discord community that I use to promote the event beforehand: the tickets are posted in here, giveaways prizes, and other first looks to the attendees. I'll also assign you a role in our Discord if you join so that our followers know you're vending at the event!
3. **Create your own freebie merch of any versions you create of our characters.** A lot of our vendors will create their own versions of our mascots and make them buttons or stickers to give away as part of their promotion for the event. I am totally fine with you doing this and encourage it! I just ask that you **only** give your items that incorporate our mascots away for free as part of your promo for the event, and then after that they are not used in any type of sales way (even if giving them away for free)

I really appreciate you all vending at BizBaz together. I think it's going to be pretty epic to say the least. 🔥 We have a fun show planned and it couldn't happen without you! 🎉🎉🎉

Venue Photos

This is a renewed partnership with AleSmith Brewery. Some information about AleSmith:

- Award-winning brewery.
- Founded with a passion and respect for brewing in 1995, AleSmith continues to be recognized as one of the World's foremost craft breweries on the strength of numerous awards garnered at prestigious local, national and international competitions
- Family-owned and community-minded, AleSmith celebrates diversity, charity and the desire to deliver world-class beer with 5-Star service to our customers.
- Our Tasting Room is perfect for the whole family, with a kid and dog-friendly atmosphere offering onsite tastings, beer to-go, rotating food trucks, private event spaces for rent, and TVs to catch all the big games.
- Delicious handcrafted kegged and tap beer.



- Huge, ample parking lot.
- PA system, projector for all sound/entertainment needs













This month's tickets are available here on our website:

Vanity Link: [COMING SOON](#)

Direct Link: [COMING SOON](#)

Facebook Event:[COMING SOON](#)

EventBrite link: [COMING SOON](#)

Once attendees register for their ticket, they can access our Discord!

The exclusive pin will be given out for free to the first attendees who opt for the "Free" tier ticket while supplies last and bring a donation item for our homeless drive. This can be any canned good, warm clothing, or emergency supplies. In return, they receive the LE enamel pin, stamp rally card/first stamp, and \$1 off at the bar. As listed above, you can also reserve the pin and matching sticker set by purchasing the appropriate ticket tier. You can pick up the set at the event or have it shipped to you depending on where you're at in the world!

You can see the rest of the agenda and the rules for the contest/raffles/etc on our Discord. You are 100% allowed to participate in everything as a vendor! Please register for the event as well, it takes about 10 seconds, so you can have a ticket so you know what your followers will be looking at when they sign up!

Text/Hashtags to use if needed for posting:

Come to BizBaz @ AleSmith Brewery on 1/13... our nerdy, anime, Kawaii-cute mini-convention! The first 75 attendees to arrive will receive a free pin our sleepy new shy robo-drago mascot, BaoBao!



We have tons of fun things in store for the afternoon:

 **Flair form BizBaz Club**

 **Tasty brews from our venue AleSmith**

 **Artists vending**



 **Live performances**

 **Karaoke from ETC**

 **Enamel Pin Trading Post**

 **Cosplay contest with prizes**

 **Cars n Anime pulled up**

 **Magic the Gathering tournaments and casual play**

 **Craft station**

 **Scavenger hunt**

 **Food trucks**

 **Video Game Corner**

 **Collectibles + trading**

 **Selfie section**

+ more! This is a free, all-ages event so bring your whole squad for an amazing weeb-a-fied Saturday!       



↓ IMPORTANT DEETS ↓

📅 1/13 from 12PM - 6PM PT

📍 9990 AleSmith Court San Diego, CA 92126

🚗 Parking available

🐾 Pet friendly

🛍️ Vendors, cosplay, drinks, karaoke, food, contests, giveaways, and more fun

💖 ALL AGES & FREE PIN WHILE SUPPLIES LAST

🎫 Get your ticket through the link in our bio

🎨 VENDOR LINEUP 🎨

✨ @beccabeean_

✨ @bizbazclub

✨ @cars_n_animesd

🎤 ENTERTAINMENT AND FOOD 🎤

✨ Fun flair from @bizbazclub

✨ Delicious beverages + gorgeous venue @alesmithbrewing

✨ Music performances

✨ MtG tournament hosted by @akhtradingcardco

✨ Cosplay contest with prizes

✨ @Cars_n_animesd pulled up

✨ Stamp rally with the artists

✨ Video games, trading, & collectibles

✨ JPop, Kawaii and Disney karaoke from @etcsandiego

✨ Enamel pin trading booth + coloring page station

✨ Selfie section + scavenger hunt

#bizbazclub #bizbaz #alesmith #sandiegobeer #sandiegolife #sandiegomarket #sandiegoartist
#sandiegobreweries #sandiegotheringstodo #sandiegopopup #sandiegopopupshop #sandiegoevents
#sandiegomarkets #sandiegocraftfair #sdartist #sdvoyagemag #sdpopup #sdbeer #sdmarket
#sdpinpups #thingstodoinsandiego #sandiegocounty #sandiegohandmade #sandiegocrafted

Details for the day of the event:

- **Location:** 131 14th St, San Diego, CA 92101
- **Jules cell:** (610) 800-8321 (please only text me if it's absolutely necessary - I probably won't answer a call from an unknown number either so text is preferred)
- **Parking:** After unloading, please park further away in the neighborhood or the paid lot across the street to allow plenty of parking for customers during the event. This is downtown so it's street parking or paid lots.



- **Set up/tear down time:** You can arrive as early as 10:30 AM PT to prepare your booth, please do not arrive sooner because we will be setting up the tables and prepping the venue. If you arrive earlier, I will kindly ask you to wait to come in. You can unload in the back of the brewery by the roll up gate and then please park on the street, or further back in the parking lot. You can bring your car back around at the end of the event to pack up. I will ask everybody to please fold up their own tables and bring them to a designated spot in the venue to help with tear down. It should take just a few minutes and is a tremendous help to us since it's just myself, Mr. BizBaz, and one team member that does all the physical labor. Additionally, per your application, if you tear down early you will not be allowed to vend again with us. This is disrespectful and disruptive to your neighbors along with the customers that have seen the event is advertised to be open until 6 PM.
- **Floor Plan:** Here is the floorplan. **This is usually ready a few days prior to the event** so keep in mind this may have the previous month's link depending on when it's accessed. We work with AleSmith on this floor plan and need to abide by their layout. Be sure to notate which direction your set up is facing. **You should not have to change anything about your setup except the direction you are physically facing.** Your tables are clearly shown on this layout to ensure you are on the same page on the day of. No accommodations can be made less than 48 hours prior to the event unless it is health related.
- **Food:** Please eat and stay hydrated! There are food and drinks available at the brewery. If you need someone to watch your table to take care of yourself, please ask me, Stephen, or your neighbor so you can eat/drink/use the restroom/explore the event.
- **WiFi:** Mission has WiFi! Network: // Password:
- **Chill Zone:** Our event can get loud and crazy between how busy it is, karaoke, maid cafe performances, etc. If you need a place to chill out for a bit for any reason, we have an office available for our vendors. Please see Jules, Stephen, or another BizBaz team member if you need access.



****CLICK HERE**** Here are some of the main graphics/our characters if you'd like to make your own graphics/products:





