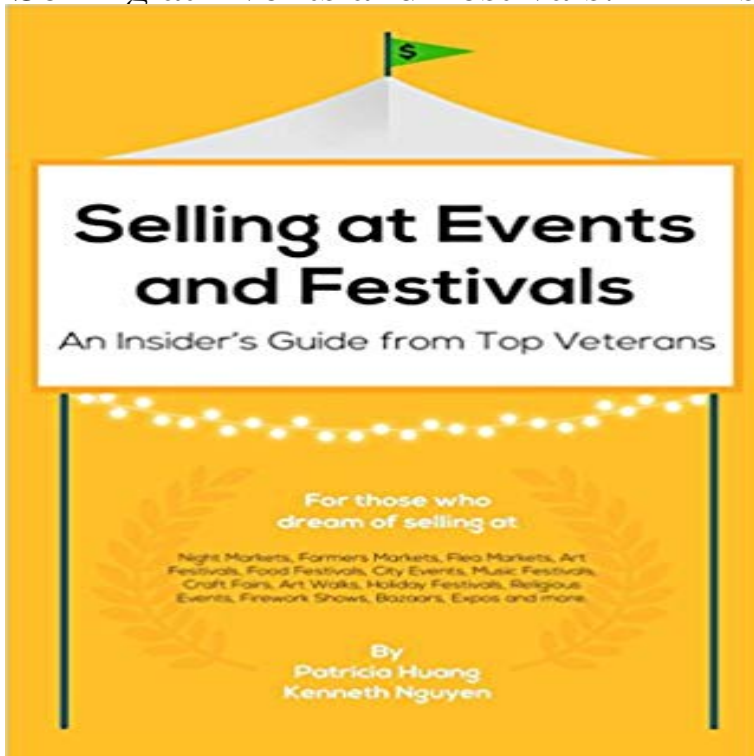


Selling at Events and Festivals: An Insiders Guide from Top Veterans



If you dream of selling at: Night Markets, Farmers Markets, Flea Markets, Art Festivals, Food Festivals, City Events, Music Festivals, Craft Fairs, Art Walks, Holiday Festivals, Religious Events, Firework Shows, Bazaars, Expos and more.

This guide is for you. This go-to comprehensive guide will give you the insight and confidence you need to test, launch and run a successful small outdoor festival and events business. From start-up financing, to creating killer items, navigating insurance and permit requirements, down to effective booth marketing and branding, this book is bursting with tried-and-true vendor tactics, built on experience and stories of those who came before. Patricia Huang brings her vendor insights from her many years in the trenches working as vendor and live marketplace management at the 626 Night Market. Kenneth Nguyen brings his extensive small business expertise as an entrepreneur and food vendor in Los Angeles. With the combined knowledge of the outdoors events side and small business side, Market Fest will get you from zero to seasoned vendor in one go. Goodies in the book include real life stories and examples, interviews with other successful vendors, illustrative graphics and photos, top 8 common crises and solutions, vendor worksheets, sample health department regulations and more!

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