

Hello, Bend Handmade Market Vendors!

A few important to-dos that we need from you this week:

## **INSTAGRAM**

Some of you may not know that UCU is organized by just three people, and we accomplish a lot! We spend a lot on marketing our events--from posters to newsletters to ads on many different platforms, we try to get AS MANY people to know about our events as possible! But, these efforts can go even farther with your help, and we all benefit from the collective effort. Based on a suggestion from a vendor at one of our recent shows, we are going to make this specific request of you!

We are asking that **each of you post at least once a month** about this upcoming show and your participation in it. You could show your audience some WIP shots, best sellers that fans will be able to find at the show, a photo of YOU--whatever you like as long as it is a dedicated post to you being a vendor at this show!

If you are relatively new to Instagram or less interested, we totally get it but this is part of business owning these days it seems and perhaps this will inspire you in general to post more!

For those of you less Instagram savvy, here are some links for ways to post. We HIGHLY recommend [Later.com](#) for pre-posting things. It has been incredible tool for us especially as we get busier and busier this season.

[To make a story](#)

[How to share multiple photos in your post](#)

[How to post from your feed to your story](#)

**Please do your part and post about your participating in our upcoming Bend Handmade Market, at least once each in May and June.** We will also do our best to repost any stories that you are able to share as well!

## **VENDOR GALLERY**

The Vendor Gallery for this show is now [live on our site](#)! This is where shoppers will be able to get a sneak peek at all of our vendors ahead of time, and we'll be referencing it a lot over the next few weeks between now and the show. This gallery also stays up and is accessible for a full year after the show ends, so we hope it will continue to bring traction to your websites and online shops for many months to come. Please take a moment to [head over to the gallery](#) and check out your listing. Let us know if something doesn't look right with your business name or if the link doesn't work. We will not be switching out any icons at this point but are happy to make any other changes that you need!

## POSTERS/POSTCARDS

And a final reminder--if you haven't yet requested posters or postcards from us to put out in your shop, at your farmers' markets, or in your local online orders to help promote the show, please reply to this email and let us know how many of either you'd like!

## RAFFLE PRIZES

At some of our shows, we offer free raffle prizes to our shoppers, as a fun addition to the show and a way to get them excited about the market. Since we're still new-ish to Bend, we think this will also be a great way to get shoppers engaged and excited about shopping the market as well! **If you'd like to donate an item to be raffled individually OR bundled with other items, please reply to this email and let us know.** We'll highlight all raffle prizes and tag you on our Instagram, and will be hyping these up at the Info Booth during the show. Our Info Booth was a very lively hub last year, fielding questions and sharing in the excitement from new shoppers, and we expect the same this year. We find that these raffles can be not only a great marketing opportunity for your business, but that they encourage attendees to come, stay, and explore all of your amazing booths!

Thanks so much,

- Lindsey, Kristen & Heather