



Utah's premier festival supporting small business owners

Each year hundreds of small business owners gather in Eagle Mountain City, Utah to showcase and sell their goods and services to the public.

This one-day mega market of 300 vendors is only composed of small businesses and specifically planned to support sales and responses.

Whether your business is just getting started or it existed for generations, you are invited to join us for an exciting day of celebrating Utah small businesses.

**SEE HOW YOU
CAN GET INVOLVED** ➤

A Rewarding and Fun way to Grow your Small Business

ShopFest Utah is a one-day small business shopping festival that will take place on August 29th, 2020. 300 small businesses will setup shop this year at Cory Wride Memorial Park in Eagle Mountain, UT.

Small Businesses in 2019 came from over 30 different cities in Utah selling an incredible variety of services, hand-made goods, inventions, and more.



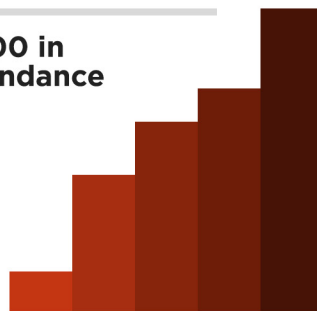
Photo by Sheri Crawford

Aerial photo of morning setup of the 200 vendor market. The market will be reorganized to accomodate up to 100 more businesses



Vendor Approval Rating

8,000 in attendance



2015 2016 2017 2018 2019

300 2020 Capacity

200 2019 Vendors



Photo by Craig Goff

More than Shopping

ShopFest Utah incorporates Hot Air Balloon rides, a Concert, Food Trucks, and more to create more memories and help draw more people to the shopping market.

These other activities are very popular. In 2019, multiple balloon pilots stated that the line for tethered Hot Air Balloon rides was longer than they had ever seen.

In 2020, we will be hosting more hot air balloons, locating the concert stage closer, and more.

A Low-Risk, Easy Day of Sales for attending Small Businesses

You and your small business are no longer a small part of an event. You ARE the event.

Thousands of shoppers will come to see your business, and we will be backing you up all the way as your partner.

How to Apply

- 1.** Go to: emcity.org/shopfest and click on “Vendor Application”
- 2.** Complete and submit application. Pay nothing until you are approved. That’s it!

Low Space Cost

Four years ago, ShopFest Utah dropped the cost of booth spaces to a flat \$25/space. You will find this fee is 1/8 the cost if not less compared to similar events.

Why? To keep the barrier to entry low and reduce the risk you have. ShopFest Utah relies on a combination of booth fees and sponsors for funding which goes mostly to marketing.

Space Selection

ShopFest Utah in 2020 will be layed out in a way that gives no advantage to any business and allows for an easier separation of like-businesses. Because of this, we are bringing back self-selection of booth spaces.

Following approval of your small business, you will be presented with a map and allowed to pick your space(s).

Great Location

Cory Wride Park is a large regional park with a massive all-abilities playground, restroom facilities, a large pavilions, and more.

Vendors will also have access to **free WiFi**, on-site water, and a vendor-only parking area.

Located in the Cedar Valley, the air quality is also superior.

What to Expect at ShopFest Utah

ShopFest Utah incorporates Hot Air Balloon rides, a Concert, Food Trucks, and more to create more memories and help draw more people to the shopping market.

These other activities are very popular. In 2019, multiple balloon pilots stated that the line for tethered Hot Air Balloon rides was longer than they had ever seen. We expect 2020 to be better than ever thanks to help from more volunteers and sponsors, and the increasing popularity of the event.

(Tentative)

Schedule for the Day

6:00 AM: Vendor Setup Begins
7:00 AM: Hot-Air Balloon Rides
9:00 AM: Vendor Area Opens
Concert Stage Performances
11:00 AM: Food Trucks Open
4:00 PM: Vendor Area Closes
Final Concert Performance

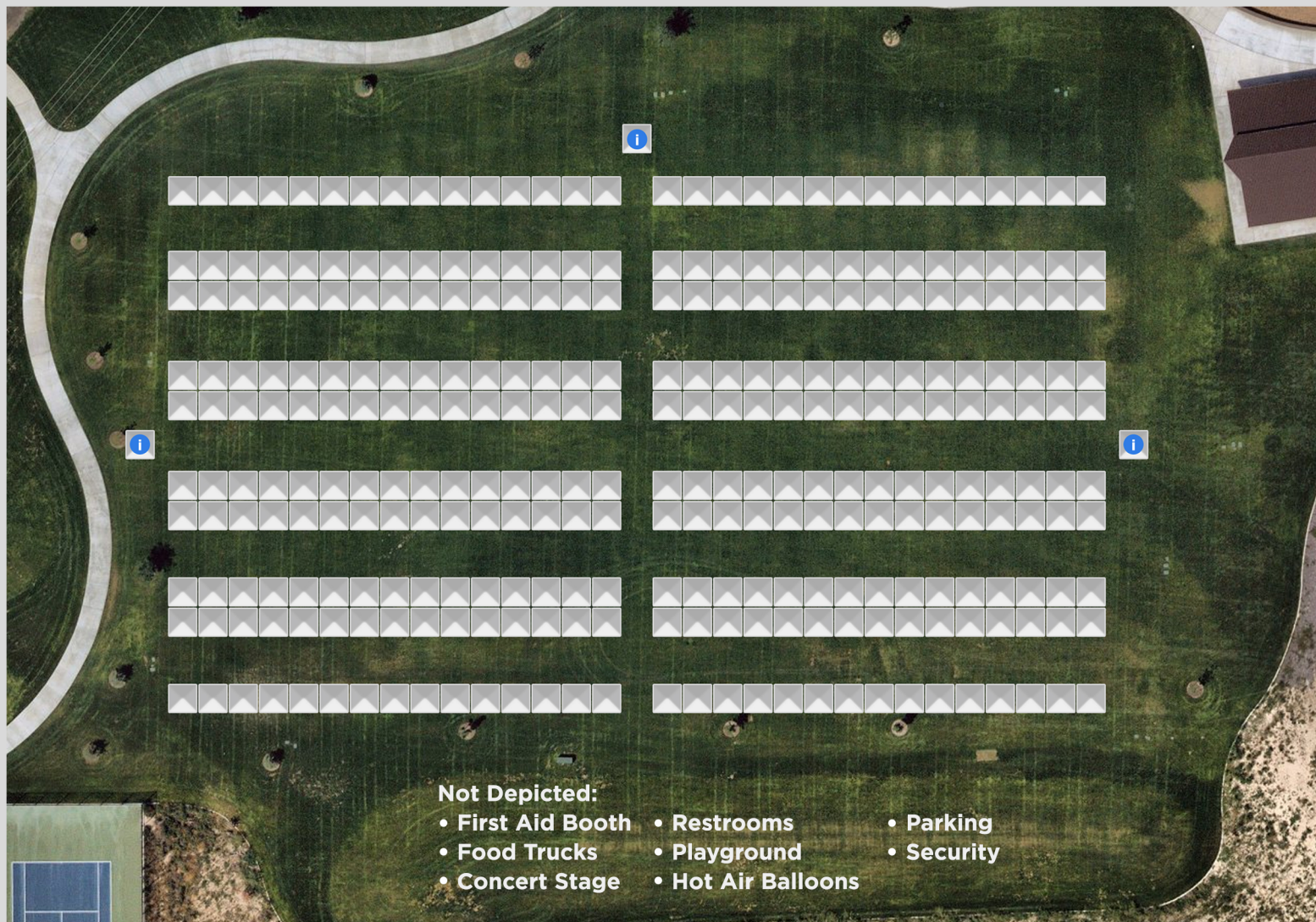
Booth Selection and Setup:

Booth selection will be returning for 2020. Vendors permitted a maximum of 2 spaces.

Setup and take down will occur in scheduled stages based on booth space location.

New Booth Layout

The new layout maximizes the space available, is easier to navigate, enables an easier setup and takedown and ensures that every small business is visited.



Not Depicted:

- First Aid Booth
- Food Trucks
- Concert Stage
- Restrooms
- Playground
- Hot Air Balloons
- Parking
- Security



Is My Business Right for ShopFest Utah?

Competition

We monitor all vendor applications to ensure too much competition between products/ services does not exist



Products

Many business owners know the enormous value of selling products in events like ShopFest Utah. Anything soaps to electronics could be sold. Inventions, custom made goods, and so forth, all do well. Even teenagers have sold at ShopFest Utah. Debut a product or grow your customer base, ShopFest Utah is great for a lot of sales in one day.



Services

Although sales are not taking place on the day of ShopFest Utah, many businesses have used ShopFest Utah as a way to attract interest in their services, schedule appointments, and answer questions. Having a space at ShopFest Utah ensures your service gets in front of thousands of real potential customers.



Classes

Dance classes, music classes, coding classes, preschools, and so forth all have used ShopFest Utah as a way to increase sign-ups. But be prepared, you may get more sign-ups than you're ready for! Classes also have the option of using the stage during ShopFest Utah to demonstrate what they do.

Prohibited Businesses:

ShopFest Utah has a policy of only one representative per direct selling or MLM business. As a business event, non-profit, political, or religious institutions are also prohibited. Prohibited businesses include those that sell weapons, drugs or drug paraphernalia, alcohol, items depicting nudity or sexually explicit acts, adult products, fireworks, or animals.

Contact Us Today

We are happy answer any questions you have about ShopFest Utah.

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Photo by Sheri Crawford

2019 ShopFest Utah Sponsors



**PORTIONED PROTEIN
INNOVATIONS TEAM**

