

Bark in the Park, San Jose – 2019

Staff: Ramon Jimenez, Katrina Kessen and Emily Saengarun.

Expense: \$1238.76

- Booth Fee: \$200.00
- Table Rental: \$65.00
- Staff Stays: 2 Hotel Rooms (25,512 Credit Card Points) \$32.76 + \$75 Pet Fee
- Supplies Est: \$150
- Mileage Est. 375 x 2 Vehicles x .58 = \$435
- Food Est: \$200
- Parking: \$26
- Unknowns 5%: \$55

Our Booth

We worked to keep our booth simple and clean, focusing on drawing visitors of our booth with our Branding and primarily focusing on the offerings and events.

- Brochures
 - 2019-20 Calendar of Events, Mushroom Feast 2019, Feast Flyer: Mushroom/Crab, Pet Friendly Travel Guide, Happyland Players Guide, North Coast Travel Guide: Redwood Highway Map, Mendocino Wine Map, Highway 128 Guide.
- Email Listings Signups: 543
 - All signed up using our new iPads, creating instant entries. Ramon created a program replicating the data of our previous paper entries, doing away with the need of our previous paper forms. Guests of our booth are now able to enter all of the same information directly into the iPads. Selecting the numbers and letters for their information individually, creating a higher likelihood of having their information be entered clearly and a lower likelihood of loss of data.
 - Previously employees would have to manually enter the written listings. This process would take several hours. On average an employee would be able to complete 60 entries per hour, without interruption. Maxing out at around 200 per day before mental fatigue would set in. One's hand writing would play a large part in whether or not the information would be translated successfully. With only 2 days per week for entry support, a trade show of this size may take up to 3-4 weeks + to be entered into our email system. Calculating fully loaded staff time $543/60 = 9.05 \times (\$20 \text{ per hour (Est)} + \text{FICA } 7.65\% + \text{SUI } 6.2\% + \text{WC } .8\%) = 22.93 = \207.52 estimated savings. Waiting 4+ weeks to contact our trade show attendees we may lose their attention; it is in our best interest to catch them on their continued excitement from the trade show to prevent losing our investment in the trade show.
- Getaway Giveaways
 - All who signed up for our email listing will be entered into the getaway giveaway.
 - Prize Package #1: A pet friendly, 2-night, mid-week stay, for up to 4 people and 4 dogs at one of the beautiful cottages in the spectacular Anderson Valley, provided by Sheep Dung Properties (est. value \$550). 20% off your purchase at Mendocino Barkery.
 - Prize Package #2: Dinner for two at the lovely Little River Inn's restaurant, dog friendly dining with views overlooking the Pacific Ocean (est. value \$100). 2 tickets to the captivating Mendocino Coast Botanical Gardens, dogs are welcome (est. value \$30). 20% off your purchase at Mendocino Barkery.
 - We will notify the winner by email.
- 640+ Orange Bags Distributed
 - Staff stuffed all orange bags with our Feast Flyer: Mushroom/Crab and Pet Friendly Guides. Guests enjoyed having the bags to hold the additional items they were receiving from the trade show and used the bags to hold the additional informationals they would pull from our booth.
 - Booth visitors were given an orange bag once they had completed filling out their email listing, unless they were a child then they were provided a bag regardless.

- Prize Wheel
 - Required to have an orange bag to spin the wheel, unless they were a child then they were able to spin regardless. How we were able to recognize they had signed up for our email listing.
 - Many of our booth visitors were attracted by que of guests interested in spinning our prize wheel. While standing in line we were able to talk to them about our Counties Offerings, Pet Friendly Accommodations and up and coming Feasts. The participants where very excited to spin the wheel and Katrina played into everyone's excitement by calling out their prizes and bringing additional joy to their wins.
 - We offered 100+ Sheep Dung Properties Dog Treats, of 16 Mendocino Barkery Doggie Treat Bags + 20% off Gift Card, 49 Little River dog Leashes, 25 North Coast Tourism Hand Sanitizers, 16 Tickets to Mendocino Coast Botanical Gardens, 10 Travel Books, VMC Branded Items: 300 Key Chains, 150 Ink Pens, 25 Chico Bags, 20 Bandannas, 12 Cork Screws, 11 Bottle Corkers, 8 Travel Bags.
 - Note: While this was a very large drawl to our booth, this did require additional staff time and attention. This may not work at very large tradeshows or if there are not enough staff available to work the booth.

What we learned:

- Preparing in advance is a must, we may want create a packing list for trade shows.
 - TS - Due to vehicle capacity and wear, we are to rent a vehicle when attending a trade show.
 - We packed too many brochures. We should talk in advance about what we want to pre- stuff the bags with and plan to bring a higher quantity of those brochures and then only bring a limited quantity of the brochures we plan to use to display on the booth. We packed roughly two boxes of each brochure we planned to display, we could have limited that one box or even a half box. We may want to create an algorithm of amount to bring based on estimated attendees.
 - This festival was advertising as "the largest festival in the United States with more than 15,000 dog lovers" this head count may have included the other "Bark in the Park" locations (ie: Eureka, San Francisco, Jackson). We will be interested to find out the actual head count for this event as we believe it may have been lower than this quote.
- We definitely needed 3 people working the booth, we had a constant que of booth visitors. We were continually packing bags to distribute and even with 3 people working, we maybe had 10 minutes a piece of down time during the event. It was very exciting and quick paced! A fourth person would have been helpful to allow for breaks. We agree it would be nice to have a stakeholders attend, not necessarily do the running but to be a part of the action and to see how we represent the County/Them.
- We drove home that night, arriving at 7:30 AM and wrapping up at 5:00 PM and then driving the 3+ hours home was a bit taxing. Staying the night following the event probably would have been in our best interest.
- We may have missed several opportunities for additional marking through social media by not having a hashtag listing on our booth, to direct selfie takers to tag us and add us to their social media postings.
- Visitors of our booth were excited to hear that many of our Stakeholders, Restaurateurs and other County Attractions make special accommodations so they are able to travel with their pets. We did recommend they call the locations/sites they are interested in visiting, in advance to double check to make sure the pet friendly rooms haven't been pre-booked.
- Booth guests were also very intrigued by our Crab Feast informationals.

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Dave Kendrick, from DogTrekker.com, was very complimentary throughout the day (our neighboring booth).

Examples:

Our booth, saying it was the best he's ever seen our booth look.

Our iPads, he looked at them closely. He's interested in getting them for his organization now, asking where we bought our stands and how much we paid for them. He also really liked that we also use them in our Board Meetings to save paper.

Our Team, he told us he liked the way we ran our booth. That we went out into the crowd and didn't just sit behind the booth. (When our que became too long the Team would take the loose iPads and an armful of Orange Bags into the line and work with our booth guests to get them signed up, share with them information and lessen their wait times.)