

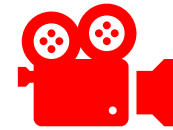
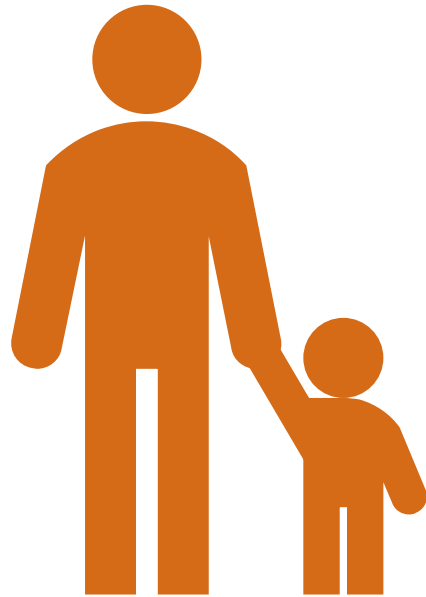


# LOUDOUN CHILDREN'S BUSINESS FAIR

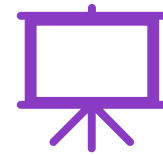
2024 FAIR - PREPARATION SESSION

AUG 29<sup>th</sup>, 2024

# THANK YOU FOR JOINING US



**Session is Recorded**



**Slides will be shared**



**Please stay muted**



**Use chat for questions**

# OUR GRACIOUS SPONSORS!



# FAIR DETAILS!



**PLACE:**

**Dulles Town Center,  
21100 Dulles Town Cir,  
Dulles, VA 20166**



**DATE:**

**September 7th, 2024**



**MORNING FAIR TIMING:**

**11 AM to 2 PM**



**EVENING FAIR TIMING:**

**4 PM to 7 PM**

# FAIR TIMINGS

## Morning Fair

- **10 AM - 11 AM Setup**
- **11 AM - 1 PM Sales**
- **1 PM - 2 PM Inter-Sales**
- **2 PM - 2:30 PM  
Cleanup**

## Evening Fair:

- **3 PM - 4 PM Setup**
- **4 PM - 6 PM Sales**
- **6 PM - 7 PM Inter-Sales**
- **7 PM - 7:30 PM  
Cleanup**

**Please be on time!**

# COMMITMENT

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## SHOW UP

Be a sport, be accountable, try to stick to your commitment, and do not be a no-show at the Fair, unless its an emergency.

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## MALL TIMING

Mall opens at 10 am. Mall will be open while you setup. Please be courteous to the public. Do Not block any stores.

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## STAY TILL THE END

Even if your products are sold out, stay till the end and make sure to clean up after yourself.

The background is an abstract geometric pattern composed of many overlapping triangles. The colors transition from a warm orange and yellow at the top left to a cool blue and teal at the bottom right. A solid black horizontal bar is positioned on the left side of the image, containing the word 'READINESS' in white, bold, uppercase letters.

**READINESS**



**ARE YOU READY FOR THE FAIR?**



1 response submitted

## How excited are you for the Loudoun Children's Business Fair?

Scan the QR or use  
link to join



[https://forms.office.com/  
r/xcmZY6tPDK](https://forms.office.com/r/xcmZY6tPDK)

Copy link

# 10.0





# PREPARE FOR THE FAIR

- At least 50 items to sell
- Business Signage or Banner
- Sales Pitch
- Table Decorations
- Pricing Sheet or Pricing Label
- Small bills for change during sales
- QR Code for online payment (Venmo, Paypal)
- Cash box/purse
- A small makeshift trashcan and trashbags

**EACH BUSINESS BOOTH WILL BE ASSIGNED:  
1 6-FT TABLE + 2 CHAIRS**

# PROGRESS PHOTOS



We are expecting each business to submit progress photos or videos.



These can include the Kidpreneurs, the business logo, or can be of the products themselves, or even the process of making the products.



Our goal is to ensure that the children are ready for the fair. We might also use the photos on social media.



<https://littleceos.org/progress-updates>



You can also post your photos on your parent's social media and tag us on Facebook or Instagram @loudouchildrensbusinessfair

# ADVERTISE FOR THE FAIR



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## WHAT WE DO: **FAIR ADVERTISING**

Social Media

Loudoun County News

Local Parent Groups

Local Businesses

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## WHAT YOU DO: **BUSINESS MARKETING**

Friends & Family

Schools & Classmates

Community & Neighbors

Social Media

**CHALLENGE: Bring at least 5 families to the fair!**

The background is a low-poly, abstract geometric pattern. It features a color gradient that transitions from warm orange and yellow tones on the left side to cool blue and teal tones on the right side. The shapes are irregular polygons of various sizes, creating a textured, crystalline effect.

# **LOGISTICS**

**DIRECTIONS FOR THE DAY**

# BOOTH ASSIGNMENT



CONSENT  
FORM



OFFLOAD &  
CHECK-IN



TABLE  
NUMBER

# CONSENT FORM

- **Fill out the **Consent Form** at your earliest; 1 per kidpreneur**
- [Consent Form Link](#)
- **Cannot check in at the fair unless we have received a Parental Consent Form**

# LOADING ZONE



Please offload your vehicles at Service Court 7 (★) between JC Penney and Black Friday Deals Store.



Enter the service corridor, turn left, and keep walking through the double doors until you reach JC Penney.



Our Check-in tables will be placed right outside of JC Penney, close to the Center Court.



Drivers must park their vehicles in a designated parking space after they have offloaded their cars. **Do not remain parked in the service court.** Please ensure that load in and out is prompt and safe.



Majestic

Boston Terra

Jared

City Center Blvd

The Cheesecake Factory

Dulles Town Cir

JCPenney

Benihana

City Center Blvd

Dulles Town Cir

Chuck E. Cheese

Nokes Blvd

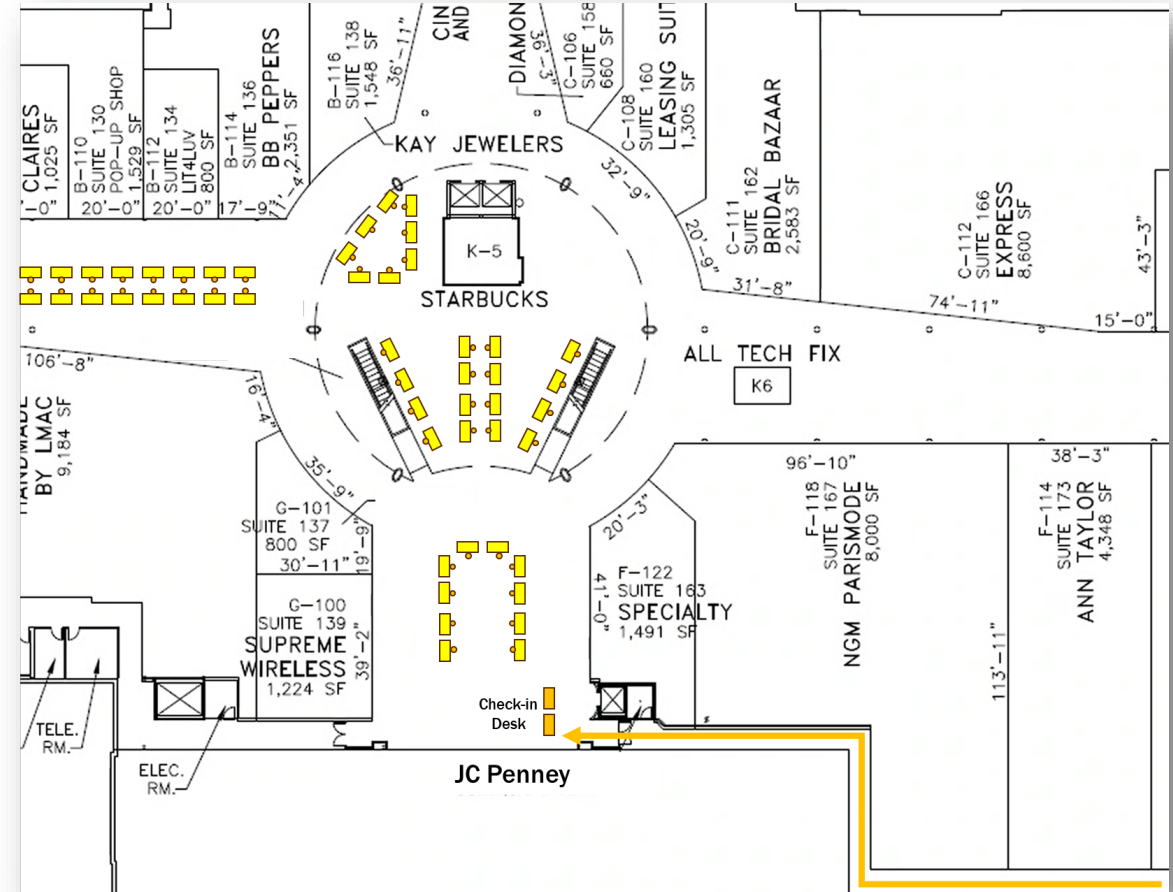
Red Lobster



# TABLE ASSIGNMENT

Table numbers will be randomly picked from a basket at check-in

Volunteers will be present to guide you to your table





**AT THE FAIR**

**BE READY FOR SOME FUN!**

# BE YOURSELF



## Be Creative!

Think outside the box, try new techniques to sell your products, and come up with innovative pricing



## Be Curious!

Learn by observing other businesses, talk to the buyers to gauge their interest



## Be Responsible!

Stay at your booth, Keep your displays clean and appealing



## Be Civilized!

Be courteous to other business owners, to the buyers, and to the staff  
Be kind and respectful

**Most Important: Have Fun!**

# PROMOTE AT THE FAIR



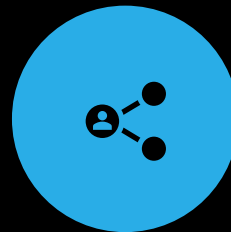
DECORATE  
YOUR BOOTH



STAY ACTIVE  
AND CHEERFUL



TALK TO  
CUSTOMERS



SHARE YOUR  
STORY



GIVE BULK  
DISCOUNTS

# RECOGNIZING EXCELLENCE



## CREATIVE CAT

Innovative and original business idea; globally conscious presence



## BRAND BUDDY

Booth Décor, Business Name, and Product Packaging that charms customers



## SALES SUPERHERO

Active and engaging sales pitch, unique ways to attract customers



## GROWTH GENIUS

Businesses that can grow bigger in the future, with vision and scale up plans

**We are handing out special prizes for outstanding businesses!**

# CLOSE OUT & CLEAN UP



Stay and manage your booth till the end of the fair



All businesses should clean up their assigned areas and throw away their trash in the designated bins




Before leaving, businesses will fill out a closeout form (QR code) and then head to the checkout table



Businesses get a goody bag at closing if, 1) Closeout Form is submitted, 2) No misconduct during the fair, and 3) Booth is cleaned up and trash is removed

The background is an abstract geometric pattern composed of many overlapping triangles. The colors transition from a warm orange and yellow at the top left to a cool blue and teal at the bottom right. A solid black horizontal bar is positioned across the middle of the image, containing the word 'GUIDELINES' in white, bold, uppercase letters.

# **GUIDELINES**

A solid white horizontal bar is positioned below the black bar, containing the text 'PARENTS, LISTEN UP!' in black, bold, uppercase letters.

**PARENTS, LISTEN UP!**

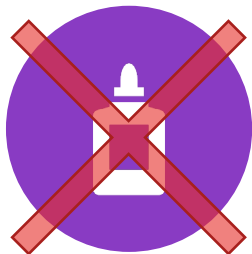
# FACILITY RULES



Fair will be at the Center Court inside the Dulles Mall



Decorations should only be placed on the table or near by



Please do NOT stick anything to the walls or floors; no tape or glue allowed



Electricity will NOT be available to any booth



# FOOD BUSINESS RULES

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Loudoun CBF will obtain a Temporary Food Vendor permit from the Virginia Department of Health

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Food should not be placed directly on the floor, and should only be kept inside containers or boxes

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Food cannot be prepared at the fair – it must be prepared and pre-packaged at home

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Food packages should be appropriately marked with prep date and ingredients. Please list any allergen contents as well.

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All food should be individually packaged and covered at all times

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Proper temperature should be maintained for hot and cold foods

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Maintain hygiene at booth while displaying and serving; use gloves, clean up spills, etc.

# PARENT EXPECTATIONS

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## SET UP

Parents can help the children setup their booth

Set an example of “The business owner is the boss”

Parents will be expected to step away from their children’s booth at the Fair start time

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## SALES

Parents are not allowed behind the booth during the fair

Parents should keep an eye on their children

If your child is <8 (7 and under), we can allow 1 adult to passively sit behind the booth

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## CLOSE OUT

Parents can help the children clean up at the end

Let the kids lead the clean up activities

Make sure that the close out form is filled out **BEFORE** you come to the checkout table



**HELP NEEDED**

**TIME & MONEY MAKE DREAMS POSSIBLE!**

# HELPING HANDS

**We offer volunteer hours!**

[Volunteer Signup Link](#)

## Come

- Come with a sense of community
- Be collaborative, be patient

## Help

- Assist all kids if they need a hand
- Help the staff to maintain order

## Buy

- Encourage the kidpreneurs by buying their products!

# QUESTIONS?



Contact Us @ [LoudounCBF@gmail.com](mailto:LoudounCBF@gmail.com)