



LOUDOUN CHILDREN'S BUSINESS FAIR

2024 FAIR - CHECKPOINT SESSION

JULY 28th, 2024

THANK YOU FOR JOINING US



Session is Recorded



Slides will be shared



Please stay muted



Use chat for questions

FAIR DETAILS!



PLACE:

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



DATE:

September 7th, 2024



FAIR 1 TIMING:

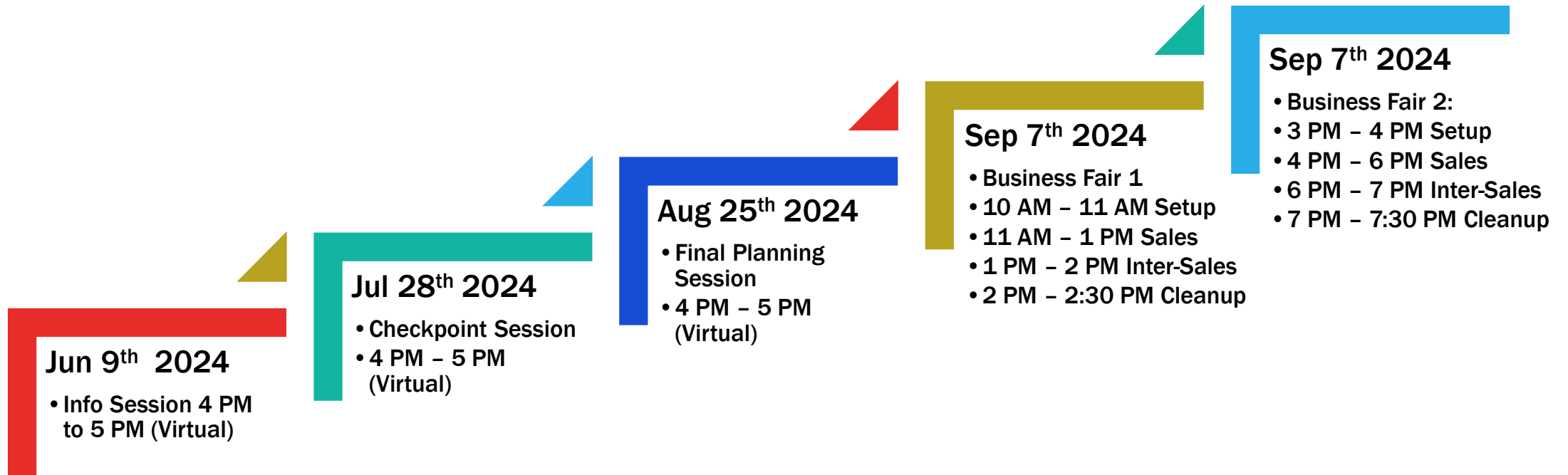
11 AM to 2 PM



FAIR 2 TIMING:

4 PM to 7 PM

IMPORTANT DATES & TIMES



5 weeks left to prepare for the Fair!

FAIR ASSIGNMENT

FAIR 1: 11:00 AM to 2:00 PM

- Mostly for businesses run by children **10** and under
- Checkin at 10:00 am
- Cleanup starts at 2:00 pm

FAIR 2: 4:00 PM to 7:00 PM

- Mostly for businesses run by children **11** and up
- Check-in at 3:00 pm
- Cleanup starts at 7:00 pm

We will send out fair assignments next week

CHECKPOINT

BUSINESS TYCOONS, ARE YOU READY?



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 working at pace with getting ready. We might also use the photos on social media

We will send out a form next week that allows you to submit your photos.

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

2023 REGISTRATIONS

 **163** Applications in 1 week!

 **102** Registrations

 **236** Children Participating

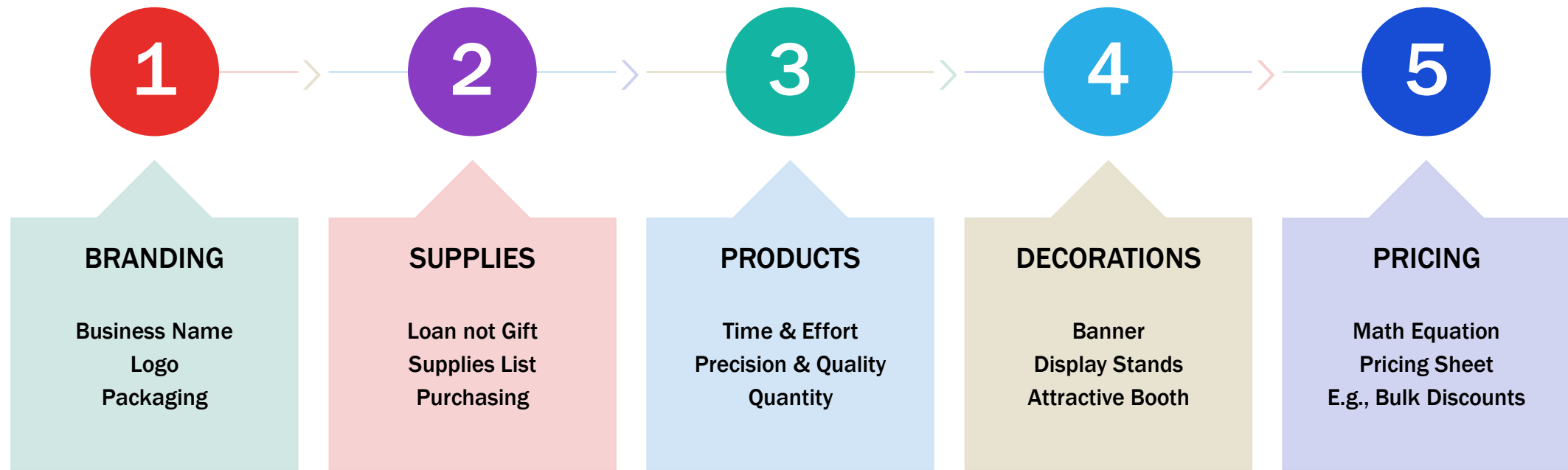
 **59** Schools Represented

 **15** Areas across DMV

Children's Business Products

Jewelry	Paintings	Bookmarks	Toys	Plush Toys	Frames
Painted Rocks	Keychains	Magnets	Candles	Slime	Stickers/Tattoos
Crayons	Stationary	Baskets/Pouches	Greeting Cards	Clay Art	Flowerpots
Plants	Personalized Gifts	Technology	Books	Science Kits	Crochet Blankets
Tutor Worksheets	Pet Toys	Pet Treats	Carnival Games	Desserts	Drinks

PLAN AND CREATE



Make this a fun hands-on learning experience!

ADVERTISE FOR THE FAIR



WHAT WE DO: **FAIR ADVERTISING**

Social Media

Loudoun County News

Local Parent Groups

Local Businesses

WHAT YOU DO: **BUSINESS MARKETING**

Friends & Family

Schools & Classmates

Community & Neighbors

Social Media

CHALLENGE: Bring at least 5 families to the fair!

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 + 1 CHAIR**



AT THE FAIR

BE READY FOR SOME FUN!

COMMITMENT

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.

BE ON TIME

Fair is advertised for a specific start time. Public will be around all the time. Try to come early to get your booth setup the way you want.

STAY TILL THE END

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

BOOTH ASSIGNMENT



VIRTUAL
CONSENT FORMS

CHECK-IN

PICK BOOTH NUMBER

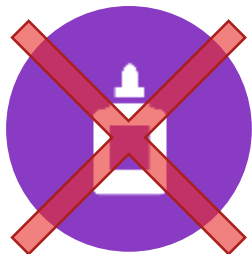
FACILITY RULES



We have rented the center courtyard at the Dulles Mall



Decorations should only be placed on the table



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



Electricity will **NOT** be available to any booth

FOOD BUSINESS RULES

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

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

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

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

All food should be individually packaged and covered at all times

Proper temperature should be maintained for hot and cold foods

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

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 virtual closeout checklist



Businesses get a special goody bag at closing if,

1) There has been no misconduct during the fair, 2) The assigned area is cleaned up properly, and 3) All trash is removed

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



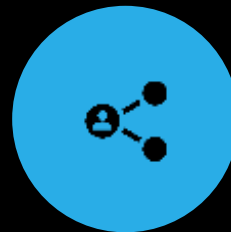
DECORATE
YOUR BOOTH



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

This is not a competition!

The background is a low-poly, geometric pattern of triangles. The color gradient starts with warm orange and yellow tones on the left and top, transitioning through light green and grey to cool blue and teal tones on the right and bottom. A solid black horizontal bar is positioned on the left side, containing the word 'GUIDELINES' in white, bold, uppercase letters.

GUIDELINES

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

PARENTS, LISTEN UP!

PARENT RESPONSIBILITIES

1

KEEP IT FUN

Keep the spark alive,
make it a positive
experience, maintain
enthusiasm

2

KEEP IT SIMPLE

This is not a shark tank,
this is not a
competition, a business
plan is not necessary

3

STEP BACK

Let the kids do the
work, let them make
mistakes, learn to fail,
let them learn through
experience not advice

4

SET BOUNDARIES

Stick to budget, loan not
gift, allocate sufficient
time to create, provide
supervision to their
creativity

5

BE A PARENT

Maintain order, offer
constructive feedback,
offer reassurance

[Top 5 Parent Tips for Acton Children's Business Fair - YouTube](#)

PARENT EXPECTATIONS

SET UP:

Parents can help the children setup their booth

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

Let the children decide how they want their booth to look

SALES:

Parents are not allowed behind the booth during the fair

Parents should keep an eye on their children

If your child is under 8, we can allow 1 parent to passively sit behind the booth

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 checklist is filled out



HELP NEEDED

TIME & MONEY MAKE DREAMS POSSIBLE!

HELPING HANDS

We offer volunteer hours!

Please connect us with high school students willing to donate time to assist us with fair preparation and execution

loudounCBF@gmail.com

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!

SPONSOR BENEFITS	Silver	Gold
	\$250	\$500
Logo & Link on our Webpage	★	★
Social Media Mentions	★	★
Logo on Children Certificates	★	★
Logo on Sponsor Banner	★	★
Verbal Recognition at Event		★
Promotional Table Space at Event		★

SEEKING SPONSORSHIPS

Help us nurture the Midsize Moghuls... Please spread the word to local businesses!



**LET'S MAKE THE WORLD
BETTER TOGETHER!**

QUESTIONS?



Contact LCBF @ LoudounCBF@gmail.com