Welcome to the Future Founders Business Fair!

Dear Future Founder and Family,

Congratulations! We are so excited to welcome you to the **Future Founders Business Fair** on **Saturday, November 14, 2026**.

By choosing to create your own business, you've already accomplished something incredible. You had an idea, turned it into a plan, created products or services, and are preparing to share them with your community. That takes creativity, courage, determination, and hard work—and you should be proud of everything you've accomplished.

Our goal is to provide a fun, encouraging environment where young entrepreneurs can experience what it's like to own and operate a real business. Throughout the day, you'll practice important skills like communication, problem-solving, money management, marketing, and customer service while gaining confidence in yourself and your abilities.

This vendor packet contains everything you'll need to prepare for a successful event, including important dates and times, setup information, booth tips, event expectations, and helpful reminders. We encourage you to read through it together before the fair.

A few reminders for the big day:

- Arrive with plenty of time to set up your booth.
- Bring your biggest smile and be ready to greet customers.
- Know your products and be prepared to share your story.
- Have fun, learn something new, and support your fellow young entrepreneurs.

During the fair, you may also be visited by one of our **Secret Shoppers**. Don't worry—they aren't there to trick you! They simply want to learn about your business, encourage you, and celebrate all the hard work you've put into becoming a young entrepreneur.

Most importantly, remember that success isn't measured only by how much you sell. Success is trying something new, learning from the experience, building confidence, and taking the first steps toward your dreams.

Thank you for being part of our very first Future Founders Business Fair. We are honored to celebrate your creativity, hard work, and entrepreneurial spirit. We can't wait to see your amazing businesses come to life!

See you on **Saturday, November 14!**

With excitement,

Andrea Sponhower

Andrea Sponhower
Event Organizer
Future Founders Business Fair

Website: futurefoundersauburn.com

Event Details

Welcome to the Future Founders Business Fair! Below you'll find everything you need to know to help make your day fun, organized, and successful.

Event Information

Future Founders Business Fair

Date: Saturday, November 14, 2026

Public Shopping Hours: 10:00 AM – 1:00 PM

Location:
1110 W 15th St, Auburn IN 46706

Website: **futurefoundersauburn.com**

Vendor Schedule

8:00 AM – Vendor Check-In Begins

8:00–9:15 AM – Booth Setup

9:30 AM – Welcome & Vendor Meeting

10:00 AM – Doors Open to the Public

11:00 AM–12:00 PM – Secret Shopper Visits

1:00 PM – Business Fair Ends

1:00–2:00 PM – Booth Breakdown & Cleanup

What to Bring

Please remember to bring:

☐ Your products

☐ Table decorations

☐ Business sign

☐ Price signs

☐ Tablecloth

☐ Cash box with small bills and coins

☐ Card reader or QR payment option (if using)

☐ Shopping bags or packaging

☐ Business cards (optional)

☐ Water and snacks

☐ Tape, scissors, and extra supplies

☐ Extension cord (only if previously approved)

Parking & Check-In

When you arrive:

1. Check in at the Vendor Registration Table.
2. You'll receive any day-of information and be directed to your booth.
3. Finish setting up before the vendor meeting begins.

Please have your booth completely set up before customers arrive.

You will move your vehicle to the back of the location to allow for customer parking.

Booth Expectations

Each vendor will receive:

- One 6 foot table
- 2 Chairs *(this is based on participants listed on application)*
- The opportunity to showcase and sell your products to the community

Please keep all displays within your assigned booth space.

Event Reminders

- Young entrepreneurs should be the ***primary*** person interacting with customers.
- Parents are encouraged to support and encourage from behind the scenes whenever possible – **PLEASE DO NOT SELL** for your child.
- Be respectful and encouraging to every customer and fellow vendor.
- Keep your booth neat and welcoming throughout the event.
- Stay until the event officially ends at **1:00 PM** unless previously approved.

Need Help?

Throughout the day, volunteers will be available to answer questions and help with anything you need.

If you have an issue during the event, please visit the **Information Table** or speak with any volunteer wearing an event badge.

Most Importantly...

Have fun!

This day is about much more than making sales. It's about learning, building confidence, meeting new people, and celebrating your creativity and hard work. Whether you sell one item or one hundred, you are already a successful entrepreneur because you had the courage to bring your business to life.

We can't wait to see what you've created!

QUESTIONS YOU MAY BE ASKED by a SECRET SHOPPER



One of our Secret Shoppers may stop by your booth during the fair! They're there to support and encourage you while learning about your business. **Don't worry—there are no trick questions.** Just be yourself and have fun!

Here are some questions you may be asked:

ABOUT YOUR BUSINESS

1. What is the name of your business?
2. What inspired you to start your business?
3. Can you tell me about what you're selling?
4. Which product is your favorite, and why?

ABOUT YOUR PRODUCTS

1. Did you make these items yourself?
2. How long does it take to make one?
3. What materials do you use?
4. How did you decide on your prices?

ABOUT BEING AN ENTREPRENEUR

1. What has been your favorite part of starting a business?
2. What was the biggest challenge you faced?
3. What have you learned while preparing for the fair?
4. If you could create another product, what would it be?

CUSTOMER SERVICE

Be ready to:

- Greet customers with a smile.
- Make eye contact.
- Speak clearly and confidently.
- Answer questions politely.
- Thank customers for visiting your booth—even if they don't make a purchase!

REMEMBER...

The Secret Shoppers aren't looking for perfect answers. They're looking for entrepreneurs who:

- Are friendly and welcoming
- Know their business
- Can talk about their products
- Show enthusiasm and confidence
- Have fun!

Be proud of the hard work you've put into your business—we can't wait to see you shine!

FUTURE FOUNDERS
BUSINESS FAIR

VENDOR CHECKLIST

One Week Before the Fair

Let's get ready for a successful and amazing day!

BUSINESS BASICS

- [ ] I know the name of my business.
- [ ] My booth sign is finished.
- [ ] I know what products or services I'll be selling.
- [ ] All of my products are finished or on schedule to be completed before the fair.
- [ ] My products are clean, organized, and ready to display.
- [ ] I have enough inventory for the event.

PRICING

- [ ] Every item has a price.
- [ ] My prices are easy for customers to see.
- [ ] I know how much each item costs.
- [ ] I've practiced making change.

BOOTH DISPLAY

- [ ] My tablecloth is clean and ready.
- [ ] I have a display plan for my booth.
- [ ] My products are organized in an attractive way.
- [ ] I have containers, baskets, risers, or stands if needed.
- [ ] My decorations fit within my booth space.

MONEY & PAYMENTS

- [ ] I have a cash box or money pouch.
- [ ] I have plenty of $1 bills and coins for making change.
- [ ] My family has tested my digital payment option (if using).
- [ ] I have shopping bags, tissue paper, or packaging for purchases.

PRACTICE SELLING

- [ ] I can explain what my business sells.
- [ ] I know what inspired my business.
- [ ] I can answer questions about how I made my products.
- [ ] I've practiced greeting customers with a smile.
- [ ] I know how to thank customers after a purchase.

SECRET SHOPPER READY

- [ ] I reviewed the Secret Shopper questions.
- [ ] I can explain my favorite product.
- [ ] I know what I've learned from starting my business.
- [ ] I'm ready to share my entrepreneurial journey.

EVENT DAY SUPPLIES

- [ ] Products
- [ ] Booth sign
- [ ] Price signs
- [ ] Tablecloth
- [ ] Cash box
- [ ] Small bills and coins
- [ ] Payment device or QR code (if using)





- [ ] Bags or packaging
- [ ] Tape
- [ ] Scissors
- [ ] Pens and markers
- [ ] Extension cord (if approved)
- [ ] Water bottle
- [ ] Snacks
- [ ] Phone charger
- [ ] Business cards (optional)



THE NIGHT BEFORE

- [ ] Pack everything into one or two easy-to-carry bins.
- [ ] Double-check that nothing is left behind.
- [ ] Set out comfortable clothes and shoes.
- [ ] Charge your phone or payment device.
- [ ] Set an alarm.
- [ ] Get a good night's sleep!



FVTURE FOUNDER REMINDER

You've already done something amazing—you started a business!

Whether you sell one item or fifty, this experience is about learning, growing, and sharing your creativity with others. Be proud of your hard work, believe in yourself, and enjoy every moment of the fair.

GOOD LUCK, FUTURE FOUNDER—WE CAN'T WAIT TO SEE YOUR BUSINESS SHINE!

EVENT DAY

- [ ] Eat breakfast.
- [ ] Arrive on time.
- [ ] Set up your booth before customers arrive.
- [ ] Smile and welcome everyone who visits.
- [ ] Have fun!
- [ ] Support other young entrepreneurs by visiting their booths.
- [ ] Remember to say "Thank you!" to every customer.

HAVE FUN. BE CONFIDENT. YOU'VE GOT THIS!

Tips for Success

Sales Tips

Selling isn't about convincing someone to buy—it's about sharing something you're proud of!

Before Customers Arrive?

- Arrange your products so they're easy to see.
- Make sure every item has a price.
- Stand up and be ready to greet visitors.

Welcome Every Customer

Try saying:

- "Hi! Welcome to my booth!"
- "Thanks for stopping by!"
- "Would you like to see what I made?"

Know Your Products

Be ready to answer questions like:

- What is it?
- How did you make it?
- What materials did you use?
- What makes it special?
- Which one is your favorite?

Be Confident

Remember—you know your business better than anyone! Speak clearly, smile, and don't be afraid to share your story.

Thank Every Customer

Whether they buy something or not, always say:

- "Thanks for stopping by!"
- "Have a great day!"
- "Thank you for supporting my business!"

Customer Service

One of the most important parts of owning a business is making customers feel welcome.

Smile!

A smile is the easiest way to make someone feel comfortable.

Be Friendly

Say hello to everyone who visits your booth—even if they don't buy anything.

Listen Carefully

Answer questions politely and let customers finish speaking before responding.

Be Honest

If you don't know an answer, it's okay to say:

"I'm not sure, but I can find out."

Be Thankful

Every visitor chose to stop by your booth. That's something to appreciate!

If Someone Doesn't Buy

That's okay!

Simply smile and say:

- "Thanks for stopping by!"
- "Have a wonderful day!"
- "I hope you enjoy the rest of the fair!"

Remember...

People may not remember every product you sold, but they'll always remember how you made them feel.

A friendly smile, kind words, and a positive attitude can make your booth someone's favorite stop at the fair!

Bonus Tip Box:

⭐ The 5-Step Formula for Every Customer

1. **😊 Smile**
2. **👋 Say Hello**
3. **🛍️ Tell Them About Your Products**
4. **💵 Thank Them for Their Purchase (or Visit)**
5. **👋 Wish Them a Great Day!**

Display Tips

A great display helps customers notice your booth and makes shopping more fun!

Make Your Booth Inviting

- Use a colorful tablecloth.
- Display your business name where everyone can see it.
- Keep your booth clean and organized.

Show Off Your Products

- Place your favorite or best-selling items near the front.
- Use baskets, boxes, crates, or risers to create different heights.
- Group similar items together.
- Refill empty spaces as products sell.

Make Shopping Easy

- Clearly label every price.
- Leave space so customers can easily look at products.
- Keep fragile items where they won't get bumped.

Less Is More

A neat booth often looks better than one that's crowded. Give each product room to shine!

Money Tips

Being a great entrepreneur also means being responsible with money.

Before the Fair

✓ Bring a cash box or money pouch.

✓ Bring plenty of $1 bills and coins to make change.

✓ Practice counting money with a parent before the event.

During the Fair

- Count the money carefully before giving change.
- Put money away before helping the next customer.
- Keep your cash box closed when possible.
- If you're unsure how to make change, ask your parent for help.

Digital Payments

If your family is accepting digital payments:

- Make sure your QR code or payment device is easy to find.
- Confirm that payment has been received before handing over the product.

Helpful Tip

Don't rush! Customers would rather wait a few extra seconds than receive the wrong change.

Help Spread the Word!

Social Media

One of the best ways to have a successful business fair is to invite lots of people to attend! Every post, share, and invitation helps bring more shoppers to support our young entrepreneurs.

Invite Your Friends & Family

Be sure to tell:

- Grandparents
- Aunts & Uncles
- Cousins
- Neighbors
- Friends
- Teachers
- Church Family
- Coworkers
- Local Community Members

The more people who attend, the more opportunities every young entrepreneur has to share their business!

Share Your Business

Show everyone what you've been creating!

Ideas for posts:

- A sneak peek of your products
- A behind-the-scenes photo while making your items
- Your booth logo or business name
- A countdown to the event
- A favorite product you'll be selling

Don't forget to invite everyone to visit your booth on **Saturday, November 14!**

Tag Future Founders

When posting, be sure to tag or mention:

🌐 **futurefoundersauburn.com**

📱 **Future Founders Auburn** on Facebook

▶️ **Future Founders Vendor Showcase** on YouTube

Sharing your posts helps more people discover your amazing business!

Invite People Personally

Sometimes the best invitation is a personal one!

Send a text, Facebook message, or email saying:

> *"I'd love for you to come visit my booth at the Future Founders Business Fair on July 25! I've been working really hard on my business, and it would mean a lot to see you there."*

A personal invitation can make all the difference!

Let's Fill the Fair with Shoppers!

Every family who helps spread the word is helping **all** of our young entrepreneurs succeed.

Thank you for supporting this amazing community event!

Important Reminders

As the big day approaches, keep these important reminders in mind!

Before You Leave Home

- ✅ Bring all of your products.
- ✅ Pack your booth supplies.
- ✅ Bring your cash box and change.
- ✅ Don't forget your tablecloth and business sign.
- ✅ Bring water and snacks.
- ✅ Wear comfortable shoes.

At the Fair

- ⭐ Arrive on time.
- ⭐ Finish setting up before customers arrive.
- ⭐ Keep your booth clean and organized.
- ⭐ Stay at your booth unless someone is watching it for you.
- ⭐ Be respectful to customers, volunteers, and fellow vendors.
- ⭐ Cheer on and support the other young entrepreneurs!

During Sales

😊 Smile often.

👋 Greet every customer.

🗣️ Tell people about your business.

💵 Count change carefully.

❤️ Thank every customer for visiting your booth—even if they don't make a purchase.

Secret Shoppers

- Don't be nervous!
- Secret Shoppers are friendly community volunteers who are excited to hear your story and celebrate your hard work.
- Be yourself, answer their questions, and have fun!

Stay Until the End

- Please plan to remain at your booth until the fair officially ends at 1:00 PM.
- Leaving early can disappoint customers who came hoping to shop at your business and impacts the overall experience for everyone.

Most Importantly...

Remember why we're here.

This day is about:

- Learning new skills
- Trying something new
- Building confidence
- Meeting new people
- Having fun
- Celebrating creativity
- Growing as an entrepreneur

Whether you sell one item or fifty, you have already accomplished something amazing by starting your own business.

Be proud of yourself, encourage your fellow vendors, and enjoy every moment of this exciting experience.

You've worked hard to get here...

Now it's time to shine! 🌟

Frequently Asked Questions (FAQ)

Before the Fair

When should we arrive?

Vendor check-in begins at 8:00 AM. Please plan to arrive early enough to unload, set up your booth, and be ready before the vendor meeting.

What time do customers arrive?

The Business Fair is open to the public from 10:00 AM to 1:00 PM.

How much time do we have to set up?

Vendors may set up between 8:00 AM and 9:15 AM. All booths should be completely ready before the fair opens.

What happens if we're running late?

Please contact the event organizer as soon as possible. We understand that unexpected things happen, but arriving on time helps ensure a smooth experience for everyone.

Andrea Sponhower – 260.615.2710

Booth Questions

Will a table and chairs be provided?

Yes! Each vendor will be provided with a booth space, one 6 foot table, and chairs. You are responsible for bringing your own tablecloth, decorations, displays, products, and supplies.

Can we decorate our booth?

Absolutely! We encourage creative, eye-catching displays. Please make sure all decorations fit within your assigned booth space and do not block neighboring vendors.

Will electricity be available?

Electricity may be available for vendors who requested it in advance. Please bring your own extension cord if your booth requires power.

Can we hang signs on the walls?

Please use only approved methods and do not tape, staple, or attach anything to the walls unless permission has been given.

Sales & Payments

Can we accept credit cards or digital payments?

Yes! Families are welcome to use payment apps, QR codes, or card readers if they choose.

Should we bring cash?

Yes! We recommend bringing plenty of small bills and coins to make change for customers paying with cash.

Can we change our prices during the fair?

Yes, but make sure prices remain clearly marked so customers always know the cost of each item.

During the Fair

Can parents help at the booth?

Yes! Parents are encouraged to support and encourage their young entrepreneur. However, we ask that the child be the ***primary*** person greeting customers, answering questions, and making sales whenever possible. Please ***DO NOT SELL*** for your child!!

Can vendors shop at other booths?

Absolutely! We encourage young entrepreneurs to support one another. Just be sure someone is always available to watch your booth.

Can we leave our booth during the event?

Brief breaks are fine, but please ensure a parent or helper remains with your booth at all times.

What are Secret Shoppers?

Secret Shoppers are friendly volunteers who visit booths to learn about each business, purchase products using event-provided funds, and offer positive feedback. They are there to encourage—not to judge.

Please note: If your child is not at their booth when the secret shopper is there, this could lead to negative feedback.

Will there be food available?

No. Food will **not** be available for purchase during the event other than what other vendors are selling.

Please be mindful of your booth while taking snack breaks, and make sure a parent or helper is present if you need to step away.

What should I, as the parent, do if my child is not their booth when a customer arrives?

Greet the customer and let them know your child will be back shortly. You might say: "Hi! [Child's name] stepped away for a quick break. I'm happy to answer questions or help with a purchase while they're away!"

While we want our young entrepreneurs to take the lead, we also don't want to keep customers waiting. If a customer is ready to purchase, parents are welcome to complete the sale. Be sure your child shares their prices and payment instructions with you before stepping away. Once they return, let them take the lead again!

End of the Fair

Can we leave early?

We ask all vendors to plan to remain at the fair until it officially ends at **1:00 PM** so every visitor has the opportunity to shop at each booth.

If you have a scheduling conflict, please communicate with the event organizer **before the event**. We understand that special circumstances may arise, and pre-approved exceptions can be made when necessary.

If an unexpected emergency occurs on the day of the event, please notify the event organizer before packing up your booth.

What happens after the fair?

Once the fair closes, vendors may begin packing up their booths. Please clean your area before leaving and take all remaining products and supplies with you.

General Questions

What should I wear?

Wear comfortable clothing and shoes. Many young entrepreneurs also enjoy wearing clothing that matches their business or brand.

What if I sell out?

Congratulations! You can continue talking with visitors about your business, hand out business cards if you have them, and support the other young entrepreneurs.

What if I don't sell very much?

That's okay! Every business owner has different experiences. The goal of this event is to learn, build confidence, meet customers, and gain real-world business experience—not just to make sales.

Who do I ask if I need help?

Look for an event volunteer or stop by the Information Table. We're happy to help with questions or concerns throughout the day.

Still Have Questions?

We're here to help!

If you have questions before the event, please contact:

Andrea Sponhower
Future Founders Business Fair
🌐 futurefoundersauburn.com

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