

North Liberty Library Stork Storytime EXPO Vendor Frequently Asked Questions

Is there going to be an EXPO this year?

Yes, the 2020 Stork Storytime EXPO will be held on Sunday, August 30.

Will the library be open for the EXPO?

At this time, the library is uncertain when we will be able to have the public come into the library again. Even though the library is currently closed, we are still offering a variety of services and programs for the public in an on-line and contactless manner. The library will be transitioning the EXPO to a virtual format with a live webinar via Zoom on Sunday, August 30. The library felt proceeding with an on-line event would be in the best interest and safety for our vendors and attending families.

When can vendors register?

The registration is open now at:

<https://www.eventbrite.com/e/stork-storytime-expo-2020-tickets-96772933449?aff=ebdssbeac>

What is the EXPO registration deadline?

There will be a firm cutoff deadline for vendor registrations of 5pm on July 15 to enable the library time to coordinate recordings of the business bios and panel discussions.

What is the vendor cost to participate in the EXPO?

Non-profit organizations are free. The \$50 for-profit business charge will fund prizes for the Stork Storytime READS program and a merchandise table.

What is a merchandise table?

As previously mentioned, the library is uncertain when the public will be able to come into the library again. When that does happen, each for-profit business will have the opportunity to display an unmanned table in the library for the public to view your products/information. If the library is open to the public by the end of August, the merchandise tables will happen during the week of the EXPO. More details will be forthcoming on this opportunity.

What happens after a business or organization registers?

After you have completed the registration process, the library will add you to the Vendor List on our webpage at <https://northlibertylibrary.org/adult/stork-storytime/expo/> and you will be contacted to arrange a time to record a business bio.

What is a business bio?

The business bio provides an opportunity for you to share information about your business or organization with attendees. It will be recorded before the EXPO and linked to your name on the Vendor List. The length of the recording will be approximately 5 minutes and additional details will be sent to you after registration. These recordings will be available for the attendees and general public until the 2021 EXPO, providing an entire year's worth of exposure for your business or organization. You will be able to share your business bio via your social media platforms too.

What activities will take place on August 30?

The library is planning to host a live panel discussion and break-out sessions with all the vendors. This is an optional activity and not a requirement for vendors.

Tell me more about the panel discussion and break-out sessions.

These live programs will be offered the day of the EXPO via Zoom sessions. The panel discussion will be focused on health for new and expecting families and families with young children. The break-out sessions will follow and will be focused on education, entertainment and social services. The public will be encouraged to submit questions ahead of time and during the event. It will be recorded and available after the event.

Will there be any mini-programs or screenings this year?

Unfortunately, due to the nature of a virtual event, the EXPO will not be able to accommodate mini programs or screenings. Those organizations are still encouraged to register and participate in the business bios and live programs.

How can vendors get flyers or materials they normally distribute during the EXPO to the attendees and how many should be prepared?

Vendors can either mail these items to the library or drop off materials through the Library Hop service. The library suggests approximately 100 pieces of each item.

How will the attendees get these materials?

The library will assemble swag bags for attendees to pick up through the Library Hop service.

What is the Library Hop service?

Vendors can drop material off at the library front door between 8am-5pm Monday-Friday. Please call the library at 319.626.5701 when you are in the parking lot. Attendees will be able to pick up their swag bag in the same manner. This will all be done in a contactless manner.

Can vendors offer prize drawings?

Yes, the library will help coordinate the drawing and delivery of prizes.

What is the deadline for getting materials to the library?

The deadline for any materials to be included in the swag bags is Saturday, August 15.

How will the EXPO be promoted?

The library will utilize a variety of methods including print, TV, radio and our social media platforms and encourages each vendor to share via their social media outlets. The library will provide flyers and marketing materials to vendors for distribution at their locations.

Please contact the library at 319.626.5701 with any additional questions. We are excited to have you participate in our 2020 Virtual Stork Storytime EXPO!

Reminder to register by July 15

<https://www.eventbrite.com/e/stork-storytime-expo-2020-tickets-96772933449?aff=ebdssbeac>

Thanks to our event sponsor, Mercy Iowa City!