

PROGRAM TITLE: Prom Expo and Fashion Show

BRIEF PROGRAM DESCRIPTION: The Prom Expo is an opportunity for teenagers to see local vendors of prom-related products and services, as well as chance for vendors to advertise and generate business. Our collaboration with the local high school fashion merchandising class allowed students to showcase their skills and the latest in Prom Fashion. Gift bags of donated and purchased items were available for the first 50 teenagers through the door. Gift bags for males were also provided.

MATERIALS NEEDED:

- Phonebook to develop list of local vendors and/or organizations
- General letter of request for attendance
- General letter of request for door prize donations
- Follow-up phone list
- Brochures for event listing attending vendors
- Advertisement flyers
- Door prizes
- Gift bags
- Items for gift bags
- Thank you's
- Spring/prom-esque decorations
- Facility to hold event



COST: Approximately \$300 (including postage and paper for letters and brochures)

PROGRAM PROCEDURE:

- Decide if you can make the time commitment, this will take months to plan.
- Once decided, contact the local high school to see if collaboration is possible.
- If collaboration is possible, determine the roll the high school will play in the event (fashion show, facility etc.) A fashion show is not a requirement for a successful Expo.
- If the local high school does not wish to collaborate or host the event, find a facility with plenty of open space for vendors and participants.
- Plan the event to take place a month before your local prom.
- Look in the phonebook; generate a list of local vendors to invite. Make it a long list, many people you invite will decline or not respond. Be sure to inform each vendor that this is an **EXPO** setting and there will likely be “competing” businesses present.
- Make a list of businesses you wish to approach for door prizes. Some ideas include but are not limited to: Hair Salon Gift Certificates, Nail Gift Certificates, Discount Limo Coupons, Car Detailing Coupons, Free Tux Rental Certificates, Make-Over Gift Certificates, etc. **Tip:** If you invite someone to attend as a vendor and they decline, ask about a donation for a door prize or gift bag item.
- Once the vendor list is complete, you must organize where each station will be within the facility. Be sure not to have like-vendors next to each other to reduce competition.
- Advertise a month in advance. The flyers should catch eyes and keep attention. Mention that the first 50 (or any number) people through the door will receive gift bags.

- Put your gift bags together and collect your door prizes. Make sure there are some male-friendly bags and prizes, too.
- Do a follow-up call to all vendors attending the Expo. Give them times and directions. The Vendors should arrive and ½-1 hour before the event is scheduled to allow for set-up. You should arrive long before to set up spaces for the vendors and to decorate.
- Once the event is set up, get ready for a fun evening!

SOURCE OF PROGRAM: Brainstorming and collaboration with my fellow staff members.

USEFUL PLANNING RESOURCES:

- The Phonebook is your best friend
- Recommendations/word of mouth about vendors or services
- Community Members/Teen Volunteers
- www.naeir.org (see further details in “additional comments”)

ADDITIONAL COMMENTS:

- Expo portion of program should last between 1-1½ hours. Fashion shows (if any) should last for an hour.
- Have teen volunteers to give out gift bags, make refreshments, work door prize table, model prom gowns, and decorate.
- Contact Coca-Cola (or others) to donate drinks for event.
- Our first Prom Expo took place in our library and was very successful. You don’t need to go off-site for the evening to be a success.
- You don’t need to collaborate with the high school to have a successful program, but try to establish some kind of rapport with them to ensure turnout.
- Prepare for a large turnout. Our first Expo, we had about 70 people. Our second Expo brought us about 250 people!
- Gift bags don’t have to cost much...check out www.naeir.org. Non-profit organizations can apply for membership to receive surplus supplies from corporate donors for only the cost of shipping. Catalogs are sent describing available packages. In the past, the make-up packages and have been great. These, along with other donations, have made our gift bags plentiful and popular. We easily gave gift bags to the first 50 people through the door!
- Contact your local chapters of MADD and SADD to have a space at your event. They will promote prom and post-prom safety, pleasing parents and teachers.
- Cinderella Project of NH is a great organization to invite. Check them out at <http://www.thecinderellaprojectofnh.org>. They provide gowns, shoes, and accessories for prom-going girls who are less fortunate.
- Invite local beauty school students to attend and possibly give *demonstrations*.

CONTACT INFORMATION:

GOFFSTOWN PUBLIC LIBRARY
 Goffstown, NH
 603-497-2102

