

Creating Successful Events

How to Find Events

We connected with our leading event professionals to uncover their secrets for discovering the best events for their businesses. Their top tip? Proactively approach events you're interested in and, if possible, make a memorable in-person impression. For local events and fairs, simply complete online applications to join the fun as a vendor.

Best Event Types

The best event type is going to be what fits your style the most, but here is a list of event types that some of our dealers have had the most success with:

- Pools
- Parks
- Sports complexes/tournaments
- Business employee appreciation
- Family-friendly festivals
- State/County/Local fairs
- Street Fairs
- Beaches
- School Events (Carnivals, field days, graduation)

Event Pricing

Dealers use various pricing strategies for events, tailored to each occasion. Many dealers have found success in offering a streamlined menu with just one size, making events more manageable. Here are some proven tactics from our dealers to enhance your event experience:

- For an employee appreciation event, charge for a set amount of servings for 1 hour.
- For a community event, charge a flat fee for unlimited servings for 1 hour.
- For a birthday party, charge a flat fee for 30 servings.

Since you as a dealer can set your pricing, you are able to determine the pricing models that will work best for your events and may even have different pricing models from one event to another.

Podcast on Events

Tropical Sno – Spotify

- Expanding Through Partnerships & Events with Rose Simmons:
<https://open.spotify.com/episode/3w6B6XyG5gpXXM0O3NgBUU?si=goiL5u3KTmOfRFI705Az7g>