



Howdy Vendors,

First Monday Trade Days is planning a TEXAS-SIZED Easter egg hunt to take place during the April market (April 1-4)! We want to turn this into the largest Easter egg hunt around and we need your help.

This is what we are going to do:

- Spread the word to all the shoppers that FMTD is going to have a TEXAS-SIZED Easter Egg hunt around our grounds. This should bring in some new crowds as well as get them to explore different parts of First Monday.
- We are going to bring in the Easter Bunny for photographs.
- We are going to have what we are calling a “MEGA-HUNT” near Trade Center 1 on Saturday April 3rd at 2 p.m. for the kids! The MEGA-HUNT is going to be a huge Easter Egg hunt.
- Also, at the same time, we are going to have an “Easter Hat Contest” with a great prize for the winner.
- We are going to spread some Easter Eggs around the grounds (eggs in vendors booth will be up to the vendors)

We hope you will help us by participating and doing the following:

- Bring Easter eggs to hide in and around your booth! (We will have some available at the Log Cabin to pick up as well.)
- Hide little prizes in them including: Candy, Coupons for your merchandise and even some CASH (it doesn't have to be a lot)!
- Decorate your booth with an Easter theme.
- Help us get the word out!

What's in it for you?

Aside from new shoppers that might not have ever visited your booth, any vendor that participates will be placed into a drawing to win a \$100 credit towards your next booth rental. There will be three of these drawings! Make sure you let us know you are participating by turning in your booth number and last name to staff at the log cabin.

*One entry per vendor

Why are we doing this?

We are hoping by hosting fun activities at First Monday, we are keeping shoppers here longer by giving them more to do and see. Also, when someone participates in an event or activity like this, they are likely to share their experience online with their friends. Word of mouth marketing is the best form of advertising and we know it will lead to more shoppers now and in the future.

Hippity-Shoppity,

First Monday Staff