



# Vendor Demo Guidelines

Thank you for your interest in scheduling a demo at Standard Market. Demos are truly the most effective way for you to get your products into our guests' hands and to "move the needle" sales-wise. Vendor representatives are ambassadors for your products AND for our stores, so we need their attitude and personal/product presentation to be ON POINT! Any individual conducting a demo at Standard Market that fails to comply with the following guidelines will be asked to leave the store and further action may be taken.

## Vendors/vendor representatives must do the following:

- Schedule all demos using the [online platform](#) we've created. Your requested demos ARE NOT CONFIRMED until you receive a confirmation email. Demos must be requested at least two weeks in advance, unless other arrangements have been made with our [Demo Coordinator Max Wolod](#).
- Provide a Certificate of Insurance ("COI") for the vendor's company and a valid ANSI-certified Food Handler's Permit for the person conducting the demo by email to [Demo Coordinator Max Wolod](#) AT LEAST one week in advance of the demo date requested.
- Bring a table (no larger than 6 feet), a tablecloth, and a small trashcan in addition to all ancillary demo supplies such as sample cups, utensils, toothpicks, napkins, plates, extension cord if power is needed, etc. If power is needed, arrangements must be made ahead of time with [Demo Coordinator Max Wolod](#).
- Bring all the product that you will sample with you unless you have made previous arrangements with [Demo Coordinator Max Wolod](#). Product is not to be taken from the shelf for demos.
- Check in with Customer Service at least 15 minutes prior to your scheduled demo to prepare and set up.
- During the demo, the person conducting the demo must:
  - Maintain a clean and professional personal appearance. Acceptable attire is business casual or vendor-branded apparel, including t-shirts. No gum-chewing and no sitting down unless prior arrangements are made due to medical necessity.
  - Maintain a clean, full, appealing, and exciting table appearance.
  - Demonstrate fluency with the products being demoed, i.e. ingredients (allergens), price and location of the product(s) in the store, and the story of the product/vendor.
  - Display a positive attitude, enthusiasm, and a sincere focus on guest interaction/engagement.
  - Follow all Health Department safe food handling procedures.
  - Never supply demo product to children without permission from their parent/guardian.
  - Never leave demo unattended.
  - Never have outside food or drinks visible around the demo table.
  - STAY OFF THEIR CELL PHONE!!!
  - Have fun! The idea is to educate customers on the product and to SELL, not just feed people.
- After the demo, the person conducting the demo must:
  - Clean up after themselves!
  - Check out with Customer Service and/or the manager-on-duty MOD.