



Information for Dunedin Diwali Festival – RETAILERS and INFO STALLS

Event name	Dunedin Diwali festival			
Event location	More FM Arena, Edgar Centre, 116 Portsmouth Drive, Andersons Bay, Dunedin			
Description of event	Discover the magic of Diwali at the Dunedin Diwali Festival. Enjoy live music, savour authentic Indian cuisine, be captivated by cultural performances and participate in interactive activities. This family-friendly, alcohol-free event is open to all with free entry. The event aims to showcase the richness and diversity of Indian heritage to the local community.			
Target audience	Indian and wider Dunedin and Otago community			
Crowd numbers expected	Spectator numbers	>750	Participant numbers	50-100
Event date and Time	9 November 2024, 3:00 PM - 8:00 PM			

Event organiser details

Name of event organiser	Dunedin Indian Association	Contact number (during the event)	0211347338
Name of alternative contact person	Rohit Jain Priyanka Majumdar Sridhar Kasibatla	Contact number (during the event)	Rohit Jain – 021 134 7338 Sridhar Kasibatla – 021 105 0212 Priyanka Majumdar - 0210 258 6950

Email: contactus@indianzdunedin.org

Website: <https://indianzdunedin.org/>



Information Pack for Food Vendors

Essential information

Arrival: You can set up your stall from **1:30 PM onwards**, stall **MUST** be ready before gates open at **3 PM**.

Table Size: 2.4 meters x 0.6 meters

Table Covers: 1 table cover provided by the DIA

Number of tables: 1 table will be provided by DIA.

Table Configuration: You can bring one more table: We will provide one table for display and your table can be for storage.

Power Supply: Standard power outlets will be provided.

Electrical equipment: Ensure equipment is tagged to ensure safety

Payment: No EFTPOS available. Vendors must provide a means of payment (cash or contactless payment via phone).

Internet: Wi-Fi will be available.

Essential Tips:

Retailers

- **Clear and Organized Display:** Present your products in a visually appealing and well-organized manner. Use appropriate signage and labeling to highlight key features and benefits.
- **Competitive Pricing:** Research market prices and offer competitive pricing to attract customers. Consider offering discounts or promotions to incentivize purchases.
- **Product Knowledge:** Ensure your staff is knowledgeable about your products and can answer customer questions effectively.
- **Customer Service:** Provide excellent customer service, including greeting customers warmly, assisting with product selection, and handling returns or exchanges efficiently.
- **Accept Multiple Payment Methods:** Offer various payment options, including cash, credit cards, and mobile payments, to accommodate different customer preferences.

Information Stall Holders

- **Engaging Display:** Create a visually appealing and informative display that attracts attention and conveys your message.
- **Relevant Information:** Provide accurate and up-to-date information on the topic you are promoting. Use clear and concise language that is easy to understand.



- **Interactive Elements:** Incorporate interactive elements, such as quizzes, games, or demonstrations, to engage visitors and make your stall more memorable.
- **Staff Training:** Ensure your staff is knowledgeable about the topic you are promoting and can answer questions effectively.
- **Collect Feedback:** Gather feedback from visitors to assess the effectiveness of your stall and identify areas for improvement.
- **Networking Opportunities:** Use the event as an opportunity to network with other attendees and potential partners.

By following these tips, retailers and information stall holders can maximize their success at the event and achieve their desired goals.

Happy Diwali