Sample all that the Sierra Nevada region has to offer...
Bijou Community Park
South Lake Tahoe, CA
Saturday, September 12, 12pm-5pm

VENDOR OPPORTUNITIES

Why sign up to be a Sample the Sierra Vendor?

• Showcase your business to more than 1,500 event attendees.
• Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.
• Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, the LA Times, the NY Times and Washington Post.

In 2019 Sample the Sierra generated over 8.7 million media impressions:

• 8M impressions generated by online advertising and content
• 1.5M impressions generated by print advertising and content
• 200K impressions generated by social media promotion

Here are some statistics about the customer you are likely to gain from this event:

• 95% of guests will visit a participating restaurant after attending the festival
• 96% of guests will visit a participating winery/brewery after attending the festival
• Overnight visitors spend an average of $565 during their 2 night stay
• 76.5% of guests are visitors to the area

Sample the Sierra aims to increase the awareness of our region’s bounty, heritage, culture and activities

What else can you ask for?
Apply Today
www.SampletheSierra.com