

Pop-Up Vendor Onboarding Email Templates

5 ready-to-send email templates for every stage of vendor coordination

How to use: Copy each template, replace all [bracketed placeholders], and send from your event email address.

All 5 templates cover the complete vendor journey: Application -> Acceptance -> Documents -> Countdown -> Thank You.

T-01 - Application Received

When to send: Send within 24 hours of receiving an application.

Subject: Your Application to [Event Name] - Next Steps

Hi [Vendor Name],

Thank you for applying to be a vendor at [Event Name] on [Event Date] at [Venue Name, City].

We've received your application and our team will review all submissions by [Review Deadline]. You'll hear from us within [2-3] business days of that...

In the meantime, please make sure you have the following ready to submit if accepted:

- * Certificate of Insurance (COI) naming [Organizer Name] as additional insured
- * [State] business license or seller's permit
- * Food handler permit (food/beverage vendors only)
- * Signed vendor agreement

If you have questions, reply to this email or contact us at [organizer email].

We're excited about your application and look forward to reviewing it!

Warm regards,

[Your Name]

[Event Name] Vendor Coordination Team

[Website URL]

T-02 - Acceptance + Onboarding

When to send: Send immediately after acceptance decision.

Subject: You're Accepted! Next Steps for [Event Name]

Hi [Vendor Name],

Great news - you've been accepted as a vendor at [Event Name]!

Here are your booth details:

- * Event Date: [Date], [Start Time] - [End Time]
- * Load-In Window: [Load-In Start]-[Load-In End] (your assigned slot: [Slot])
- * Booth/Space #: [Booth Number]
- * Booth Size: [Dimensions, e.g. 10x10 ft]
- * Address & Parking: [Venue Address], [Parking Notes]

ACTION REQUIRED - Please complete these steps by [Deadline]:

1. Sign the vendor agreement (link below): [E-Signature Link]
2. Pay your booth fee (\$[Amount]): [Payment Link]
3. Upload your COI and any required permits: [Upload Link]

Once all three steps are complete, your spot is confirmed. Incomplete applications

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Continued (Acceptance + Onboarding)

by the deadline may be offered to waitlisted vendors.

Reply to this email with any questions. We can't wait to have you!

Warmly,

[Your Name]

[Event Name] Vendor Coordination

[Website] - [Phone]

T-03 - Document Follow-Up

When to send: Send 2-3 weeks before event to vendors with missing docs.

Subject: [Event Name] - Document Reminder (Action Needed)

Hi [Vendor Name],

We're looking forward to seeing you at [Event Name] on [Date]! Just a quick note - we're still missing the following from your onboarding package:

- ☐ Certificate of Insurance (COI)
- ☐ Business license / seller's permit
- ☐ Food handler permit (food vendors only)
- ☐ Signed vendor agreement

We need these on file before [Document Deadline] to keep your spot confirmed. Late submissions can delay your load-in assignment.

To submit: [Upload Link or Reply Instructions]

If you've already sent these and received this in error, please reply and we'll sort it out. Thank you for helping us keep everything running smoothly!

Best,

[Your Name]

[Event Name] - [Contact Email]

T-04 - 1-Week Countdown

When to send: Send 7 days before the event to all confirmed vendors.

Subject: [Event Name] is [X] Days Away - Final Logistics

Hi [Vendor Name],

[Event Name] is coming up fast! Here's everything you need for a smooth event day.

YOUR DETAILS:

- * Date: [Event Date]
- * Your Load-In Slot: [Time Window]
- * Your Booth #: [Number] - see attached site map
- * Venue Address: [Full Address] - Parking: [Parking Notes]

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Continued (1-Week Countdown)

LOAD-IN RULES:

- * Arrive at the vendor entrance (NOT the public entrance): [Entrance Description]
- * No vehicles on-site after [Time] - please plan accordingly
- * Booth must be fully set up by [Setup Deadline]
- * Bring a copy of this email as your check-in confirmation

WHAT TO BRING:

- * Photo ID + a copy of your COI (we'll have it on file, but bring a backup)
- * All display materials, tablecloths, and signage
- * Payment terminal / change (POS systems must be tested before opening)
- * Extension cords if using our power hookup (bring surge protectors)

Questions? Reply to this email or text [Phone] day-of.

We're so excited for this event. See you soon!

[Your Name]

[Event Name] Vendor Team

T-05 - Post-Event Thank You + Feedback

When to send: Send within 24 hours of event end.

Subject: Thank You for Participating in [Event Name]!

Hi [Vendor Name],

What a fantastic event! Thank you so much for being part of [Event Name] - vendors like you are what make these events special for our community.

We hope it was a great day for your business. We'd love to hear how it went:

- > Take our 2-minute vendor feedback survey: [Survey Link]
- > Or just reply to this email with your thoughts

WHAT'S NEXT:

- * Photos from the event will be posted to [Social Media Handle] - please tag us!
- * Interested in future events? Join our vendor list: [Sign-Up Link]
- * Have a vendor friend we should invite? Share this link: [Application Link]

[If applicable: Your final payment / stipend will be processed by [Date].]

It was a pleasure coordinating with you. We hope to see you at our next event!

With gratitude,

[Your Name]

[Event Name] - [Organization Name]

[Website] - [Social Handle]

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Continued

Coordinate all your vendors in one place - try PopUpSync

Stop copying and pasting emails. PopUpSync automates vendor reminders, document collection, and vendor portals - so every email above sends itself. -> popupsync.com