



Tips for a Successful Hub City Fest

- Be creative! Think of a unique way to interact with students and make your business or group stand out.
- Be social! Be prepared to connect with students via your social media platforms. Bring an iPad or computer to provide students an opportunity to connect.
- Samples and giveaways! Can you bring any of your products to show students exactly what you do? If so, bring it with you. Do you have anything you can hand out to students? Bring that too.
- Coupons and incentives drive students to your website or property. Think of a call to action that will put students on your front porch...make sure your front porch is ready for them.
- Host a raffle for your product or service and announce a winner while at Hub City Fest.
- Many students will have debit/credit cards. If selling, think about how you will collect payment. Remember, we cannot provide access to internet or electricity. We are also unable to make change on site.
- Show your Texas Tech spirit! Wear Red and Black!
- Have fun! If you are having fun, then the students will be having fun too!