

BEECH FEST

MERCHANT ACTIVATION GUIDE

Saturday, September 12, 2026 · 3–9 PM · Beechwood Ave (Marier to Loyer)

BeechFest brings thousands of neighbours to Beechwood for a day of music, food, art and family fun — right outside your door. It's your moment to draw the crowd in. Here's how to make the most of it.

WAYS TO ACTIVATE YOUR STOREFRONT

Pick one, mix a few, or invent your own — we're happy to help you shape it.

Spill onto the sidewalk — a sidewalk sale, product demo, or tasting table

Bring the sound — a DJ or musician at your door, with coupons to hand out

Give a little something — a free sample, treat, or day-of discount

Offer a mini-experience — quick assessments, consultations, or a live demo of what you do

Create a photo moment — a themed backdrop or photo booth people want to share

Lead a free class or demo — a short outdoor session — fitness, craft, or tasting

Dress the part — lean into the BeechFest colours and energy out front

THE BIA PROVIDES

- Road closure, permits & event footprint
- Promotion: social, signage & website listing
- Thousands of attendees walking your block
- A hand shaping your idea, if you want one

YOU BRING

- Your activation setup & staffing
- Any products, samples or giveaways
- Your storefront & sidewalk space
- Activity permits (sound, food) — we'll advise

READY TO ACTIVATE?

Tell us your plan early — the sooner we know, the more we can help promote it. Not sure where to start? We'll help you shape something that fits your business.

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