

# MFBAMC Publication No. 1002

## Food Truck Event Planning Guide

*A Professional Resource Published by the Mobile Food & Beverage Association of Marion County*

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### Welcome

Planning an event involves hundreds of decisions, but few have a greater impact on your guests than food.

Food trucks have become one of the most popular attractions at festivals, community celebrations, schools, churches, businesses, neighborhood gatherings, and private events because they offer variety, convenience, and an exciting dining experience.

The Mobile Food & Beverage Association of Marion County was established to help event organizers successfully coordinate professional food trucks and mobile food & beverage vendors. Our goal is to simplify the planning process while helping create an organized, enjoyable, and memorable event.

This guide has been developed to answer many of the most common questions event organizers ask when planning food truck events. It reflects the Association's experience working with event organizers and food truck operators while promoting professionalism, cooperation, and excellence.

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### Why Work With the Association?

Planning a successful food truck event involves much more than inviting vendors.

- The right number of food trucks.
- The proper variety of food.
- Vendor communication.
- Site layout.
- Arrival times.

- Utilities.
- Parking.
- Customer flow.

These details can determine whether an event is merely good—or truly exceptional.

The Mobile Food & Beverage Association of Marion County helps coordinate these details so event organizers can focus on the many other responsibilities involved in hosting a successful event.

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## Every Event Matters

### **No event is too small.**

Whether your event requires **one food truck** or a complete lineup of food trucks and mobile beverage vendors, the Mobile Food & Beverage Association of Marion County is committed to providing the same professional standards, coordination, and personalized service.

A company appreciation lunch, church fellowship, school activity, neighborhood gathering, birthday celebration, grand opening, charity fundraiser, or large community festival all deserve the same careful planning and dependable support.

Our standards and procedures remain consistent regardless of the size of the event.

Every client receives the same attention to detail, professional coordination, responsive communication, and commitment to excellence.

From **one food truck** to a major community festival, our mission never changes:

**To help make your event organized, successful, and memorable.**

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## How Many Food Trucks Should You Have?

One of the most common questions we receive is:

**“How many food trucks do I need?”**

There is no single answer because every event is different.

As a general guideline:

- Events centered around dining often require approximately one food truck for every 200–300 expected attendees.
- Events where food is secondary often require approximately one food truck for every 400–500 attendees.
- Most food trucks generally need a steady flow of customers throughout an event to operate successfully.

Every event should be evaluated individually.

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## Attendance Matters

Food trucks begin purchasing food and preparing inventory days before many events.

Keeping vendors informed of attendance changes allows them to prepare appropriately and better serve your guests.

Whenever possible, updated attendance estimates should be shared approximately one week before the event and again within 48 hours of the event.

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## Understanding Payment Options

Food trucks may be compensated in several ways depending upon the type of event.

### Organizer Pays

Ideal for private parties, corporate events, and catered functions.

### Guests Pay Vendors

Most common for festivals and public events.

### Guaranteed Sales

A useful option when attendance is uncertain or multiple trucks are desired.

### Vendor Participation Fees

When participation fees are charged, organizers should recognize the financial impact those fees have on participating vendors and carefully consider reasonable alternatives.

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# Variety Creates a Better Experience

Guests appreciate choices.

Selecting several vendors that all serve nearly identical menu items often limits the overall experience.

A balanced variety of cuisines and beverage options helps improve customer satisfaction while providing each vendor with the opportunity to succeed.

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## Preparing for Event Day

Successful events begin long before guests arrive.

Event organizers should communicate:

- Arrival instructions
- Setup times
- Parking information
- Utility availability
- Permitting requirements
- Insurance requirements
- Emergency contacts
- Event schedules

Providing complete information early helps eliminate confusion and allows vendors to focus on serving your guests.

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## Site Layout

Thoughtful planning contributes significantly to the success of any event.

Consider:

- Flat parking areas
- Safe vehicle access
- Customer traffic flow
- Truck spacing
- Overhead clearances
- Nearby seating

- Waste containers
- Restroom access

These considerations improve both the guest experience and vendor operations.

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## Frequently Asked Questions

### Can food trucks cater private events?

Yes. Many food trucks offer private catering and customized menus.

### Does the Association charge event organizers?

When Association member food trucks are selected, there is generally no charge for the Association's coordination services.

### When should I contact the Association?

As early as possible.

Early planning provides the greatest opportunity to coordinate the right food trucks for your event.

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## Our Commitment

The Mobile Food & Beverage Association of Marion County is committed to the principles of:

**Professionalism**

**Integrity**

**Cooperation**

**Excellence**

These principles guide every recommendation we make, every event we coordinate, and every relationship we build.

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## Planning an Event?

Whether you need **one food truck** or an entire lineup of professional food trucks, the Mobile Food & Beverage Association of Marion County is ready to help.

Contact us early in your planning process, and let our experience, organization, and commitment to excellence help make your next event a success.

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### Mobile Food & Beverage Association of Marion County

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**QR Code**

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### Association Creed

**“We are not merely booking events. We are building an industry worthy of the communities we serve.”**