DOUGH-PRENEUR LICENSING PROGRAM

Recommended Event Display

The equipment we recommend for storing, transporting and selling Alumni grab-and-go edible cookie dough cups, to the event, during the event and back home again.

STANDARD EVENT SETUP



TO THE EVENT

Pack & transport

Load your cups into the transport cooler (6) so they stay cold on the drive. Bring the cart, umbrella, banner, sample display and chalkboard sign.

DURING THE EVENT

Display & sell

Keep cups in the cart (1) under the umbrella (2). Offer samples from the covered display (3), and let the banner (4) and menu sign (5) draw people in. Restock from the cooler.

AFTER THE EVENT

Pack up & head home

Move any remaining cups back into the transport cooler for the trip home, then break down the display. Everything packs up for the next event.

Equipment & Estimated Costs

Already have some of these? You only need to buy what's missing.

#	ITEM	WHAT IT'S FOR	WHERE TO BUY	EST. PRICE
1	**Branded vending cart** Arctic Black Mobile 288 Qt. Customizable Cooler, item IRP 3805050	Holds and displays the grab-and-go cups during service	**WebstaurantStore**	**$1,253**
2	**Branded umbrella** 7' Wood Market Umbrella with Valance, Crimson Red/White (SKU 481-AU0V46)	Shade for product and staff, and brand visibility across the event	**4AllPromos**	**$150**
3	**Sample display with lid** QaalSXytor 6-Pan Countertop Cold Food Serving Station	Covered six-pan tray on top of the cart, one pan per flavor for sampling	**Amazon**	**$90**
4	**Branded retractable banner** 33" x 81" Retractable Banner	Tells passersby what you sell from a distance	**VistaPrint**	**$145**
5	**Chalkboard A-frame menu** A-Frame Chalkboard Sign, 40" x 20"	Shows the six flavors and the $5-per-cup price at a glance	**Amazon**	**$54**
6	**Transport cooler** Igloo 150 Qt. MaxCold Cooler	Keeps cups cold to and from the event and holds backstock for restocking	**Sam's Club**	**$95**

Typical recommended display, all six items — $1,787

Prices as listed on each company's website, November 2026. Prices can change, and shipping and tax are not included.