



March 10, 2008

Dear Friend,

We are excited to invite you to participate in the 6th annual Richmond Vegetarian Festival on Saturday, June 21, 2008 from noon-6pm. Our festival is one of the largest and most exciting vegetarian events in the country. In addition to magazine, newspaper, television, and radio publicity, word of mouth travels fast and the festival boasts attendance of more than 4,000 people each year! Responding early will secure your place to promote your business or nonprofit; we offer an early registration discount to replies with full payment postmarked by April 30th.

Our event draws not only vegetarians, but many others interested in exploring healthy foods and lifestyles. Our exhibitors will be offering food samples and selling animal-friendly products. Local restaurants will offer delicious vegetarian meals and snacks. Our professional cooking demonstrations, non-profit educational organizations, and exciting children's activities will ensure there is something for everyone to enjoy. Festival-goers will also have the opportunity to listen to knowledgeable speakers discuss health, nutrition, and other vegetarian-related topics.

The festival is organized by Vegan Action and the Vegetarian Society of Richmond, both non-profit organizations dedicated to educating the community about the benefits of vegetarianism. All of the festival organizers donate their time and talents, a key factor in keeping our exhibitor fees low.

Once again our festival will take over the beautiful and conveniently located Azalea Gardens at Bryan Park, off the I-95/I-64 interchange. Festival admission is FREE to the public! If you have questions about the Richmond Vegetarian Festival 2008, please call (804) 262-8507, e-mail us at chris@ca4a.org, or contact your vendor coordinator.

We look forward to working together to make our 6th festival the greatest success yet!

Warmest regards,

A handwritten signature in black ink that reads "Christopher D. Patterson, D.V.M." The signature is written in a cursive, flowing style.

P.O. BOX 6692
RICHMOND, VA
23230-0692

804.262.8507
CHRIS@CA4A.ORG
WWW.VEGGIEFEST.ORG

Christopher D. Patterson, D.V.M.
Festival Coordinator



EXHIBITOR CONTRACT

(CONTINUED ON REVERSE)

My organization requests exhibitor space at the **Richmond Vegetarian Festival 2008** to be held **Saturday, June 21, 2008, in Bryan Park in Richmond, Virginia, from noon to 6 p.m.** Rain date is Saturday, July 12, 2008 (same location, same time). Enclosed are the following fees:

Registration fees for exhibitors:

PRESENTER

(must be postmarked by April 30)

\$2,100

- 10'x10' space
- Tent provided
- 2 - 6' tables & 4 chairs
- Location of choice at festival
- Name on production materials: "PRESENTED BY ..."

SPONSOR

(must be postmarked by April 30)

\$600

- 10'x10' space
- Tent provided
- 2 - 6' tables & 4 chairs
- Premium location at festival
- Name & logo on production materials

VENDOR

- 10'x10' space
- 6' table & 2 chairs

STANDARD

(must be postmarked by May 21)

- \$200
 \$300 (Tent provided)

OR

EARLY BIRD SPECIAL

(must be postmarked by April 30)

- \$175 (save \$25)
 \$275 (Tent provided)

NONPROFIT ORGANIZATION & FARMER'S MARKET

- 10'x10' space
- 6' table & 2 chairs

STANDARD

(must be postmarked by May 21)

- \$75
 \$175 (Tent provided)

OR

EARLY BIRD SPECIAL

(must be postmarked by April 30)

- \$50 (save \$25)
 \$150 (Tent provided)

***All registrants serving food must have a tent.**

Check here if electricity is required, please include an additional \$50. We encourage you to provide your own electricity i.e. generator.

Total Amount Enclosed \$ _____

Make check payable to **Vegan Action**.
 Mail check and Exhibitor Contract to: P.O. Box 6692,
 Richmond, VA 23230.

PLEASE PRINT

Organization _____ Contact Person _____

(Please provide your organization's name exactly as you want it to appear in festival publicity)

Address _____ City/State/Zip _____

Phone Number _____ Fax _____ E-mail _____

Web Address _____ (so your site can be linked to from the festival site)

How Space will be Used (Please be specific i.e. foods served, services provided, literature offered.): _____

RAFFLE DONATION - Please donate an item or service to help raise money for the festival. Donors will be recognized on our website and in the festival program. Please list your donation below including name, brief description, and estimated cost. Thank you! : _____

BIODEGRADABLE/ENVIRONMENTALLY-FRIENDLY SERVING PRODUCTS - Check here if you are interested in receiving information about such products. We will do a bulk order for all interested vendors, especially food vendors, which will significantly reduce the cost.

By signing below, I certify that I will abide by this Exhibitor Contract and that I have read and signed the Rules Governing Exhibitors accompanying this contract and the Additional Rules Governing Exhibitors Distributing Food if I am requesting an exhibit that distributes food. My signature affixed beneath these accompanying Rules indicate that I agree to abide by the Rules. I understand that this contract is not valid until I have returned this signed original of the contract to festival officials, and they have verified confirmation of the contract via fax, e-mail, or telephone.

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 RICHMOND, VA
 23230-0692

804.262.8507
 CHRIS@CA4A.ORG
 WWW.VEGGIEFEST.ORG

 Exhibitor Signature/Title

 Date

 Festival Management Signature/Title

 Date

RULES GOVERNING EXHIBITORS (CONTINUED FROM REVERSE)

Please read carefully. These rules are part of the exhibitor contract.

- 1. Show and sale license:** Festival Coordinators will purchase a show and sale license for The Richmond Vegetarian Festival from the City of Richmond that exempts exhibitors from purchasing a separate vendor's permit or business license for this festival.
- 2. Subletting Not Permitted:** Subletting of exhibitor space partially or in its entirety is not permitted.
- 3. Setup Instructions:** Exhibitors must allow adequate time to set up their booths. **All exhibitors must be set up and ready for visitors by 11 AM.** When you arrive at Bryan Park, a festival volunteer will have you sign in and direct you to your booth and answer any questions that you may have. **Exhibitors are required to stay the entire duration of the festival (12 P.M. to 6 P.M.) with a functioning exhibit.**
- 4. Parking:** Free parking will be available at Bryan Park. During setup hours and after the event, you will be able to park your vehicle temporarily by your booth to unload. **All exhibitors must remove their cars from the festival area before 11 AM and park in the designated exhibitor parking area.**
- 5. Electricity:** Electricity will not be available to exhibitors unless it is essential to the operation of your exhibit. Let festival coordinators know on your application if electricity will be necessary; there may be additional fees if electricity is required and we want to make sure that arrangements are made beforehand so that your exhibit is successful.
- 6. Signage:** All exhibitors must have adequate signage clearly identifying the name of their business or organization. Exhibitors distributing food must include the name of the food they are serving, a complete list of ingredients in that particular dish, and prices.
- 7. Table Coverings and Canopies:** All tables must have coverings, such as tablecloths. You must supply your own table coverings. Tent canopies will be available for rental (we must be notified of your request for a tent when we receive your signed application), or you may bring your own tent for use.
- 8. Care of Space:** Exhibitors must keep the areas around their booths clean. Exhibitor spaces must be surrendered in the same condition in which they were when received. Festival coordinators will provide garbage cans and recycling bins. In case of damage, exhibitors will pay such claims as are necessary to restore such spaces to their original conditions.
- 9. Festival Cancellation:** If any contingency interrupts or prevents the holding of the Richmond Vegetarian Festival, including but not limited to inclement weather or other acts of nature, festival coordinators shall in no way be liable to exhibitors. Exhibitor registration fees cannot be refunded if the festival is

interrupted or canceled since the fees are disbursed before the festival for operating licenses, permits, park rental fees and liability insurance required by the City of Richmond and for equipment rentals, festival supplies, and festival promotion.

- 10. Limitation of Liability:** Exhibitors agree to make no claim for any reason against festival coordinators, Vegan Action or The Vegetarian Society of Richmond for loss, theft, damage, or destruction of goods, nor for any injury to themselves, their employees or volunteers, or festival visitors incurred at the festival. Exhibitors agree to indemnify festival coordinators, Vegan Action and The Vegetarian Society of Richmond against litigation and hold them harmless for any liability arising out of the exhibitor's participation in the festival. Exhibitors agree to accept full responsibility for any such loss, theft, damage, destruction of goods, or injury caused or experienced by the exhibitor.
- 11. Recyclable/Recycled/Reusable/Biodegradable Products:** In an attempt to maintain the beauty of Bryan Park and to protect our environment, we strongly encourage the use of recyclable, recycled, reusable, and biodegradable serving or packaging products. We will be happy to offer suggestions in regards to such products.
- 12. Rain Date:** All of the above rules apply to the rain date on Saturday, July 12, 2008. Any decision to postpone the festival to the rain date will be made at least 24 hours prior to the original date, if at all possible. Vendors will be notified via e-mail, telephone or both. Information will also be posted at www.veggiefest.org as soon as it becomes available.

13. Water: Potable water will be provided for food vendors but vendors are encouraged to bring their own if possible. **Bottled water (or any form of water) can not be sold by vendors.** Festival coordinators will be selling water as a fundraiser to cover the many expenses associated with the event. Your cooperation in this matter is greatly appreciated.

14. Farmer's Market: Only vendors who raise produce or make vegan food products from items raised on their farm (e.g. preserves) will be included in the "Farmer's Market". Craft vendors are not included in the "Farmer's Market" but are welcome to participate in the event as a "Vendor".

Sign Here _____
Your signature indicates that you and your business or organization will abide by the aforementioned Rules Governing Exhibitors.

Additional Rules Governing Exhibitors Distributing Food

- 1. All Food Must Be Vegetarian:** No animal flesh, such as beef, pork, poultry or seafood, or broth made from animal flesh, or animal fat, or gelatin, is permitted in any foods or nutritional supplements. **We STRONGLY encourage exhibitors to distribute only vegan food.** Vegan food contains no animal products whatsoever, thus excluding such items as eggs and dairy products (examples: milk, cheese, butter). We will be more than happy to help you choose vegan food offerings that will be popular and help you with any questions that you may have regarding this matter.
- 2. Manner of Food Distribution:** Exhibitors distributing food can sell their food, give away free samples, or both.
- 3. Health Department Regulations:** All exhibitors distributing food must abide by the Temporary Restaurant Policy of the Virginia Department of Health. These regulations include submitting an Application for a Temporary Restaurant Permit to the Virginia Department of Health at least 10 working days before the festival. We will send you this application once we receive and process your contract. The regulations also include providing overhead protection, such as a canopy, for exhibits distributing food. **ALL EXHIBITORS DISTRIBUTING FOOD MUST EITHER RENT A CANOPY OR BRING THEIR**

OWN. Some prepackaged food is exempt from certain health department regulations.

4. Health Department Inspection: The Virginia Department of Health will inspect all booths at which food is distributed on the morning of the festival. **Exhibitors distributing food must be ready for inspection no later than 11 am.** Exhibitors distributing food cannot begin serving food until the health department has issued a temporary restaurant permit to them.

5. Finance Department Tax: All food vendors not located in the City of Richmond are required to pay a tax to the City of Richmond Finance Department. This tax will be collected at the end of the event by a festival volunteer. Food vendors not in the City of Richmond **MUST** pay this tax at the end of the event. It can not be collected at a later date. Please price your food items accordingly to take this tax into account. The tax will probably be between 7-8%. You will receive further information in regards to this tax once your contract and payment have been received.

Sign Here _____
Your signature indicates that you and your business or organization will abide by the aforementioned Additional Rules Governing Exhibitors Distributing Food.