

Valley Health Community Wellness Festival

Exhibitor Information & Guidelines

Festival Oversight: In the interest of safety, Festival mission, and fairness to other participants, the Community Wellness Festival Steering Committee reserves the right to approve and monitor all exhibits and activities associated with this event. All exhibitor rules, regulations and decisions of the Steering Committee are binding.

Registration & Fees: The Exhibitor Registration fee offsets the costs of table rental, drapery, signage, promotion and more -- all the "hidden" expenses that create an appealing atmosphere for the event. The registration fee is \$150 per exhibitor space (nonprofit organizations pay \$100 per exhibitor space). Organizations interested in participating in the festival should register online at valleyhealthlink.com/wellnessfestival. **The registration deadline is January 31, 2024.** All applicable fees must be submitted prior to exhibit set-up the morning of the festival. Participants will receive additional communication regarding the festival by e-mail after February 1, 2024.

Insurance Requirement: All exhibitors and organizations are expected to have appropriate liability insurance coverage in full effect.

Display Criteria: Exhibitor space may not exceed 6' in height or extend beyond the assigned 6' x 8' floor space unless previously approved. If you have an oversized display, check with us about suitable placement within the mall. If you want to bring large equipment (massage table, large TV/VCR, etc.) or have other unusual space considerations, let us know in advance. If your display has an unfinished side, please cover the exposure in an attractive manner.

Table & Chairs: Exhibitors are provided one (1) 6' x 8' exhibit space containing one (1) 6' draped table and two (2) chairs. Additional chairs may be added for \$5.00 each. **Exhibitors requiring an additional table will have to request to rent additional booth space and table at the normal registration fee.** Additional space will be provided if available and on a first come, first served basis.

Electricity: Electricity is available in most booth spaces, but you may be some distance from the outlet. Please bring an extension cord and/or power strip.

Mall Access and Set-up: It is critical that all exhibitors be set up and ready to go before the Mall opens at 10 a.m., in order to comply with the mall's insurance requirements. If you have a time-consuming set-up, we recommend you come Friday evening after 9:00 p.m. to get situated. Otherwise, you may do so Saturday from 7 a.m.-9:30 a.m. Service corridors leading into the mall will be unlocked at these hours for entry.

Breakdown: All exhibitors must commit to stay until the Festival is over at 5:00 p.m. This is important to maintain the vitality of the overall event. Please schedule your workers accordingly and remind the last shift of this requirement. Non-compliance will jeopardize future participation.

Handwritten Signs: Apple Blossom Mall and the Community Wellness Festival expressly prohibit handwritten signs of any type. Please make arrangements for professional or computer-generated signs to be used in your display presentation.

Giveaway Restrictions: No tenant, exhibitor or vendor may hand out helium balloons or bumper stickers.

No Soliciting: This is a community education and awareness event. With the exception of certain health screenings, exhibitors are not permitted to actually sell products or services at the Festival. The focus of all exhibits should be to provide health education and promote wellness. To sell products or services, or to network for business purposes, please contact the mall directly for information on leasing possibilities.

Professional Standards: Individuals conducting health screenings are expected to conform to all qualifications to perform such tests and to follow universal CDC protocols and appropriate professional standards of practice for invasive procedures. All Exhibitors are expected to have appropriate liability insurance covering their organization's participation in the Festival.

QUESTIONS? Contact Michael Wade at 540-536-5266 or mwade@valleyhealthlink.com.

THANK YOU! We look forward to seeing you on February 24, 2024.