



Veggie Fest  
HAMILTON

Final Details  
for  
Veggie Fest Hamilton  
2019



Dear Vendor,

Thank you for your participation in the **7th annual Veggie Fest Hamilton**, sponsored in part by Boon Burger and Wylde Rose.

In this package you will find all the details you will need to know for the event. If you have any questions about the information contained in this package, please don't hesitate to contact us!

Please carefully read over the procedure for set-up in order to move everyone in. Please be respectful of your fellow exhibitors and follow the guidelines in order to have move-in go smoothly.

Thanks again for your participation! We look forward to seeing you at Veggie Fest Hamilton!

Monica La Vella & Laura Millar  
Veggie Fest Hamilton Team  
905.962.0754 & 905.630.1888

**NEW THIS YEAR FOR YOU VENDORS!!!!** Upstairs at the Fairgrounds we will have a vendor break room (up the stairs, take the right side hallway down to the room). There will be complimentary water for vendors and tables and chairs for you to eat or take a peaceful moment. Please feel free to use that space for when you/anyone at your booth requires a quiet break!



# The Details

## Set Up

Set up will begin on Saturday May 4th, at 6:30am. Everyone must have all major set up completed by **9:30am** for a final walk-through before we open. **FOOD VENDORS: Set up must be fully complete by 9:00am so the inspectors can do their work before doors open.**

We will do our best to visit each and every one of you as you come in. However, if you don't see us, come into Marritt Hall where you will find your Welcome Letter on the table at your space. This letter contains any last-minute details you must know as well as the wifi code, so please be sure to read it!

## Loading In

There are two major loading docks on either side of the hall. For those with large trucks or large boxes/ materials, feel free to use one of these loading docks. When using these loading docks, you must unload all of your materials into the hall, move your truck and **then** come back to bring your materials to your space. This procedure will allow everyone to use the loading docks who may need to do so. If a truck is in front of the loading dock, please form a line behind (with enough space for them to back up) and wait your turn. Please only use the loading docks if it is absolutely necessary. We have many food vendors required to move in fridges and coolers and will need these docks.

If you have small boxes or materials, you can unload the boxes at the front door of the hall, park your car, then bring all your materials inside the hall. Please do not park directly in front of the hall and leave your car, as this is a no parking zone. You may also walk your stuff in using the doors next to the loading docks as long as you don't park directly in front of them. Park your car first, then walk in your boxes and materials.

## Parking Areas

Parking is free (yay!) at the Ancaster Fairgrounds and there is plenty of space available. Out of courtesy to our attendees, please park towards the back of the parking lot (closest to Wilson Street) once you have unpacked your vehicle. You may also park behind Marritt Hall.

**You may NOT park on the left side of the hall** (on the side of Trinity Road) where the left loading dock is located or anywhere along that side. This is where the food trucks will be located. If your car is found there, it will be towed at the owner's expense.

You can, however, park on the right side of the hall, where the buildings of the fairgrounds are located. These spaces are open to vendors.



## Take-Down

Take-down will begin when the festival closes at 6:00pm. Exhibitors are prohibited to take down their booth before 6:00pm unless instructed to do so or with previous approval of Show Management. All exhibitors **must complete their take-down by 8:00pm** as cleaners will be there to use a machine to clean the floors. Please ensure you have left nothing behind as we are not responsible for items left at the Ancaster Fairgrounds and they will be disposed of.

## Taking Down Early - not permitted!

**If any vendor takes down or packs up their booth before 6pm, they will not be invited back to Veggie Fest Hamilton** (it's happened!).

It is important to be present throughout the whole festival in order to keep the integrity of the show. Our attendees rely on you to be there! Especially the ones who come late in the day due to work. If vendors pack up early, it looks badly on all vendors and the festival itself.

Please bring enough marketing materials so that if you sell out early, people are still able to take your information. Or, at the very least, build relationships with attendees! You never know who could be your next loyal customer!

Let's work together to be sure this doesn't happen! This rule is set up for your benefit!

## ATMs

An ATM will be available at the Ancaster Fairgrounds for attendees to take out money for purchases they want to make. Please be sure you have enough change available as the ATMs only give \$20 bills.

## WiFi

WiFi is available at the Ancaster Fairgrounds. The access code will be included in your Welcome Letter at your space upon your arrival.

## Volunteer Donations

Many of you have agreed to donate something small to our volunteer bag for all their hard work! Please have 20 items set aside for us on the morning of Veggie Fest. We will be walking the floor during set-up and you may give them to us then. We are VERY grateful for your donations! Without volunteers, we couldn't run this event!



# Directions to the Ancaster Fairgrounds

**Ancaster Fairgrounds**  
**630 Trinity Rd South**  
**Hamilton, ON L0R 1R0**

## **From Toronto**

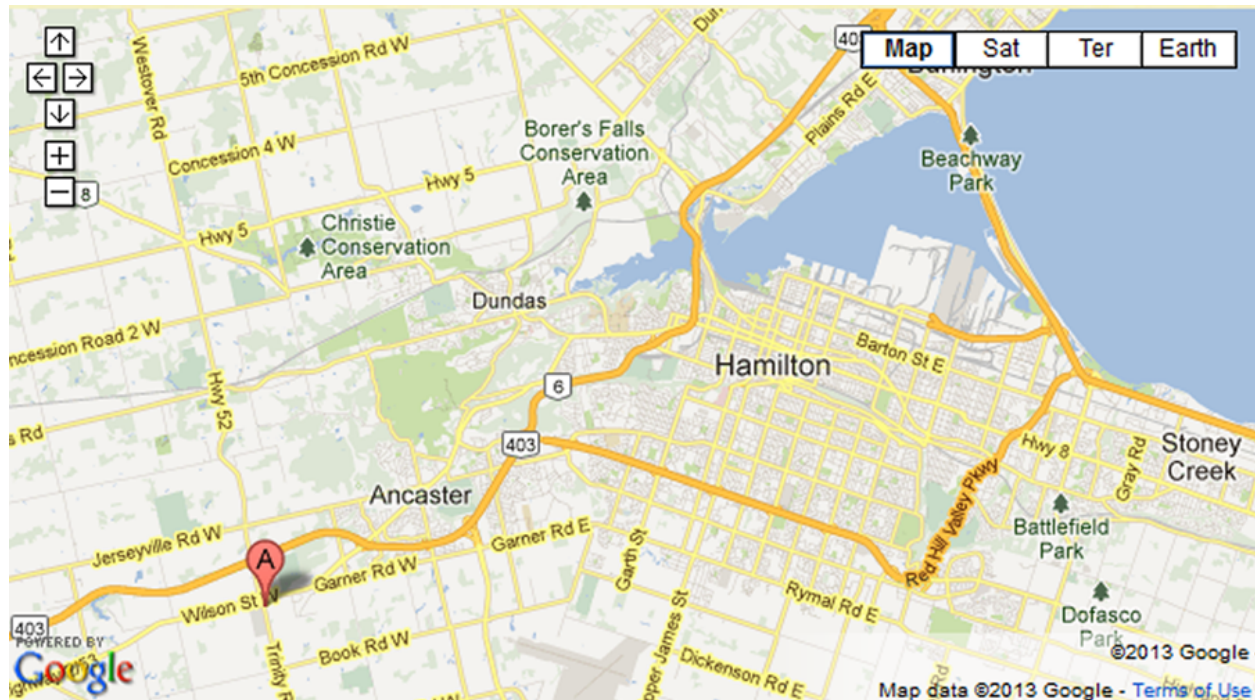
QEW to Highway 403 west Hamilton  
Take the 403 highway to Exit 55 (Copetown)  
Head south 1 block on Route 52/Trinity Road

## **From London**

Head east on Highway 401 and right to Highway 403 east Hamilton  
Take the 403 highway to Exit 55 (Copetown)  
Head south 1 block on Route 52/Trinity Road

## **From Guelph/Cambridge/Waterloo**

From 401 take the Highway 6 south to Hamilton  
Merge onto Highway 403 west Hamilton  
Take the 403 highway to Exit 55 (Copetown)  
Head south 1 block on Route 52/Trinity Road



# Booth Guidelines

## Decor

All spaces include one table per space purchased, 8feet by 2feet. These tables will be bare, so please bring any tablecloths or other such décor to decorate your table space. Please feel free to also bring any chairs, extra tables, furnishings, décor, etc. to decorate your space.

## Spaces

Booth spaces will be drawn out on the floor with chalk. Please keep within this space without creeping into your neighbour's booth or out into the aisle.

The spaces along the outside walls of the hall can tape banners, posters, info, etc. to the walls using double-sided tape (please bring your own as we will not have any on site). Spaces in the middle of the hall will have pipe and drape behind their spaces, from which they may hang banners, posters, etc. using S-hooks, double-sided tape, etc. Please note you **must NOT use pins** to hang anything from the drapery. This affects the drapery and you will be charged for replacing it. No one wants that!

## Electricity

Electricity is only for those who paid for it upon registration. If you purchased electricity, please bring your own extension cords in case it is required to access your plug. These will not be available from Show Management. **Outlets will be marked and only ONE plug per space, which can take up to 900 watts (or 7amps). Be sure to check your equipment before the event.** If the total watts goes over your allotted 900watts, you will not be able to use that appliance because it will pop the breaker and affect all other booths using electricity.

## Insurance

Veggie Fest Hamilton, the Ancaster Fairgrounds or any of their affiliates will not accept responsibility for injury to any person(s), loss or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other causes while in the building. As noted in the registration package, exhibitors or their agents must provide proper insurance for their own personnel, exhibits and materials against all such hazards.

## Tips to make your booth a success!

1. If you are selling food, it may help to offer small meal options along with main plates. Many people attending want to eat from as many vendors as possible, but can't fill their tummies with a huge plate from everyone! While you may still decide to have a main plate available, think smaller sizes as well.
2. Have an engaging space. Attract attendees by engaging some of their senses - touch, smell, taste, sound, visuals.
3. Have a show deal. Perhaps you cover the tax or have a 3 for the price of 2 special. Anything to draw attention to them buying from you now (especially when it comes to selling a service).
4. Have FUN!!!!!!