



Town of Forest City
P.O. Box 728
Forest City, North Carolina 28043

To whom it may concern:

I hope that you have had the chance to visit our brand-new Pavilion On Park Square (POPS) since it opened in May. We have already had thousands of visitors from Rutherford County and the surrounding area (and even several visitors from South Carolina, Georgia, Florida and Tennessee!), and we expect our attendance numbers to keep increasing throughout the year.

I am reaching out to request your participation in a new event at POPS this fall. The Town of Forest City is hosting the first Pimento Cheese Jubilee on Saturday, September 28 from 11AM-7PM at the Pavilion On Park Square (POPS). The Pimento Cheese Jubilee celebrates "the caviar of the South" and other southern food delicacies. Southern food has seen a huge revival in recent years with staples like chicken and waffles, shrimp and grits and fried green tomatoes making their way onto menus at upscale restaurants. Pimento cheese is no different - you can find it being used to enhance other items like burgers, barbecue and more - and we think it deserves to be celebrated! PCJ will feature food trucks, beer and wine, live music and more.

Admission is free to the public, and the event is kid-friendly. There is a \$50.00 fee for vendors to participate. Tents, tables, chairs, etc. are not provided. We are asking vendors to complete their set-up by 10:30AM. We will also advertise your organization when we are promoting the event. If you or your business are interested in participating or sponsoring this event, please let us know.

We believe that this is a great way for us to come together as a community to showcase all of the southern food delicacies are available in Rutherford County and the surrounding area, and we hope that we can count on your participation to make this as successful as possible. Please call me at 828.245.0365 or email me at courtneyashley@townofforestcity.com if you have any questions. Thank you in advance for your support!

Sincerely,

Courtney Ashley
Marketing and Events Coordinator, Town of Forest City
828.245.0365
courtneyashley@townofforestcity.com



PIMENTO CHEESE JUBILEE VENDOR GUIDELINES

- Read carefully before applying -
Save these pages for your records!

Festival Date:	Saturday, September 28, 2019
Hours Of Operation:	11AM – 7PM
Location:	Forest City Pavilion On Park Square 138 Park Square Forest City, NC 28043
Application Deadline:	Monday, September 28, 2019

The Town of Forest City is hosting the first Pimento Cheese Jubilee on Saturday, September 28 from 11AM-7PM at the Pavilion On Park Square (POPS). The Pimento Cheese Festival celebrates “the caviar of the South” and other southern food delicacies. Southern food has seen a huge revival in recent years with staples like chicken and waffles, shrimp and grits and fried green tomatoes making their way onto menus at upscale restaurants. Pimento cheese is no different – you can find it being used to enhance other items like burgers, barbecue and more – and we think it deserves to be celebrated! PCJ will feature food trucks, beer and wine, live music and more.

Requirements:

- Five high quality images of your most recent work in order to be juried (four of work and one of booth display). You may mail or email photos with your application.
- Signed and completed application form
- \$50 fee (check or money order made out to: Town of Forest City)

Mail application, photos and payment to:
Courtney Ashley, Marketing and Events Coordinator
Town of Forest City
PO Box 728
Forest City, NC 28043

Digital applications may be submitted via email to courtneyashley@townofforestcity.com, but will not be accepted until the fee is received. If you are accepted, digital photos help us to promote you on our social media, website and local newspapers.

Jury and Process:

A Jury Committee will review all applications and select vendors.

- Send your best and most current photos – they are an important factor in your acceptance or non-acceptance. Selection is based on quality of work, originality, creativity and booth display.
- Vendors are juried by medium so please select accordingly on your application.
- Applications are juried anonymously.
- The Jury Committee’s decisions are final.



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Application and Vendor Fees

- Vendor Fee (limited number; first come, first serve) \$50
(We will hold your check until you have been selected.)

Guidelines:

- All vendors and their associates are responsible for following the guidelines.
- Booth spaces are 10' x 10' - location is determined by the PCJ Committee.
- Vendors accepted for participation in the show must be in attendance during the festival.
- Vendors must supply their own tent, tables, chairs, display materials, etc. Electricity is not provided.
- No generators or loud sound systems are allowed.
- Vendors must stay open to the public until 7PM. No vehicles will be allowed onto the grounds until 7:30PM or until event management deems it safe.
- The festival is held outdoors, rain or shine.
- Your signature on the Application Form constitutes an agreement to be bound by the stated policies.

Tips For Vendors:

- Have at least two people in your booth.
- Take the time to walk around to the other exhibits.
- Use your time at PCJ to meet, greet and engage with guests.
- Wear your exhibitor nametag at all times.
- Gear booth, activities and giveaways to families and children - make them specific to your organization and the theme of the event.
- Want to capture the names of people passing by your booth? Offer a drawing for a product or a service.
- Bring plenty of business cards and promotional materials.
- Think "outside the box" for booth ideas - not just the same gimmicks everyone else uses.
- Keep your exhibit open for access by visitors by carefully positioning potential barriers such as tables and displays.
- It is never too early to start planning for this event. The day will sneak up on you if you are not careful! Try to make the display colorful and exciting and have fun with the theme.
- Utilize the full setup timeframe to allow yourself extra time to get everything together.

Important Dates:

- September 9, 2019 - application deadline
- September 20, 2019 - parking pass, map and booth assignment mailed
- September 28, 2019 - Pimento Cheese Jubilee
 - Set-up begins at 9AM
 - Set-up concluded by 10:30AM
 - Pimento Cheese Jubilee - 11AM-7PM



PIMENTO CHEESE JUBILEE - SEPTEMBER 28, 2019

VENDOR APPLICATION

- Please keep a copy of this application for your records -

Organization Name: _____

(As you would like it to appear on PCJ's marketing materials)

Contact Name: _____ Phone: _____

Address: _____ Cell: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

If you have a Facebook page, list its name: _____

Please briefly describe your organization: _____

Please briefly describe your booth: _____

I acknowledge that, if accepted:

- I will comply with all the 2019 Pimento Cheese Jubilee Guidelines outlined in this application package.
- All decisions of the Pimento Cheese Jubilee Committee are final and are made in accordance with the overall objectives of the event.
- My signed application constitutes a contractual obligation to follow all the rules and guidelines set forth within this document and is a commitment to participate if accepted.
- The Town of Forest City is responsible for making final decisions in regards to Pimento Cheese Jubilee and I agree to abide by its decisions.
- I release the Town of Forest City, staff and volunteers from any responsibility for damage, loss, theft or injury.
- Violation of rules and guidelines prior to or during the event will result in loss of booth space.
- By signing this form, I accept responsibility for any associates that may assist me at the event.

Name Signature Date

Town Employee Name Signature Date