



## 2021 FITFEST VENDOR APPLICATION

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

Date of Event: Saturday, August 28, 2021

Hours of Operation: 10AM-2PM

Location: Forest City Pavilion On Park Square  
138 Park Square  
Forest City, NC 28043

Application Deadline: Friday, July 30, 2021

FitFest is our initiative to improve the health and well-being of kids in Rutherford County. Our goals are to:

- Showcase the availability of healthy options in our county
- Provide contact information about each agency to the community
- Give information about youth activities that are available throughout the year
- Connect with parents to make them comfortable with healthy offerings
- Promote healthy eating and active living to young people by showing them how to establish good habits early

Vendors will set up booths throughout the park that offer different activities that promote wellness and being healthy such as a pop-up farmers market, jump rope and a make-your-own trail mix station. There will be games, music, giveaways, inflatables, cartoon characters and more. Each child will receive a goodie bag to collect promotional materials and a scavenger hunt card. If they visit each booth, they will receive a prize. We are also collecting food items to benefit the Rutherford County Backpack Program.

We are requesting your participation to set up a booth and offer an activity for kids. There is no fee to set up a booth. We will also advertise your organization when we are promoting FitFest. We believe that this is a great way to come together as a community to highlight all of the amazing opportunities that are available in Rutherford County, and we hope that we can count on your participation with FitFest to make this as successful as possible.

Please contact Courtney Ashley at 828.245.0365 or [courtneyashley@townofforestcity.com](mailto:courtneyashley@townofforestcity.com) if you have any questions. Thank you in advance for your support!

### Requirements:

- Email the signed and completed application to [courtneyashley@townofforestcity.com](mailto:courtneyashley@townofforestcity.com)
- Provide materials for goodie bags (flyer, coupon, pencil, etc.)



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### Guidelines:

- All vendors and their associates are responsible for following the guidelines.
- Booth spaces are 10' x 10' - location is determined by the FitFest Committee.
- Vendors accepted for participation in the show must be in attendance during the event.
- 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 2PM. No vehicles will be allowed onto the grounds until 2:30PM 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 FitFest 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 it simple - it's a 4-hour event.
- Utilize the theme and tagline when decorating your booth.
- 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.
- Get involved:
  - Volunteer to help with the event.
  - Include a promotional flyer in the exhibitor bags.
  - Provide an item for the half-hourly giveaway.

### Important Dates:

- July 30, 2021 - Application deadline
- August 16, 2021 - Parking pass, map and booth assignment e-mailed
- August 28, 2021 - FitFest
  - Set-up begins at 8AM
  - Set-up concluded by 9:30AM
  - FitFest - 10AM-2PM



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Organization Name: \_\_\_\_\_  
(as you would like it to appear on FitFest's marketing materials)

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone #: \_\_\_\_\_ Nighttime Phone #: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

If you have a Facebook page, list its name: \_\_\_\_\_

Please briefly describe your organization: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please briefly describe your booth/activity: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(We can help you with ideas!)

Names of Event Workers: \_\_\_\_\_

I acknowledge that, if accepted:

- I will comply with all the 2021 FitFest Guidelines outlined in this application packet.
- All decisions of the FitFest 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 FitFest 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.
- I accept responsibility for any associates that may assist me at the event.

\_\_\_\_\_  
Name Signature Date

\_\_\_\_\_  
Town Employee Name Signature Date