



Via Galleria General Information and Guidelines Sheet
General Exhibitors

Festival Hours: Advertised Festival hours will be Saturday, September 10th from 9 am to 10 pm.

Festival Location: Via Colori will be located in the heart of downtown Elizabethtown on the 31W Square and North Main Street.

Set-up: Booth set-up time will begin at 8 am on Saturday, September 10th. Although you will receive a confirmation and information in advance of the Festival, upon arrival you will be greeted and directed to the designated area by Via Colori event staff. All booths must be set-up and ready for operation by 9 am on Saturday. Entry by car to the booth area will be closed after 9 am. Hours of Galleria operation will be Saturday, September 10th from 9 am to after dark. It is expected that during the hours of operation all booths will be fully functional and attended.

Break-down: You may break-down your booth beginning Saturday, September 10th any time after 8 pm. Vehicles will not be allowed in the Galleria area until it is cleared of pedestrian traffic. Rented tables are to be left in your designated space. We will provide trash receptacles and will expect exhibitors to dispose of trash or waste from their designated area.

Exhibitor Parking: After unloading your materials, we will provide suggestions for parking locations in order to provide ample space for your potential patrons to park closest to the event.

Space Rental: The size and location of display spaces will be determined on an individual basis with the Via Colori Coordinator. At this time, vendors are limited to one space unless special permission is granted by the Via Colori Coordinator.

Table Rental: The Advocacy & Support Center will provide 6 ft tables for rent upon request at a rate of \$15 per table. Please indicate your needs on the registration form. Tables should be left in your designated space at the conclusion of the Festival.

Electricity: Electricity needed in order to properly operate your booth will be provided, however, limited. You are expected to provide appropriate heavy duty extension cords and if those cords will be potentially hazardous to pedestrians, you must secure them in some manner.

Location Regulations: Via Colori is a licensed Festival and the Advocacy & Support Center is a non-profit agency that serves victims of sexual abuse and assault. As such, some restrictions apply in regard to work content. Graphics, of both our exhibitors and street painting artists, cannot contain commercial logos, graphic or explicit content, depictions of the naked human form, or anything that may be contrary to the mission of the Advocacy & Support Center. If you are unsure about how this applies to your particular booth, please do not hesitate to ask. Also,

alcoholic beverages will not be permitted anywhere on Festival grounds. Exhibitors are responsible for display furnishings and are responsible for their goods at all times.

Courtesy: Exhibitors must stay within their designated space markers. Small children and pets must be attended at all times, for their safety, as well as out of respect for the artists and other exhibitors. Child care is not provided. Exhibitors are responsible for cleaning and disposal of all trash from their area.

Cancellations: Refunds of registration fees will be provided if a cancellation is necessary before September 1st. There is a \$25 fee for returned checks.

Reservations: Reservations are on a first-come, first-served basis. Space is limited, although an exact number of spaces has not been determined at this time. Requests for specific locations cannot be honored. The Advocacy & Support Center reserves the right to deny or revoke any exhibitor's registration at any time due to a failure to abide by Festival guidelines or due to inappropriate conduct.

Deadlines:

August 1, 2011 – Deadline for registration form and set-up fee to be received.

No refunds after September 1st.

September 10, 2011 – Booths must be set-up by 9 am and be operational.

Vendor Specific Issues:

Food: Each food vendor is required to obtain a temporary food permit from the Lincoln Trial Health Department located at 580 Westport Road in Elizabethtown, KY, (270)769-0312. They must have this permit before the start of the event on September 10, 2011, otherwise, they will not be permitted to sell food on the city property. This certificate costs \$25. Some businesses may be exempt, but this would need to be discussed and confirmed with the health department on an individual basis. The health department will be in contact with all food vendors during the festival. Hand-washing stations will be available (according to state regulations) and provided by the ASC.

Questions/Comments: Further information can be found at www.advocacysupportcenter.com or www.kyviacolori.com. Additional questions or comments can be directed to Sarah Vaughn at (270) 234-9236.