

*A Community Celebration of ALL Things Fermented!*

# Freestone FERMENTATION FESTIVAL



**Saturday 12-5pm May 21, 2011**

**EXHIBITOR GUIDELINES:** Exhibitors have an unprecedented opportunity to gather as a community of experts, teachers, chefs, food artisans and producers to share the magic of fermentation on Saturday, May 21, 2011 from 12 noon to 5:00 p.m

**Exhibits and Tasting** from 12 noon to 5:00 p.m. located in the Salmon Creek Falls Environmental Center and surrounding Salmon Creek School campus located at 1935 Bohemian Highway in Occidental.

**Set-Up Times:** Set up from 10:00 a.m. to 11:30 a.m. Set up complete by 11:30 a.m. Breakdown may begin after 5:00 p.m.

**Set-up:** One 6 foot table (8 foot table available upon request), table cloth and chair will be provided. The indoor space does not lend itself to any extra tables, tents or free standing props. Props may be positioned on the table or behind, but not adhered to the wall. Outdoor space may accommodate props, displays and additional tables. Please note additional set up requirements on the Exhibitors Form. Placement of each exhibitor will be determined by the event coordinators.

**Display:** Each exhibitor is required to have a fermentation themed educational, interactive and/or taste component to their space. All exhibits and products must fit on a 6 foot table, or if requested prior, 8 foot table. Arrangements may be made for larger exhibits on the Exhibitors Form. A tabletop sign with your company name will be provided. Please be green and limit your paper handouts, and use paper, not plastic bags.

**Product Sampling:** If you are a food producer, you will need samples for the duration of the Festival in accordance with safe food handling practices as outlined by Health Department Sampling Guidelines. Shared hand washing station will be provided. Please use biodegradable or minimize the use of serving containers. **No styrofoam, plastic water bottles or plastic bags.** Composting bins provided. We are anticipating 1300 attendees.

**Product Sales:** To sell any product at the Festival, a 10% of gross sales will be collected at the completion of the day's sales. You will need to meet the necessary County or State requirements for product sales in the State of California. Any product sales must be intended for home consumption and not food concessions.

**Passes:** Each exhibitor will receive 2 admissions and 1 parking pass with unloading instruction one week prior to the Festival. Additional tickets will be available for purchase online at [www.freestonefermentationfestival.com](http://www.freestonefermentationfestival.com).

**Fees:** Exhibitors will be asked to pay \$30. to cover the rental of table and linens. There may be exemptions if you have an outdoor set-up which does not require any rentals or if you do not have the means to pay. Please specify on the Exhibitor Form. Any Exhibitor selling product is required to donate 10% of gross sales. If you meet and agree to all of the above guidelines, please complete the Exhibitors Form and include a \$100. deposit check made payable to the Ceres Project by March 15, 2011. The deposit minus the \$30. rental fee will be refunded upon participation in the Festival. Space is limited.

If you have any questions, concerns, ideas and/or comments, please feel free to call Jennifer Harris at 805-801-6627 or email us at [FreestoneFermentationFestival@gmail.com](mailto:FreestoneFermentationFestival@gmail.com)

Check out [www.freestonefermentationfestival.com](http://www.freestonefermentationfestival.com) for festival highlights from previous years!

**This is a low-waste, no alcohol, no pets, smoke free and MUST HAVE FUN event.**

**All festival proceeds benefit The Ceres Community Project.**