



100 S. Gay Street • Suite 109 • Knoxville, TN 37902 • (865) 335-3358
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International Market Place Guidelines

Thank you for collaborating with HoLa in the 2009 HoLa Festival, in celebration of Hispanic Heritage Month. This is the 10th anniversary of the festival and your participation is important to this festival and to our organization. In order to assist you in the planning of your Vendor Booth, we have assembled the following guidelines.

Festival Facts:

Saturday, September 19, 2009 in Market Square, Downtown Knoxville

This year we will have a visit from Dora the Explorer! We expect 10,000 people coming

Set Up 9:00am, Opens 11:00am, Closes 8:00pm

Overview:

HoLa welcomes festival vendors who offer a variety of products related to Hispanic heritage, in particular arts and crafts produced in Latin America and Spain.

Available Space and Fees:

Vendors will be provided an area no larger than 10'x10' area to set up a booth. Table and chairs are available upon request. To ensure space, please submit application, as soon as possible.

Vendor fees are \$200.00 per booth. Not-profit fee: \$50 per booth.

Fees are due July 31, 2009. Checks are payable to HoLa Hora Latina. Fees will not be accepted on the day of the festival.

Hosting and Check-in:

Vendor Booths may not be left unattended during the festival. Your organization is fully responsible for setting up and closing the booth. HoLa will not be responsible for booths left unattended.

Vendors must check-in at the HoLa Information Table upon arrival at festival site and before setting up. HoLa representatives will direct you to your booth location.

Parking:

Vendors will be able to park in the Market Square parking garage without charge. See map attached. Loading and unloading may occur on Union Avenue at Market Street. Doilies will be helpful.

Security:

HoLa provides police security during festival hours, but HoLa is not responsible for any lost or stolen items.

HoLa Contacts:

Vendor Booth Team Leader -
Festival Coordinator –

Patricia Robledo, 805-3866 (cell)
Coral Getino, 384-5087 (cell)