



100 S. Gay Street • Suite 109 • Knoxville, TN 37902 • (865) 335-3358  
PO Box 32192, Knoxville, TN 37930-2192 • [www.holafestival.org](http://www.holafestival.org)

Thank you for participating in the 2009 HoLa Festival celebrating Hispanic Heritage Month! Your participation means a great deal to this festival and to our organization. In order to assist you in the planning of your Food Booth Area, we have assembled the following guidelines:

### **Festival Facts**

- Saturday, September 19, 2009 in Market Square, Downtown Knoxville
- Set Up time 10:00am – MANDATORY ARRIVAL
- The Festival commences at 11:00am and will finish at 8:00pm
- This year we will count with Dora the Explorer's visit, and we expect 10,000 people
- The food area will be located around the perimeter of the grassy area at Market Square

### **Available Space and Equipment**

Each food vendor will be provided with:

- a 10 x 10 tent
- a sign identifying the country you are representing. This sign will be affixed in your booth area.
- a poster board displaying your menu items and prices. In order to have this printed in time, we will need your menu with pricing by August 13th
- two 8 ft tables: one will be used for serving and one for prepping, positioned in front and back of you.
- one plastic tablecloth
- two folding chairs
- disposable gloves and a bottle of antibacterial gel
- electricity will be provided, however, you will be responsible for providing grounded electric extension cords
- your name and number will appear in the Resource Guide, if that is your choice.

### **Food Guidelines**

- **Food Authenticity:** We expect authentic Latin American food from the country you are representing.
- **Plates and Napkins:** You will be responsible for bringing your own plates and napkins. They must be the color white.
- **Food pricing:** Each vendor will be responsible for determining the price of their food items. We recommend that the pricing stay between \$1 and \$5.
- **Food Portions/Offerings:** Based on previous experience, we recommend that you concentrate on small appetizer type plates (antojitos) instead of offering one large plate with several items for a higher price. The reason being that most people attending the festival usually prefer to try several items from various countries instead of eating a large plate from only one country.

### **Food Care and Safety**

- **Food Contact/Serving:** It is imperative that all vendors wear disposable gloves when serving or preparing food and shall remove them when handling money, or have a person dedicated to collect money.
- **Food Storage:** Food shall be stored in such a manner that it is sealed/protected **at all times** (Tupperware, Saran wrap, aluminum foil, etc) and is kept off the ground as well.
- **Smoking, Eating, Drinking:** Smoking, eating, and drinking **are not permitted** within the food perimeter area.
- **Clothing and Hair Control:** Food vendors must wear clean clothing and hair must be controlled to prevent contact with food. Hair nets, baseball caps or hats are encouraged to be worn.

## **Table Fees**

The fee for hosting a food booth is \$200\*. In order to reserve a booth, you will need to provide a security deposit in the amount of \$50. Information for the Resource Guide needs to be **received by July 31, 2009**. Checks should be made payable to HoLa Hora Latina. Fees will not be accepted on the day of the festival. Deposits are non-refundable two weeks prior to the Festival.

Please mail your check to:  
P.O. Box 32192  
Knoxville, TN 37930

NOTE: Make sure to ***write the name of the country*** you are representing ***on your check***.

\* HoLa members will receive a \$25 discount (fee \$175.)

## **Parking**

Food vendors will be able to park in the Market Square parking garage free of charge. See enclosed map. We suggest you bring a dolly or luggage cart for aiding in the transportation of food items between the garage and the festival site.

## **Security**

HoLa will provide police officers for security during festival hours; however, HoLa is not responsible for **any** lost or stolen items, including but not limited to: cash, food, purses, money bags and/or equipment.

We hope this provides you with all the necessary information you need. If you have any additional questions, please do not hesitate to contact us.

## **HoLa Contacts**

### **Food Tables Team Leader**

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