



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

Community Information Fair 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 vital to this festival and to our organization. In order to assist you in the planning of your Community Information Table, we have assembled the following guidelines.

Festival Facts:

Saturday, September 19, 2009 in Market Square, Downtown Knoxville
Set Up 10:00am, Opens 11:00am, Closes 8:00pm

Overview:

The main purpose of the Community Information Fair Section is to give area non-profit organizations an opportunity to reach out to the Hispanic community that may be in attendance at the festival. As a cultural organization, HoLa is not affiliated with any political party or religious organization; therefore, HoLa will not accept requests for tables intended for proselytization.

Available Space and Fees:

Each table host will be provided with an 8' folding table and two chairs. You may be asked to share a table. No tents or electricity will be available at the tables. No equipment may be staked on the grounds. Please send back the Registration Form as soon as possible. There is a **\$30.00** non-refundable fee to set up a Community Information Table for non-profits with a staff of less than 100. Larger non-profits are encouraged to contribute more and to encourage their employees to be HoLa volunteers for the day of the festival. Upon review of your application you will be contacted. 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:

Community Information Tables may not be left unattended during the festival. Your organization is fully responsible for setting up and closing the table. Table hosts must check-in at the HoLa Information Table upon arrival at festival site and before setting up. HoLa will direct you to your table location.

Parking:

Table hosts will be able to park in the Market Square parking garage without charge. Please visit: www.knoxvillemarketsquare.com to access an interactive map and for parking information in the Market Square Garage. You may also visit City of Knoxville's website for other options for parking downtown: www.ci.knoxville.tn.us/map/mapdowntown.pdf. A dolly or luggage cart is recommended for aiding in the transportation of exhibit items between the garage and the exhibit site as cars may not be pulled into the festival site.

Security:

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

HoLa Contacts:

Festival Coordinator:

Coral Getino, 384-5087 (cell)

Community Fair Contact Person:

Christina Adams, 973-280-1747 (cell)