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Heritage Section (Countries) 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 Heritage 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, but Heritage Tables & Children's Area close at 6:00 pm

Overview:

The purpose of the Heritage Table Area is to demonstrate the cultural richness and diversity of the Spanish-speaking world by exhibiting unique and typical features of each country through a table display.

For many attendees, especially school children, the Countries Section is the most important part of the HoLa Festival. The reason for this is that this area is where the popular "Passport" activity is conducted. Attendees not only get a chance to travel through the countries of the Spanish-speaking world browsing at the highlights of each one table at a time, they also get to document their visits in the "Hola Festival Passport". Attendees purchasing a passport can visit each table and receive a "cancellation stamp" in the form of a flag sticker for each country. Your role as a host will be to act a voice for the country you represent to all attendees and, of course, as a source of the stickers that the children will be seeking.

This year we have included an educational component. Students can look for a feature (scavenger hunt), or answer a question, in order to get a sticker.

Available Space and Equipment:

Each table host will be provided with a sign identifying the country, an 8' folding table, plastic tablecloth, and two chairs. Countries location will be announced, but in the same order as the passport. Electricity may be available, but hosts must provide their own extension cords. No equipment may be staked on the grounds.

Table Content:

The host is responsible for the design and production of each table, and as a result, each table will look unique. The variety is desired; nevertheless, we'd like to offer a few tips.

1. The typical visitor to a table will be glancing at the tables and moving on, so exhibits should be designed to offer a general picture of a country in a short visit (about 1 to 2 minutes). However, consider having a "quick facts" binder with additional, more detailed information in case a guest has a specific interest and wants to delve deeper.
2. The exhibit can include two-dimensional and three-dimensional display items. For graphic content, remember to scale words and pictures so they are visible from a distance of about 10'.
3. We have included the following list of items for you to consider including somewhere in the exhibit. Remember, the most important thing is to demonstrate the cultural richness and diversity of our countries and the things that are particularly unique about the given country.
 - Flag and map
 - Exhibit of flora and fauna
 - Food and recipes (one or two recipes copied as handouts are a nice addition)
 - History and traditions
 - Music and dance

- Indigenous cultures and languages
- Important figures from the country (founders, authors, scientists, performers, etc.)
- Typical or traditional games & sports
- Even some examples of artesanías (arts & crafts) unique to the country if they are available

Passport and Sticker Procedures:

At check-in each host will be issued a plastic bag with an 8.5 x 11 frame containing a colored enlargement of the country's page in the passport and stickers of that country's flag. Hosts are asked to prominently display this frame on the table. We ask that you issue only one sticker to each attendee carrying a passport. Please do not issue stickers otherwise. Encourage children or adults to answer a question about the country. You will be provided with a list of questions and answers that we have sent the schools. For those requesting stickers without a passport, we recommend a polite reply of, "Stickers may be collected if you purchase a passport at the USA table. We're sorry, but without a passport we cannot give you a sticker." Otherwise we risk running out of stickers.

Hosting:

A minimum of two table hosts is ideal; however, if a second host is not available, HoLa may be able to provide a volunteer to man a table for a maximum of two 30-minute breaks. Table hosts may also visit the volunteer tent for complimentary snacks and water. Heritage Tables may not be left unattended during the festival. Each table host is fully responsible for setting up and closing the table.

Check-in and Checkout:

Table hosts must check-in at the USA table upon arrival at festival site and before setting up. You will be issued the tarp and passport activity materials and directed to your table at this time. When you are ready to close your table, you may pack up your things leaving the table, tablecloths, and chairs in place. Please return all tarps and the plastic bag with passport activity materials to the USA table at this time.

Table Fees:

There is no fee for hosting a table, except in the case where items will be sold at the table. If you would like to have items for sale at the table a **\$25.00** vendor fee will be charged. **Fees are due July 31, 2009.** Checks are payable to HoLa Hora Latina. Fees will not be accepted on the day of the festival.

Parking:

Table hosts will be able to park in the Market Square parking garage without charge. See map attached. A dolly or luggage cart is recommended for aiding in the transportation of exhibit items between the garage and the exhibit site. Hosts are discouraged from loading and unloading their cars on the streets near Market Square, as the space will be needed for larger exhibitors and vendors.

Security:

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

Rain Plan:

The festival will be held rain or shine, and your participation is also requested rain or shine. We understand that many of the table exhibits will be in danger in the event of rain; therefore **we will be providing large tarps to cover items on exhibit.** We recommend that you come prepared with umbrellas and plastic storage boxes to protect yourselves and your exhibits from wet conditions. A limited number of ponchos will be available if requested at the USA table.

HoLa Contacts:

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Festival Chairperson -	Coral Getino, 384-5087 (cell)