

25th Annual Valley Health Community Wellness - Festival Exhibitor Registration

Saturday, February 23, 2019 • 10 a.m. - 6 p.m. • Apple Blossom Mall • valleyhealthlink.com/wellnessfestival

Thank you for your interest in being an exhibitor at the 24th Annual Community Wellness Festival at Apple Blossom Mall. **The registration deadline is January 25, 2019. This Exhibitor Registration form, along with the Common Area Permit must be signed and returned by the registration deadline.**

It is the Steering Committee's intent to provide for a broad spectrum of wellness education. It is expected that all exhibits offer a clear educational message that is non-commercial or self-promoting, are engaging and interactive, and support the festival's goal of promoting the health and wellness of our community.

The Exhibitor fee is \$125 for EACH booth space. (\$75 for each booth space for non-profit organizations). See Exhibit Space requirements below.

EXHIBITOR INFORMATION

Organization: _____ Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

EXHIBIT/ACTIVITY DESCRIPTION (Please answer all)

What will be your exhibit's health topic? _____
Will the focus of your exhibit primarily be on health and wellness of children? Yes No
If yes, would you like your exhibit listed as a Kids Activity in the festival guide? Yes No
Will your exhibit include a health screening? Yes No If yes, specify _____
Will screening be ongoing or have set times? Ongoing: Yes No or set times of _____
Will your exhibit include consultation with a health or fitness profession? Yes No If yes, specify _____
What type of interactivity will your exhibit include? _____
Who will staff your exhibit? Please specify (nurses, physicians, students, others?) _____
Please note: Students must have supervising faculty for the duration of the Festival
Is there a specific part of the mall you would like to be located in (if available)? _____
Does your exhibit require electricity? Yes No If yes, please bring an extension cord.

EXHIBIT FEES

PLEASE NOTE the following important information: Each booth is 6' D x 8' W and may contain **only** one (1) table and two (2) chairs. The fee also includes drapery and one sign. If your display requires an additional table you will be required to pay for a second (adjacent) booth space.

Exhibit Fee (\$125, Non-profit organizations: \$75)	\$ _____
Extra Table and Two (2) Chairs (requires a second exhibit fee of \$125/\$75 non-profits)	\$ _____
Additional Chairs (\$5.00 each)	\$ _____
TOTAL FEES SUBMITTED WITH APPLICATION (Make check payable to Winchester Medical Center Foundation)	\$ _____

As an exhibitor or participant, I agree to respect and comply with ALL Exhibitor Policies.

Exhibitor Signature

Date

SUBMIT YOUR APPLICATION

Send this registration form and the completed Common Area Permit to the address below by January 25, 2019. The completed forms can also be faxed to (540) 536-5733 or sent to mwade@valleyhealthlink.com.

Community Wellness Festival
Attention: Michael Wade, Valley Health Marketing & Communications
333 W. Cork Street #210, Winchester, VA 22601

Community Wellness Festival Exhibitor Information

In the interest of safety, Festival mission, and fairness to other participants, the Community Wellness Festival Steering Committee reserves the right to approve and monitor all exhibits and activities associated with this event. All exhibitor rules, regulations and decisions of the Steering Committee are binding.

Registration & Fees: The festival registration consists of **two (2)** pages to be submitted. The Exhibitor Registration fee offsets the costs of table rental, drapery, signage, promotion and more -- all the "hidden" expenses that create an appealing atmosphere and a nice turnout for the event. The registration fee is \$125 per exhibitor space (nonprofit organizations pay \$75 per exhibitor space). The completed and signed Exhibitor Registration Form and Common Area Permit must be returned by January 24, 2018. Although we encourage submission along with your registration agreement, all applicable fees must be submitted prior to exhibit set-up the morning of the festival. Participants will receive additional communication regarding the festival by e-mail after February 1, 2018.

Insurance Requirement: All exhibitors and organizations are expected to have liability insurance coverage in full effect. The mall must be indemnified from liability as indicated by your signature on Common Area Permit form. This is a necessity for all exhibitors that are on-mall at any time.

Display Criteria: **Exhibitor space may not exceed 6' in height or extend beyond the assigned 6' x 8' floor space** unless previously approved. If you have an oversized display, check with us about suitable placement within the mall. If you want to bring large equipment (massage table, large TV/VCR, etc.) or have other unusual space considerations, let us know in advance. If your display has an unfinished side, please cover the exposure in an attractive manner.

Table & Chairs: Exhibitors are provided **one (1) 6' x 8' exhibit space containing one (1) 6' draped table and two (2) chairs**. Additional chairs may be added for \$5.00 each. **Exhibitors requiring an additional table will have to request to rent additional booth space and table at the normal registration fee.** Additional space will be provided **IF available** and on a **first come first serve** basis.

Electricity: Electricity is available in most booth spaces, but you may be some distance from the outlet. Please bring an extension cord and/or power strip. Duct tape is always useful too!

Mall Access and Set-up: It is critical that all exhibitors be set up and ready to go before the Mall opens at 10 a.m., in order to comply with the mall's insurance requirements. If you have a time-consuming set-up, we recommend you come Friday evening after 9:00 p.m. to get situated. Otherwise, you may do so Saturday from 7 a.m. - 9:30 a.m. Service corridors leading into the mall will be unlocked at these hours for entry.

Break-down: All exhibitors must commit to stay until the Festival is over at 6:00 p.m. This is important to maintain the vitality of the overall event. Please schedule your workers accordingly and remind the last shift of this requirement. Non-compliance will jeopardize future participation.

Handwritten Signs: Apple Blossom Mall and Community Wellness Festival expressly prohibit handwritten signs of any type. Please make arrangements for professional or computer-generated signs to be used in your display presentation.

Giveaway Restrictions: No tenant, exhibitor or vendor may hand out helium balloons or bumper stickers.

No Soliciting: This is a community education and awareness event. With the exception of certain health screenings, Exhibitors are not permitted to actually sell products or services at the Festival. The focus of all exhibits should be to provide health education and promote wellness. To sell products or services, or to network for business purposes, please contact the mall directly for information on leasing possibilities.

Professional Standards: Individuals conducting health screenings are expected to conform to all qualifications to perform such tests and to follow universal CDC protocols and appropriate professional standards of practice for invasive procedures. All Exhibitors are expected to have appropriate liability insurance covering their organization's participation in the Festival, as indicated on the Common Area Permit.

QUESTIONS? Contact Michael Wade at 540-536-5266 or mwade@valleyhealthlink.com.

THANK YOU! We look forward to seeing you on February 23, 2019.