



2022  
EXHIBITOR  
GUIDELINES

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*Oct 14 - 16, 2022*

**GO FEST EXHIBITORS SHOW THE SPIRIT OF GO FEST BY SUPPORTING HUMAN-POWERED OUTDOOR RECREATION AND/OR OUTDOOR EDUCATION AS PART OF THEIR ORGANIZATION'S CORE PURPOSE. THANK YOU FOR YOUR INTEREST IN BEING A PART OF GO FEST!**

## **Application/Approval Process**

- Apply by August 1st to secure our Early Bird price. The fee increases after that, as does the competitiveness of available space.
- We may not be able to consider applications submitted after October 3rd.
- Exhibitor applications will be reviewed and approved or denied by the committee in a timely manner, generally within 14 days.
- Once approved, exhibitors have 14 business days to provide payment.
  - Once payment has been deposited, it is non-refundable.

### **Step One:**

**Submit your Vendor Application** at <https://roanokegofest.com/vendor-dashboard/>

Our GO Fest committee will be reviewing applications bi-weekly and will strive to approve/deny them in a timely manner. Please note that we are looking primarily for vendors who align with the festival theme of outdoor recreation and stewardship.

### **Step Two:**

**If you are accepted, return to the dashboard and complete the following:**

- Complete Onsite Requirements – Highlight all the requirements you'll need and any of the possible discounts that you'd like to be considered for. You can select more than one option for each by using the ctrl key and highlighting each option that applies. This will generate your vendor fee.

## **Vendor Fee: \$1,250 before Aug.1 or \$1,300 after (10' x 10' space)**

- **Discounts** – You may apply for any of the following, all are subject to approval by the committee:
  - Activity Discount – \$350 discount
  - Small Business or Non-profit – \$650 discount
  - Club – \$200 discount
- **Add-ons**
  - Extra 10 x 10 space (contact us if you need more than a 10' x 20' space.) +\$200
  - Power: use of two 20 amp outlets + \$100 and you must provide your own 100' or longer 20 amp/110 volt extension cord.
  - Parking at your booth + \$250 and you must provide a photo of your vehicle to the vendor coordinator prior to approval.

- **Submit Activity (s)** – Use this portal to submit the activities you'll be providing for GO Fest. \*Please note that activities will need to be approved by the GO Fest committee in order to receive the activity discount.
  - Activity requirements to be approved for the discount:
    - Must be free to participate and not directly selling a product
    - Must encourage healthy outdoor recreation
    - Must be unique
  - You'll need a cover photo and a thumbnail photo for each activity:
    - Cover will show up when people view the activity details, dimensions should be: 2000px wide by 700 px tall
    - The thumbnail will show up on the Activity Calendar, dimensions should be: 600px by 600px tall

### Step Three:

Once your application and activity have been approved, you can complete your payment via credit card. We will send more information regarding payments at a later date.

### Exhibitor Requirements – As an exhibitor, you must:

- Maintain open booths during the following hours:
  - **Friday 5 p.m. – 8 p.m.**
  - **Saturday 10 a.m. – 8 p.m.**
  - **Sunday 10 a.m. – 5 p.m.**
  - *You may wish to stay open outside of these hours, that is your prerogative.*
- Maintain a representative on-site throughout the event. This will be our “Go-to” person in the event that we need to be in touch with you.
- Keep vehicles off of festival grounds during festival hours and wait to break down until the end of the festival: **5 p.m. on Sunday.**
- Provide your own displays, tents, tables and chairs, as well as any necessary equipment for activities.
- When selling a product, pay **City of Roanoke sales tax.**
- Abstain from selling or giving away bottled water, glass containers, and eliminate other waste wherever possible.
- Secure your booth outside of vendor hours. GO Fest is not responsible for damaged or stolen items and we suggest locking up or removing valuables at night.

Make **GO Fest** a co-host on any related Facebook event for activities or events being hosted in relation to GO Fest.

## **Accommodations – GO Fest will provide:**

- A detailed informational email before the event to your Main Contact.
- Staff on-site to address any needs or issues throughout the festival – available at the Info Booth.
- Space on the website and mobile schedule to promote approved activities – the vendor coordinator will be in touch to coordinate this.
- Early Set-up on Thursday prior to the event, as well as set-up on Friday before 4 p.m.
- Security for the festival as a whole – you may wish to hire your own security for your exhibit.
- Light towers throughout the festival grounds, though we recommend battery operated lights for inside your tents, sunset is usually around 7:30 p.m..

## **Here are a few GO Fest Pro-Tips:**

- Ensure the name you apply with is prominently displayed on your booth, this will make it easier to find you using our online schedule and other signage. Vendors who are easy to spot are more likely to attract wandering attendees/customers.
- Be ready for a crowd- there were approximately 28,000 attendees at GO Fest 2021!
- Make friends with surrounding vendors – afterall, this festival is for making connections.
- Staff your booth to allow members of your organization to participate in activities, races, and more. We hear a lot about how long the days are for vendors and we want you all to be getting as much exploration and adventure in as you can while you're here.
- Try to minimize waste when putting together “swag” for folks who stop by your booth. Think of items that would be useful at a Festival (hats, water bottles, koozies, bandanas, sunglasses etc), as well as items folks will hold on to (quality > quantity).
- Offer contests and unique activations at your booth – even if you're not offering an “activity.” This will attract attendees to your booth to help generate leads and future business – get creative!
- Contact the vendor coordinator early with any questions, thoughts, or requests that may help you have a great experience at GO Fest this year.

**Whenever you can, GO wander... explore!**

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