

Kaua'i County Farm Bureau

Affiliated with Hawaii Farm Bureau Federation

P.O. Box 3895 • Lihu'e, HI 96766

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The Voice of Kauai's Agriculture



KAUA'I COUNTY FARM BUREAU AND UNIVERSITY OF HAWAII COLLEGE OF TROPICAL
AGRICULTURE AND HUMAN RESOURCES PRESENT

18TH ANNUAL GARDEN FAIR

Saturday, April 13, 2013

9:30 am - 3:30 pm

Kaua'i Community College

Aloha,

You are cordially invited to share your garden products and information with Kaua'i residents and visitors at the 18th Annual Garden Fair. The Garden Fair is a popular annual "one-stop-shop" event for gardeners and garden lovers attracting several thousand consumers each year.

The expanded fair includes not only the wide variety of plants, flowers, garden supplies and information that the fair has long been known for, but also a special farmers market in conjunction with the weekly Kauai Community Market featuring fresh and value added products, as well as freshly prepared food choices for breakfast and lunch. The UH CTAHR Garden Talks area will include lectures on a variety of topics throughout the day, and the 4-H kids will be there for family fun activities.

Event publicity this year will include:

- Radio advertising on all KONG stations and an on-site with Ron Wiley
- A tabloid in The Garden Island (additional advertising available to highlight your business)
- A spotlight ad in For Kauai
- PR and email campaign
- An email flyer to help you promote your presence at the event

Event sponsors will receive individual promotion in advertising, publicity, program and a dedicated promotion on the For Kauai page.

TO RESERVE YOUR BOOTH – PLEASE REVIEW, SIGN AND MAIL THE ATTACHED FORM WITH PAYMENT BY APRIL 5.

We look forward to welcoming you there! For questions, please contact:
Melissa McFerrin, Kaua'i County Farm Bureau - Executive Administrator
Phone/Fax: 337-9944 Cell: 652-3217 Email: kcfb@hawaiiintel.net

GARDEN FAIR INFORMATION AND POLICIES TO ENSURE A SUCCESSFUL EVENT

I UNDERSTAND THAT:

1. The event will take place on Saturday, April 13, 2013 from 9:30 am to 3:30 pm. To the best of my ability, I will be present during the entire time of the event. I understand that cancellations after April 9 will be charged a \$100 service fee.
2. I must provide my own tent or shelter. The booth space is approximately 20' x 30'. Nonprofit organizations may request a 10' x 20' space in a 20' x 30' tent.
3. I will arrive by 7:30am on Saturday and complete my booth set up by 8:30 am. KCC will be available for advance vendor set up on Friday, April 12, 2013, 1:00 pm to 5:00 pm.
4. Security will be provided for FRIDAY night from 5:00 pm to 8:00 am.
5. Booth Fees are charged as follows, to be paid in advance via check to KCFB:

\$300 for sponsors (including radio and print advertising, and optimal booth placement)

\$100 for commercial businesses and food booths,

\$50 for nonprofits & government agencies.

KCFB members will receive a 25% discount on Garden Fair rates.
6. There will be a special farmers market on this day with extended hours for a 10x10' space in the One Stop parking lot adjoining the Garden Fair. All farmers to arrive by 8:30 am and advance confirmation of attendance will be required. Participants will be subject to all regular market application requirements and rates, with the exception that prepared food will be in the Garden Fair area only. Due to space limitations, current Kauai Community Market participants and Farm Bureau members will receive preference.
7. There will be a charge for the following equipment: \$10/table and \$4/bench
8. I will be charged a \$50.00 clean up fee, if my area is not left the same as when I arrived.

And, I will clean up my area by 5 P.M., Saturday, April 13th.
9. We encourage you to participate in an individual vendor drawing at your booth. Vendors are responsible for their own drawing "paraphernalia" - pencils, paper & box.

**Please indicate your agreement to these policies by returning the signed form below
via mail or fax.**

GARDEN FAIR REGISTRATION FORM (April 13, 2013 9:30am-3:30pm)

CONTACT NAME: _____ BUSINESS /ORG: _____

ADDRESS: _____

PHONE _____ CELL _____ EMAIL _____

PRODUCTS OR INFO ON DISPLAY: _____

Describe any prizes that will be used in YOUR drawing at YOUR booth: _____

____ YES, please contact me for a lecture on this topic _____.

EVERY PARTICIPANT WILL BE ASSESSED A FEE:

EVENT SPONSOR - \$300 (receives premium booth placement, name recognition in
publicity, radio and print advertising) _____

COMMERCIAL OR FOOD BOOTH - \$100 (receives space for own 20'x30' tent -- Tent to
be provided by vendor.) _____

NON PROFIT OR GOVERNMENT AGENCY - \$50 (receives 10' x 20' space inside
a 20' x 30' tent) _____

KCFB MEMBER DISCOUNT: SUBTRACT 25% ON COMMERCIAL BOOTH FEE

I would like to rent: _____ TABLES @ \$10.00 PER TABLE = _____

I would like to rent: _____ BENCHES @ \$4.00 PER BENCH = _____

KAUAI COMMUNITY MARKET VENDORS – will receive regular market rates for produce and value added for a 10x10'
space in parking area or can select commercial booth on the lawn for the day at regular Garden Fair rates.

TOTAL PAYMENT ENCLOSED = _____

I HAVE READ & AGREE TO THE ATTACHED POLICIES: _____

YOUR SIGNATURE

**PLEASE RETURN FORM AND PAYMENT BY APRIL 5, 2013. (To be included on tabloid, must receive by March 20th)
for questions email kcfb@hawaiiantel.net or call 652-3217**

**PAYABLE TO: KAUA'I COUNTY FARM BUREAU
P.O. BOX 3895 LIHU'E, HAWAII 96766**