



festIVAL

L A T I N O A M E R I C A N O

Celebrating Cultures and Community

Sept 4, 5, & 7, 2009
10 am – 10 pm

Vendor Packet

Historic Utah County Courthouse Grounds
51 South University Avenue • Provo, Utah

801-655-0258
www.festivalprovo.com



817 South Freedom Blvd., Provo, UT 84601
801-655-0258
www.festivalprovo.com

Dear Business & Community Friend:

Centro Hispano welcomes your participation in the 2009 Festival Latinoamericano. This Vendor Packet provides guidelines for your role as a participant in this event. We want you to understand the importance of your role in helping us reach the goals of this event.

Our Vision: We imagine a community where everyone is valued and respected, welcomed and appreciated. We imagine a community where everyone has an opportunity to become independent and self-sufficient and can find opportunities to give back to the community.

We seek to make this vision a reality at the Festival Latinoamericano by bringing together newcomers and old timers to have fun and to learn about each other as well as about resources and opportunities in the community. We welcome and seek participants from all cultural groups, not just Hispanics.

Utah County Facts

- *33.1% of the Utah County population was born outside of Utah.
- *Utah County experienced a 204% Hispanic population growth between 1990 and 2000.

There are more than 280,000 Latin-Americans living in Utah and the population is rapidly increasing. We seek to recognize the presence and contributions of this population by celebrating the richness of Latin American cultures, in an effort to build bridges between Latin-Americans and other Utah residents. We also recognize that newcomers to our community, especially those from other countries, are not always aware of available resources. Informational booths and activities at the Festival Latinoamericano are one of the best ways to share resources. Last year more than 15,000 people attended the festival and this year we expect to attract 25,000 visitors.

The Festival Latinoamericano is a place to connect and get acquainted with the people who live in Utah County. We value and appreciate our vendors for the things they bring to the festival. We hope to provide a worthwhile experience for everyone participating in the festival and we are grateful for your contribution in helping us fulfill our vision.

Sincerely,

The Festival Latinoamericano Organizing Committee

Festival Latinoamericano is a program of Centro Hispano, a non-profit organization with 501(c)(3) status. Our tax ID number is 87-0676172.



2009 Organizing Committee

Festival President

Sponsors, Technical director, tents.....Edgar Zurita
Phone: (801) 427-5745 Email: edgar@andesproductions.com

Assistant Director

Vendors, Media sponsors.....Norma Juarez
Phone: (801) 704-9476 Email: normajua123@msn.com

Community Involvement Committees.....Joan Dixon
Email: joan.dixon@comcast.net

Entertainment Director.....Alicia Hortal
Phone: (801) 380-7677 Email: culturalpta@hotmail.com

Vendor Director (English).....Angelica Hernandez
Phone: (801) 655-0258 Email: angelica@festivalprovo.com

Vendor Director (Spanish).....Aracely Delgadillo
Phone: (801) 655-0258 Email: ara_cisne77@yahoo.com.mx

Media Sponsor Director.....Benjamin Perez
Phone: (801) 427-1171 Email: Benjamin@entrelatinos.com

Logistics.....Howard Stone
Phone: (801) 374-1233 Email: email4howards@yahoo.com

Centro Hispano Director.....Teresa Tavares
Phone: (801) 655-0258 Email: ttavares@unitedwayuc.org

Vendors and Exhibitors:
Welcome To
Festival Latinoamericano 2009!

We are excited to have you participate in this year's Festival Latinoamericano! Enclosed you will find information regarding:

1. Set-up for Festival Latinoamericano
2. Items to bring
3. Location of your booth
4. Vendor parking
5. Hotel and RV Information
6. Policy Enforcement
7. Rules and etiquette for participation
8. Security
9. Take down for Festival Latinoamericano
10. Vendor Comment Cards
11. First Aid
12. Hours of Operation

Some of the highlights of this year's event are:

- Live Stage Entertainment at a Main Stage with more seating than ever before
- Large inflatable rides and kids crafts

If you have questions, please contact Angelica at 801-655-0258 or at angelica@festivalprovo.com. In case of emergency contact Norma Juarez at 801-836-6762 or at normajual23@msn.com

1. Set-up for the Festival Latinoamericano

Set-up for the Festival Latinoamericano will be Friday September 4th, from 1 pm to 5 pm. Because the festival grounds are located in a busy area of Provo and local businesses will be conducting business as usual during the Festival Latinoamericano, **NO VENDORS MAY SET-UP AT A DIFFERENT TIME WITHOUT PERMISSION FROM THE FESTIVAL LATINOAMERICANO ORGANIZING COMMITTEE.**

When you arrive at the Festival Latinoamericano, please come to the Information Booth, which is highlighted on your map, to check-in, pay your damage deposit, and receive any additional information you might need.

Enclosed, you will find a map of the Festival Latinoamericano grounds. Your booth space and the Information Booth are highlighted. Please note that Festival policy reserves the right to change your booth space as needed. Booth spaces will be marked off with stakes. To avoid confusion, please make sure that you are unloading in the correct booth space. If you set up in the wrong location, you will have to move. We thank you in advance for your cooperation.

ELECTRICITY

ONLY if you have paid for electricity, will Howard Stone, Facilities Manager for the Festival Latinoamericano, connect you to the nearest outlet. If you have questions or concerns, please go to the information booth and they can direct you.

IMPORTANT! IF YOU HAVE PAID FOR ELECTRICITY, YOU WILL NEED TO BRING A 100 FT. 12/3 RATING 15 AMP EXTENSION CORD. Without this cord, you may not be able to access the outlet provided for you.

12. Hours of Operation

The Festival Latinoamericano is schedule to run:

Friday, September 4 th , 2009	6 pm to 10 pm
Saturday, September 5 th , 2009:	10 am to 10 pm
Monday, September 7 th , 2009:	10 am to 10 pm

The entertainment Stage is scheduled for:

Friday, September 4 th , 2009:	6 pm to 10 pm
Saturday, September 5 th , 2009:	12 pm to 10 pm
Monday, September 7 th , 2009:	12 pm to 10 pm

*****Reminder of items to bring:**

- **Tent**
- **Trash cans**
- **Flooring for entire booth**
- **Tables/chairs as needed**
- **Appropriate permits and tax identification number**
- **Extension cords**
- **Light source**

If you have any questions or concerns during the Festival Latinoamericano, please go to the Information Booth. We'll see you there!

8. Security

There will be minimal security provided by the Utah County Sheriff's Department and Festival Latinoamericano staff during the Festival Latinoamericano and at night. **WE ADVISE YOU TO WATCH YOUR ITEMS CAREFULLY!**

You are welcome to sleep in your booth area at night if you so choose.

9. Take Down for Festival Latinoamericano

You may tear-down no earlier than 8 pm on September 7th and no later than 11 pm that evening. A fine of \$50 will be incurred by early or late tear-down.

Please be considerate of others and of the Festival grounds when you take down your booth. Please discard any garbage or unwanted items in the appropriate dumpsters. **DO NOT** use city trash cans and **DO NOT** leave your garbage on the sidewalk.

10. Vendor Comment Cards for Festival Latinoamericano

There will be Vendor Comment Cards distributed to you during the Festival Latinoamericano. Please fill them out and return them to the Information Booth at your convenience. We made several changes this year from the comments we received from vendors last year. We want to make this a great show for vendors and patrons, so please share your feedback with us!

11. First-Aid

If you or a patron becomes sick while at the Festival Latinoamericano, please come or take them to the Information Booth.

2. Items to Bring

When you arrive at the Festival Latinoamericano, your booth area will be staked off and numbered. The Festival Latinoamericano **DOES NOT** supply tents or rent any materials for your booth. You will be required to bring any tables, chairs, display cases, flooring, canopies and any tools needed to set up your area. Given the time of year and hours of the Festival Latinoamericano, a canopy or umbrella is highly recommended.

If you are a food vendor, you **MUST** bring an appropriate temporary food permit for the event. Please contact the Utah County Health Department at 851-7077 at least one week in advance to obtain this license. There will be a health inspector checking licenses during this event!

If you have paid for electricity, you will need to bring a 100 ft. 12/3 rating 15-amp extension cord. Without this cord, you may not be able to reach the outlet provided for you.

We highly recommend you sign up for electricity and bring a source of light because it does get very dark at night.

3. Location of Your Booth

Booths were assigned in the order that the applications were received, taking into consideration the type of items that you sell. Please mark your top three preferences on the enclosed map and return it to us. We will inform you as soon as possible as to your assigned space.

4. Vendor Parking

Vendor parking will be available free of charge in the parking lot located on 100 South 150 East. You will be allowed to load and unload along the road, but you must move your vehicle immediately afterward.

5. Hotel and R.V. Information

The following are lodging accommodations located within a mile of the Festival Latinoamericano grounds. You will have to park your R.V. outside, or there is a KOA listed below that accommodates R.V. hookups.

Best Western Columbian Inn

(2 blocks from the Festival Latinoamericano grounds)
70 E 300 S, Provo, UT 84606
801-373-8973 Toll Free: 800-321-0055

Travelodge

(1 ½ blocks from the Festival Latinoamericano grounds)
124 S University Ave, Provo, UT 84601
801-373-1974 Toll Free: 800-578-7878

KOA

(2 miles from Festival Latinoamericano grounds)
320 N 2050 W, Provo, UT 84601
801-375-2994 Toll Free: 800-562-1894

Amenity Motor Inn

(2 blocks from the Festival Latinoamericano grounds)
40 W 300 S, Provo, UT 84606
801-373-0660 Toll Free: 800-500-5003

6. Policy Enforcement

1. Please read through the contract carefully as we are enforcing policies this year with fines.
2. If you have any questions please let us know beforehand so we can address them.

7. Rules and Etiquette for Participation

Please review the following rules established for the Festival Latinoamericano as you will be responsible for knowing and understanding these rules:

1. You have been assigned a booth ranging from 10 x 10 to 10 x 20, or a custom booth (larger). **YOU ARE REQUIRED TO STAY WITHIN THE BOOTH SIZE YOU PAID FOR!**
2. You have submitted a complete list and pictures of items you are going to sell at the Festival Latinoamericano. **YOU ARE REQUIRED TO SELL ONLY THOSE ITEMS YOU LISTED ON YOUR APPLICATION!** You may not add items or change your booth type at anytime during the Festival Latinoamericano.
3. You are not allowed to go outside of your booth and sell items or display talents you are selling. The Festival Latinoamericano is designed to allow patrons to come to your booth, browse and ask questions.
4. Refunds will **NOT** be issued after August 31st, 2009 for any reason.
5. Your booth must be open to patrons during all hours of the Festival Latinoamericano. Fines will be issued for any late set-up or early take-down. If entertainment goes beyond the scheduled time, you are not required to stay open later.
6. You are responsible for all damages caused by your booth and all persons associated with your booth.