

# EXHIBITOR HANDBOOK

## 2009

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### A) THINGS TO KNOW TO GET THE MOST OUT OF THIS HANDBOOK

1. Reference documents (most can also be found off of the "Exhibitor Application" page):
    - o This **Exhibitors Handbook**:  
<http://www.organicislands.ca/festival/exhibitorsHandbook/2008/exhibitorHandbook2009.pdf>
      - o The **Venue Map** with exhibit spaces (closer to show time, this map will be updated):  
[http://organicislands.ca/festival/pdfs/VenueMap\\_2009.pdf](http://organicislands.ca/festival/pdfs/VenueMap_2009.pdf)
      - o The **Locations List** with numbered reference to exhibit spaces:  
<http://organicislands.ca/festival/pdfs/locations2009.pdf>
      - o The **route/service gate/parking map**
        - <http://www.organicislands.ca/festival/exhibitorsHandbook/2009/routemap.jpg>
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2. *Please, read through and understand this Exhibitors Handbook.*
3. *Print the Exhibitor Checklist (next page) and check things off you have done.*
4. **Email this Handbook to all the people manning your space...**they should especially know the section titled, *"DURING THE SHOW (Sat & Sun) - What you need to tell your staff"*
5. **You will be allowed up to six (6) people to man your booth during the weekend.** If you require more than 6 people manning your booth/table, please [contact us](#).
6. Glendale Gardens & Woodland is located at The Horticulture Centre of the Pacific, 505 Quayle Road in West Saanich. Road signage reads "Glendale Gardens".
7. **If your staff is going to take a bus or ride the shuttle**, they will need to check the schedule, visit the ["getting there"](#) page on the festival website. The Tofino Shuttle bus (yellow school bus) will be picking-up from Camosun Interurban bus loop, Royal Oak exchange and on Douglas (in front of Mayfair Mall), near Finlayson. *The shuttle bus is intended as a transit connection only! Please do not park in the parking lots at Mayfair Mall, Camosun College or Royal Oak. **FREE parking** is provided at the festival.*
8. Bring cash to buy lunch or other items at the Festival.

Please note, the **instructions in this Handbook may change before show time** and any changes will be emailed to you. Be sure to watch for email updates in the coming weeks leading to the festival. For your convenience here is a link to previous correspondences to exhibitors from festival organizers:

May 25<sup>th</sup> introduction email:

<http://www.organicislands.ca/festival/pdfs/UpdateMay25.pdf>

Rental Order information email:

<http://www.organicislands.ca/festival/pdfs/RentalOrders2009.pdf>

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Exhibitor Check List		
DONE	ACTION	DETAILS
<b>Read</b>		
	read	Read Festival Terms on Exhibitor Application (available on festival website)
	read	Identified the locations of Service Gate 1 (to access venue) and 4 (to exit venue) on map
	read	Confirmed your location by downloading the latest map and location list. Your location may have changed.
	read	Confirmed your set-up time on Friday, July 3rd (section G in handbook)
	read	Understood Zero Waste Commitment and exhibitor responsibilities
<b>Communicate</b>		
	staff	Emailed link of Exhibitor Handbook to all staff
	staff	Told staff: unload/reload between 8:00 - 8:30 am, drive car off-festival grounds before 9 am. Staff parking in exhibitor parking (through SG 4) or angle park along Quayle Rd (if they need to leave during the day).
	staff	Exhibitor representative who is in charge of setting up on Friday has plan in place to distribute wristbands to staff working their booth
	staff and SG1 Volunteer	OR Exhibitor representative who is in charge of setting up on Friday has been given names of staff or volunteers working the booth. SG1 volunteer will ask for names of staff or volunteers.
	director	If Sharing: Both businesses have been registered and you have received permission from the Director
	logistics manager	Requested Power in the Village: Have communicated amps/watts/volts (solar powered event!)
	logistics manager	ICE: Pre-ordered ice - Emailed Logistics@organicislands.ca
	Health Inspector	Samples/FOOD VENDORS: VIHA approval - Faxed VIHA application to Health Inspector 250- 475-5130. Download form: <a href="http://www.organicislands.ca/VIHA_application.pdf">www.organicislands.ca/VIHA_application.pdf</a> .
	logistics manager	Samples/FOOD VENDORS: Compostable vendor supplies - Emailed Logistics@organicislands.ca to get approval of vendor
	logistics manager	Samples/FOOD VENDORS: Back-up compostable supplies - contacted Susanna from BSI (604-250-8892) to request that she bring extras supplies for you in case you run-out (she will be exhibiting during the festival)
<b>Pack</b>		
	pack	Requested power in the village or pathway: Bring 100 foot extension cord
	pack	Compostable sample cups/food vendor supplies (get approval of vendor by Logistics manager)
	pack	Table cloth and chair pads.
	pack	Pop up Tent: bring stakes or milk jugs filled with sand or water to anchor your tent.
	pack	Signage prepared (no cardboard signs), suggestion - dry erase white boards make good signs
	pack	String and/or rope to hang banner signs, do not affix signage to canvas.
	pack	Recycling, compost, garbage bins/bags/cans for your space
	pack	Copy of VIHA approval
	pack	Name tags: First Names suggested
	pack	Tarp to cover merchandise overnight (pop-up tents can be collapsed to cover exhibitor merchandise)
<b>Sat/Sun</b>		
	day of festival	Store material that might get damp (i.e. paper) overnight in the Greenhouse (if you have a pop-up tent collapse it over your space)

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## B) IMPORTANT NAMES AND FACES

- Deb Morse, Festival Organizer



Stuart Morse, Right Hand Man



Rachelle McElroy, Logistics Manager



Jen Cizman, Volunteer Manager



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James Cowan, Production  
Manager



Annalea Krebs, Administrative  
Support



## C) THE TERMS

When you sent your application to exhibit at the Festival, you agreed to a number of Terms. Please re-familiarize yourself with these Terms, especially if it has been a while since you read them. **You are held to these Terms** and so it's to your benefit to know them. They can be found starting about half-way down the page:

<http://www.organicislands.ca/festival/festentry.php?year=2009&country=Canada>

### Remember

- You are responsible for informing yourself about *all* Terms.
- The Terms apply to everyone in your exhibit space and who represents your organization.

## D) ACCOMMODATION IF YOU'RE TRAVELING FROM AFAR

Visit <http://www.organicislands.ca/festival/accommodations.php>

## E) TRAVELING TO THE VENUE (NEW! BIO DIESEL SHUTTLE)

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For cycling, bio diesel shuttle bus or public transit and driving directions visit (and print if necessary)

<http://www.organicislands.ca/festival/gettingthere.php>

## F) PARKING LOTS AND SERVICE GATES

Please familiarize yourself with the parking areas and service gates (see <http://www.organicislands.ca/festival/exhibitorsHandbook/2009/routemap.jpg>)

### 1. Service Gates

- You need to know two of them: **Service Gate 1 (SG1)** and **Service Gate 4 (SG4)**. SG1 will be to access the venue with your car during setup/reload. You'll use SG4 to park your vehicle during festival days, and to exit the venue grounds.

2. **Main parking lot:** Directly in Front of Festival Venue. Use to access SG1 on setup day. You will *\*not\** be parking here during the Festival.

### 3. Exhibitor parking:

#### a. Exhibitor Parking Lot

- Accessed to exhibitor parking lot is via SG4 off Quayle Rd.

#### b. Additional Parking on Quayle Rd.

- Park diagonally along the fence on Quayle Rd. between SG4 and the Main Parking Lot. Park here if you need to leave during the Festival, as **SG4 is locked from 9:30am to 5:00pm** on Saturday & Sunday.

4. **Public parking:** Off Beaver Road in field. Please do not use this parking lot unless all other parking is full.

## G) SETUP PROCEDURE FOR FRIDAY, JULY 3, 2009

### SETUP TIMES & INSTRUCTIONS

First, ***confirm your location*** by downloading the latest map & location list. Your location and number may have changed.

**On festival days (Sat. & Sun.) all exhibitor staff and volunteers MUST SHOW A WRISTBAND in order to be allowed to enter the**

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festival grounds without paying admission. It is your responsibility to deliver the wristbands to your staff in advance and advise them to wear it. The person setting up your booth on Friday, July 3<sup>rd</sup> will be given 6 wristbands for staff and volunteers, OR asked for the names of the staff coming to work on your booth. It is your responsibility to distribute the wristbands before Sat morning shift and if you can you will receive all the wristbands. If all or some of the wristbands won't be distributed to your staff ahead of time, we will record the names of your staff on Friday during set-up and have wristbands ready for your staff (according to the names you have given us) to pick-up at the entrance gate. Staff or volunteers working on your booth will receive one wristband for the whole weekend and it is good for both Saturday and Sunday shifts.

## You should know...

- You can be in your exhibit space setting up outside of the times below, but your vehicle, stuff, etc must be out of the way.
- Wheel barrows: behind Greenhouse near service gate in main parking lot, if needed. Return them when finished.
- You are responsible for your own setup. Although volunteers will be on site, there is no guarantee that they will be free to assist you.
- Quickly unload your vehicle where directed and then get it out of the way (by driving it to the Exhibitor Parking) and come back to finish your setup.

## ALL EXHIBITORS

1. Drive to Main Parking Lot
2. A Festival volunteer will greet you and at that time give you your staff wristbands, confirm your name, location, and rentals.
3. Follow the volunteer's instructions about where to drive your car etc.

## MORNING SHIFT EARLY: 10am to 11:30am

- *Gathering Place - Southern Half (top half of GP on the map)*
- *Pathways*
- *Children's Area*

## MORNING SHIFT LATE: 11:30am to 1pm

- *Gathering Place - Northern Half (bottom half of GP on the map)*
- *Courtyard*
- *Greenhouse (Media)*
- *Japanese Garden*
- *The Lookout*

## AFTERNOON SHIFT: 1:30pm to 4:30pm

- *Village – South of #28 (top half of Village on the map, basically)*

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## EVENING SHIFT: 5pm to 8pm

- *Village – North of #28 (bottom half of Village on the map, basically)*

Unless given special permission by Festival Official, please set up during your allotted set up times.

## H) DURING THE SHOW (SAT & SUN) - What you need to tell your staff

- Pick-up wrist bands at the entrance gate
- For info on parking lots and service gates, refer to Section F, above.

### Between 8:00am & 9:30am:

1. ***If you need to unload/reload: Beginning at 8:00 am until 8:30 am***, you will be able to drive your vehicle to reload or unload perishable items. Come to the Main Parking Lot and a volunteer will direct you. **Your car must be off the festival grounds by 9:00 am.**
2. ***If you just want to park:*** Go to SG4 to access the Exhibitor Parking, or angle park along Quayle Rd. (Refer Section F, above).
3. **SG4 will be closed at 9:00 am and will not reopen till 5pm**, if you need to leave during the festival park along Quayle Rd.

### After 9:30 am:

- Staff may angle park along Quayle Rd. in the designated area, or if there is no room, in the public parking.
- **Exhibitor staff are required to wear a wristband to get into the festival.** Exhibitors will be given 6 wristbands for their staff by a volunteer upon arrival during set-up day on Friday, July 3<sup>rd</sup>. Exhibitors are responsible for distributing the 6 wristbands to their staff before their shift (between Friday set-up day and the start of their shift). ***These entries are intended for staffing purposes only. If you need more wristbands, please let festival staff know PRIOR to the festival. If you have wristbands left over, please return them, they are intended for staff purposes only.***
- **If you are unable to distribute the wristbands to your staff ahead of time**, the volunteer at the gate will record the names of

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your staff on Friday, set-up day and have it ready for pick-up during the festival weekend. Your staff can then pick-up their wristband from the volunteer processing exhibitor staff and the entrance gate. At that time, the festival volunteer will cross off the name of your staff and handout the wristband. Exhibitor staff each get one wristband for the whole weekend and it is good for both Saturday and Sunday.

## I) RENTALS

Unless you bring your own items such as tents, tables, umbrellas, chairs, and power, they must be rented from us – they aren't free, so please don't help yourself. If you have yet to rent or pay for your rental, now is a good time to do so. You will have received a rental invoice by now and hopefully have paid it. If you didn't rent and now think you should have rented something, contact us.

Please send an email to [logistics@organicislands.ca](mailto:logistics@organicislands.ca) to make your reservation. Indicate the number of items and type of items you would like. No guarantee that we can accommodate your request at this late date. Payment of your rental confirms your order and is nonrefundable.

**During Setup** - If we have enough volunteers, your rental will be waiting for you in your spot. If not, you'll be told where to pick it up when you arrive.

**During Takedown** – On Sunday, you will be visited by Festival staff to go over the takedown procedure. In a nutshell, you will return your item(s) to a takedown station, get 'marked off' by staff, and then as you drive off, once we confirm you've returned all your items, you'll be permitted to leave.

### You should have...

**Table and chairs:** Please provide your own tablecloths & chair pads.

**Tents (except Marquee):** Please anchor your tents with stakes or milk jugs filled with sand or water that you bring. They are not provided.

**Marquee Tents:** Will be installed for you.

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## J) EXHIBIT BOOTH GUIDELINES

### Signage

Attractive signage please - remember your exhibit space is like a storefront. No cardboard signs. Suggestion – dry erase white boards make good signs.

### Signage on Rental Items

On canopies, tents and umbrellas please do not affix signage to canvas. Use string or rope to hang banner signs.

### Securing your tent or canopy

Staking your tent is the best way to ensure it is secure. It can be windy. However, **unless you are in the Village, there is a risk a stake will hit an irrigation or power line.**

Another method is to fill milk jugs with sand and tie to poles to anchor tent. You *will* be liable for damages if this happens. We suggest milk jugs.

## K) ZERO WASTE COMMITMENT - POLICY

Organic Islands Festival has partnered with reFUSE Ltd and is striving to become a zero-waste festival. Find out how we are striving to meet that commitment and familiarize yourself with the expectation for exhibitors in reaching the **Zero Waste Commitment**.

[ZERO WASTE Commitment 2009 for exhibitors](#)

ReFUSE Ltd. will provide garbage, recycling and composting services.

### You should know...

- ***Please provide your own garbage/recycling/composting bins/bags/cans at your exhibit space.*** If applicable, please offer separate cans (with signs to help the attendees) for each type of waste.
- When your containers are full, you may dispose of them in the large waste receptacles located throughout the site. Note the nearest locations during your setup.
- Cardboard: dispose in the designated area, likely to be in the Loading Zone.

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- Food vendors: Using compostable sample cups mean no separating “compost” from “recyclables”...see below in section L-2 for order info.

## L) FOOD (AND ALL INGESTIBLE ITEMS) VENDORS

### 1. VIHA Approval<sup>1</sup>

You are required by VIHA (Vancouver Island Health Authority) to complete an **Application to serve food** if:

- you are preparing a recipe on-site,
- are selling/sampling food that has not been approved by a government authority for sale to the public,
- or have a product that needs refrigeration/heat to not make people sick.

**Examples:** If you are unwrapping a granola bar and giving samples, you do NOT need approval. If you are cutting cheese, you do NOT need approval. But if you make a cheese sandwich, you *\*do\** (since that's a 'recipe').

Still not sure? Either call Les at the number below, or fill an application just in case.

**We have the 2 page form available on our web site at:**

[www.organicislands.ca/VIHA\\_application.pdf](http://www.organicislands.ca/VIHA_application.pdf).

Please complete both pages of the form and list all items of food you will be serving during the festival.

**\*\*Please fax form to VIHA** (not us) – (250) 475-5130 fax, “ATTENTION: Les”. We will receive the list of approved vendors from VIHA...if you are selling/giving food/beverages you will want to be on this list!!

### Washing Utensils

VIHA advises that:

*It is expected that for any of the business offering perishable food items (samples) will have adequate refrigeration units for storage and display of their products. As well, any business planning to cut/slice samples for tasting would be required to have access to ware washing (3-compartment sink) to wash/sanitize knives, cutting boards, etc., and in some cases would also require a hand washing set-up at their booth.*

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<sup>1</sup> The requirement criteria of whether you need to get Approval have changed from last year!

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A 3-compartment sink will be set up in the Volunteer Lounge next to the Gift Shop at the festival venue for use by exhibitors serving food. We also intend to set a sink up in the Village by the demo kitchen. You are required to provide your own refrigeration if necessary.

**If you have any questions** about requirements or how to complete the form, please contact:

Les McIntosh  
Environmental Health Officer Vancouver Island Health Authority - South Island Health Protection  
201 - 771 Vernon Avenue, Victoria BC V8X 5A7  
\* Phone # : (250) 475-1858  
\* Fax # : (250) 475-5130  
\* E-Mail : Leslie.McIntosh@viha.ca  
\* Website: <http://www.viha.ca/mho>

Thank you for your cooperation in ensuring that safety regulations are complied with.

## 2. Compostable is better than recyclable

BSI Biodegradable Solutions, a festival sponsor out of Vancouver, can provide you with many of your "disposable needs." Plus, they are exhibiting at the festival. BSI specializes in sourcing materials that are biodegradable / compostable. **\*\*Non compostable or recyclable containers are no longer acceptable at the Organic Islands Festival.** We encourage you to limit the amount of waste you generate, and when that is not an option, please use products such as those offered by BSI. Benefits of using BSI are commercial rates and on-site pick-up if your order. Also, if you run out of supplies you can go to the BSI booth and see what BSI has for options to purchase on the spot!

BSI sells:

- Cutlery
- Cold & hot beverage cups
- Small "sample"-size cups
- Napkins
- Plates
- Garbage bags

### How it works (Do this soon!):

1. *As an exhibitor at the Organic Islands Festival & Sustainability Expo 2009, **you will receive commercial-volume pricing** (even if you only order a smaller quantity) and on-site pick-up *when you order from BSI.**
2. Call (604) 250-8892 to discuss your options with Susanna Carson. Visit <http://www.biodegradablesolutions.com/>
3. Place your order with Susanna, or email her at [biodegradablesolutions@shaw.ca](mailto:biodegradablesolutions@shaw.ca).
4. **All questions, order inquiries and payment arrangements are to be directed to BSI.** We have arranged the special offer...the rest is up to you.
5. On setup day, July 3, you will receive your order from BSI at the venue.
6. Make **\*all\*** arrangements with Susanna.
7. New! BSI will be on site during the festival, if you run-out visit their booth for purchase on the spot. NOTE: Please communicate with them before the festival to ensure they have the sizes you need on-hand.

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## 3. ICE ORDERS:

Ice orders are handled by Rachelle, logistics Manager ([logistics@organicislands.ca](mailto:logistics@organicislands.ca)).

### How it works:

1. You must pre-order the ice!! Do it soon. **\$6/7lb bag and \$20/45lb bag plus GST.**
2. Send your order to [logistics@organicislands.ca](mailto:logistics@organicislands.ca) with "Ice: Our order" in the Subject Line.
3. We send you an invoice.
4. Pay your invoice upon receipt or pay on site. But, you must pre-order!
5. During the Festival *starting Saturday*, pick up your order as needed at the upper info booth (Festival Headquarters), near the Gathering Place. If you need ice Friday, please make your own arrangements.
6. We may be able to sell some ice on site but we only order enough for the pre-orders and festival use and cannot accommodate many on site requests beyond the pre orders.

### You should know...

- No refunds on unused ice. Take it home or water the plants.
- Make sure you pre-order enough ice.

## M) OTHER GUIDELINES

### Name Tags

These are your responsibility. We suggest first name only on your name tag to make it less formal.

### Storage

Storage of your items either before or after the Festival is done entirely at your own risk. Note: The wind may come-up or it might rain, protect your merchandise (day and night), everything should be covered and weighted down. Organic Islands Promotions Ltd. and Glendale Gardens & Woodland do not accept any responsibility for any damage, loss or theft to property that belongs to you or your organization.

### Security Guards:

Security is provided on site at the Festival venue July 3/4 – 8 pm to 8 am; July 5/6 – 8 pm to 8 am. Outside of those times, a Festival Official will be on-site. You are ultimately responsible for security of your goods before, during and after the show.

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## Dampness:

It is damp in the gardens. If you have books or printed material that you do not want to be affected by dampness, please leave your items covered up in the Greenhouse. You may retrieve these items in the morning.

Pop-up Tents can be collapsed to cover your items.

## Toilets:

Exhibitors, as per Organic Islands Promotions' agreement with Glendale Gardens, are permitted to use *only* the portable toilet facilities. There will be two handicap-accessible portable toilets.

## R-A-I-N:

Although we offered Mother Nature an Organic Champion sponsor deal to 100% guarantee awesome weather, she turned us down. The good news is she promised us a, "Probably, as long as you think sunny thoughts." As such, be prepared.

## N) A NOTE ABOUT SHARING

The festival considers that you are sharing if...

- There is someone else in your exhibit space promoting a business whose name is not on our exhibitor registration list.
- You are distributing materials promoting a business whose name is not on our exhibitor registration list.

If you have not made arrangements and paid your sharing fee you need to contact us for permission to share. A fee may apply. All exhibitors must be registered before their materials can be distributed at the festival.

## O) A SPECIAL NOTE TO OUR ORGANIC CONTRIBUTORS

Please give your contributions for La Vida Eco draw, the Children's Village or Volunteers to the upper info booth (Festival Headquarters), located near the Gathering Place, on setup day. **Please label your contributions with your company name.**

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## FINALLY...

If there is anything you find important that we have not covered, contact [logistics@organicislands.ca](mailto:logistics@organicislands.ca).

Again, there will possibly be changes and last-minute additions, please read all your emails leading up to the festival.

Thank you for your cooperation in ensuring this Festival goes off with as much smoothness as possible. On behalf of the entire Organic Islands team, wishing you the very best of times.