

**41st ANNUAL HEART OF VIRGINIA FESTIVAL CRAFT SHOW**  
**SATURDAY, MAY 4, 2019**

***Please print, complete, and mail this application and the Declaration and Waiver***  
Please read the Heart of Virginia Festival General Guidelines and Rules for Participation  
***2019 Heart of Virginia Festival Application – Direct Sales Application***

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Primary Phone \_\_\_\_\_ Secondary Phone \_\_\_\_\_

➤ Feel free to share my contact information with other local event planners:

YES \_\_\_\_\_ NO \_\_\_\_\_

➤ I have previously participated in the Heart of Virginia Festival:

YES \_\_\_ ( \_\_\_ Years), NO \_\_\_

One Space = 15' x 15' (purchase additional space(s) if needed)

\_\_\_ I would like to request the same space I had last year

*(Consideration of placement requests is honored, but not guaranteed.)*

Is there anything you would like us to know when assigning your space (i.e. products you would or would not like to be in close proximity) \_\_\_\_\_

➤ In order to best promote your items, please provide a specific description of what you will be selling.

\_\_\_\_\_

Provide a price range of what you will be selling: \$ \_\_\_\_\_ to \$ \_\_\_\_\_

**\*\*\*Direct Sales is a new category for the festival this year. \*\*\***

**Only 1 representation for each company is allowed. \*Applications will be submitted on a first come first serve basis. Include items to be sold and prices. Booth set-up by supplying a website or by sending or emailing photographs of what you will be selling. Photos that are mailed may not be returned and may be used for promotional purposes. Be sure to include your name on reverse side of photographs.**

On a separate sheet of paper, please share interesting or news-worthy information such as biographies, photos of what you sell, websites, and a description of what you sell. This information may be used in publicity to promote the Festival and the variety of products available. Your assistance is greatly appreciated.

To showcase your participation, feel free to link the Festival website ([www.heartofvirginia.org](http://www.heartofvirginia.org)) to your website(s), Facebook, Instagram and promotional materials. Also include festival information in your calendar of events, list of upcoming shows, etc.

**\*\*\*NEW IMPORTANT INFORMATION REGARDING FOOD SALES-PLEASE READ\*\*\***

**\*\*If you are planning to sell food items of ANY KIND you must complete & return page 3 of this application. There are new VDH health inspector guidelines.**

# HOVF Waiver

To participate in this high-quality show, you must sign to indicate compliance:

During set-up, the items you are displaying will be compared to the photos and descriptions you have submitted. If there is a discrepancy, you will be asked to remove the items. Further noncompliance would subject you to be dismissed from the Festival without refund or future invitation.

➤ I agree to allow the Heart of Virginia Festival Board full use of images, promotional materials or any digital content (pictures or video) taken during the Festival for purposes of promoting the Festival this year and in future years.

➤ I understand that failing to follow the Craft Show Guidelines and / or General Guidelines will result in a \$50 fee and I may not be invited to return to the Festival in subsequent years. I also understand that any unpaid fees will prohibit future participation.

➤ Please be advised any potential insurance risk is subject to your own personal insurance coverage. To insure proper coverage and mitigate any potential risks to you, please contact your personal insurance agent. If you have insurance please supply a certificate of insurance.

➤ I do hereby waive the Town of Farmville, Heart of Virginia Festival, Festival Board of Directors, judges, any sponsor or fellow participant from any liability due to personal injury, loss or damage to any property that may occur during the Festival.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Before mailing, be sure that you have included the following:

- ✓ Completed 2019 Application with signed HOVF Waiver
- ✓ Payment:
  - Early Registration (Received by April 1st) \$100 per space
  - OR
  - Regular Registration \$135 per space (checks payable to Heart of Virginia Festival)
- ✓ Representation of work and exhibit set-up (website, Facebook, or photographs)
  - (optional) Interesting Information (separate piece of paper)

Mail to:

Heart of Virginia Festival, Attention Craft Show  
P.O. Box 35  
Farmville, VA 23901

**PLEASE NOTE:** Cancelled checks serve as preliminary acceptance as a participant. If you supply an email address, we will let you know that we have received your application. Otherwise, space assignments and confirmation materials will be sent in April.

Office Use Only: Amount \_\_\_\_\_ Check Number \_\_\_\_\_ Date Received \_\_\_\_\_

\*\*\*\*\*REFUNDS **WILL NOT** BE ISSUED FOR ANY REASON AFTER April 1, 2019\*\*\*\*\*

# Crafters, Direct Sales and Community organizations

## Will you be selling or giving away food at this year's Heart of Virginia Festival?

If you will give away or sell any food items, you must declare that on your application to participate in the festival.

*No, we won't be selling or giving away food.* – Thanks! We just needed to check. You're all set.

*Yes, we will be selling or giving away food.* – Great! We need to share that information with the Health Inspector. We have a more questions to follow up. For each one, please circle Yes or No.

*Yes or No:* Will the food be prepared off-site in a kitchen facility that has been inspected and approved by the Virginia Department of Agriculture and Consumer Services (VDAC)?

*Yes or No:* Will the food be industrially packaged, like bags of chips or bottled drinks that you purchased at the grocery store?

*Yes or No:* Will the food be prepared on site at the Heart of Virginia Festival?

These questions are important because the Virginia Department of Health (VDH) regulations state that, with very limited exceptions, food items must be 1) prepared on site, 2) industrially packaged, OR 3) prepared in a facility that has been inspected and approved by the Virginia Department of Agriculture and Consumer Services (VDAC).

Vendors will not be able to sell or give away food that falls outside of these options. In the past, a number of Heart of Virginia Festival vendors have sold home-baked goods. Please note that, unless those are prepared in a VDAC-approved facility, they no longer comply with VDH regulations.

Specific questions about updates to VDH regulations should be directed to Mr. Paul Hill at the Piedmont Health District in Farmville.

## For applications for food vendors:

Please note that Virginia Department of Health regulations stipulate that food vendors preparing food on site must have a Certified Food Protection Manager on site. For additional information, please visit the VDH website: <http://www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/food-operators/cfpm/>

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