

## Finger Lakes Wellness Fair



September 24<sup>th</sup>, 2011

11:30 – 6:30pm

Peace & Welcome..... If you are interested in becoming a participant at the Finger Lakes Wellness Fair on Canandaigua Lake, please complete the application below. You will be approved on a first come, first serve basis. One area per company (negotiable if you offer many services).

### Advantages of Early Registration

**DEADLINE FOR PAYMENT IS JULY 10<sup>TH</sup>!! Pricing increases 15% AFTER THIS DATE! Plus an additional \$15 to added and profiled on Finger Lakes Wellness Fair Website!**

- This event will be an annual event with promised growth. Participants of this year's event will have first rights for 2012.
- Choose prime booth locations and presentation times
- Be one of the limited number of booths in your category
- Get on the Website with your profile early

2011 event will be offered first choice spots in 2012. This is **ONANDA PARK's 100<sup>th</sup> Anniversary and the very same day there are scheduled bus tours stopping in (we got lucky!)....** This should be a BIG plus for us!!! We will also have traffic from the Naples Grape Fest!

### ***Finger Lakes Wellness Fair will be held at:*** **Onanda Park on Canandaigua Lake**

4965 County Rd 16  
Canandaigua Lake, NY 14424  
[www.townofcanandaigua.org/onandaenjoy.htm](http://www.townofcanandaigua.org/onandaenjoy.htm)

***By completing and sending this application, you agree to the following:***

- Promote the Finger Lakes Wellness Fair through all your networks
- Arrive and set up your space completely within one hour of Fair time.
- Tear down, return chairs, tables and general clean up of your area prior to 8:30pm Saturday Sept 24<sup>th</sup>
- Help seek out volunteers (see volunteer list below)
- Have personnel at their area at all times as well as maintain a neat and organized space.
- Keep a contact list (email list) of participants and supply to Fair organizer. (customers will have the opportunity to purchase a discount ticket ahead of time – we will all use the same form and it will have a place for email)
- Must not distribute or hawk literature or products outside their designated space
- Pay in full by August 10<sup>th</sup>, 2011
- Operate your business within any local, state or federal guidelines (sales tax, etc)
- Participants agrees to defend and indemnify Grounded By Yoga, Sandy Hicks (your host) and Onanda Park, their agents and employees against any losses, claims, or causes of action due to injury of any person or property sustained in or about the Fair caused by negligence, or wrongful acts of Participant, its employees or agents,
- I have reviewed the FAQ page

### **Follow-up After the Health Fair - Wellness Fair (optional):**

- Send thank you letters to volunteers
- Determine and document possible improvements for next year.

### **YOUR BUSINESS AND CONTACT INFO**

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Check all that apply and specific services:

### **INFO TABLES / VENDORS:**

☐ Store /Product for Sale \_\_\_\_\_

☐ Demo / Info / Samples \_\_\_\_\_  
(Example: Free Product Samples, Free Mini Body Work Sessions)

☐ 30 Minute Lecture / Demo \_\_\_\_\_

☐ 30 Minutes Mini-Workshop Scheduled throughout the day \_\_\_\_\_

☐ 1,2 or 4 Hour Workshop, Lecture, Seminar etc...

What is your subject u will present? \_\_\_\_\_

How Much Time Needed? \_\_\_\_\_

☐ Indoor Facility ?    ☐ Outdoor Deck?    ☐ Open Air Pavillion?    ☐ Grass/Tent/Table space?

☐ I will donate a Door Prize of \_\_\_\_\_ Value \_\_\_\_\_

☐ Do you plan to spend the night the evening before? (see below under "Extras"),Please do!

### **Extra:**

**There are several cabins at the park on the water side that you can rent the night before. How fun would it be for "us vendors" to gather our souls the evening before and wake up right where we need to be. These are on a first come first serve basis.....Please let me know if you are interested!**

**"Reserve your own waterfront cabin for a relaxing stay on one of the most beautiful lakes in the Finger Lakes Region. Fourteen different cabins can accommodate 2-6 people in varying sleeping arrangements. The cabins come furnished, have electricity and contain a small refrigerator to keep perishables during your stay. A picnic table and grill outside your door invite outdoor dining. Guests are required to provide their own linens, dishes, pots, and pans."**

## OUTDOORS

Facility	Notes	Map Facility Number	Cost	Qty, desired chairs, location
Lakeside (Rotary) Pavilion	Approx 8 Picnic tables Accommodates 50	21	\$85 includes electric & tables	
Shoreline Pavilion	4 Picnic tables. Cookers Accommodates 25	10	\$100 includes electric & tables	
Waterside Deck Space	Approximately 7 Spaces – perfect for Body Workers!	8	\$40 – no electric	
Lawn Space	Your tent, table. Chairs available,	Various - 3 Main Spaces...(2 large lots near water. 1 near Entrance.)	\$40 – includes 2 chairs. Need extra? please request	
Upland Pavilion	6 Picnic Tables Accommodates 50 No Electric	31	\$45 Includes tables	
Upland Pavilion	6 Picnic Table Accommodates 50	38	\$60 includes electric & tables	
Upland Pavilion	6 Picnic Tables Accommodates 50	42	\$60 includes electric & tables	

## Indoor

Facility	Notes	Map Facility Number	Cost	Qty, desired chairs, location
King Hall - Uplands	Kitchen, Large Open Room, Deck with Large Lake View	King Hall	\$200	
Crouch Hall	2000 sq ft / 75 People	4	Already reserved for Yoga. Can time share. Inquire	
Gorham Hall	Large Hall – reserved for Rain!	1		

## Volunteers Needed:

- Hiking Guide (will be provided with trail maps)
- Info Table at Entrance and Parking Guide
- Child Watch (there is a play ground and an indoor activities room)
- Grill Cook?
- Entertainment for Kids (jugglers, Illusionists etc) as well as Entertainment in general

## FAQ's

### How many vendors will there be?

I expect to have 30-50 vendors.

### What type of vendors will be favored?

Green and Organic products ....Holistic and Wellness Services. Gentle but fun Entertainment suitable for family.

### How many visitors do you expect?

Naturally, weather can play a large role in summer events. I will be aggressively marketing once I obtain some vendors to advertise. The park will also be a stop over for some bus tours (Onanda's 100<sup>th</sup> anniversary). With all of us promoting on our Facebook and other networks,I expect at least 250-300 people. Tickets will be \$10 with a discount for prepaid tickets \$5. **This event is a Holistic and Wellness Fair with a touch of "Festival"..... there will be entertainment and games!**

### What kind of marketing will there be?

As mentioned, I will expect us all to take part. On top of that, I will be covering the costs of:

- **Banners, Road Signs**
- **Flyers**
- **Email – Newsletter marketing with already large "opted in" list**
- **Current Students at my Studio will assist**
- **\$600 towards Print Ads and brochures etc**
- **Every online avenue I can think of and am a member of.**
- **A couple of Finger Lakes papers and organizations are waiting to be part of the ribbon cutting ceremony at my new studio...I will mention**
- **The Fair will have its OWN WEBSITE**
- **Local Wellness facilities agreed to post.**
- **As a member of the Chamber in Canandaigua – I have window reserved in July and will post as well as brochures inside**
- **Canandaigua Connected**

## **How do I charge Customers?**

The focus of this event is to share and inform the public about Holistic Wellness, Secondly, to promote yourself and gain new potential customers. That being said, please offer discounted pricing on your services!!!! All pricing should be clearly posted for the public. The website will also be posting your specials (example 50cents per minute for massage, Donation Yoga, ).....Please be mindful that folks will want to come only if they can affordably "try" different things! FREE is always good! Products understandably have a cost but do offer attractive pricing. Have plenty of cards and brochures to hand out as well! The public will be given a map of who is where and what their offering is.

## **Can I pay online?**

Yes. I will send a Paypal invoice.

## **Can I pay by check?**

Yes. All checks should be made out to Grounded By Yoga and mailed to: Sandy Hicks c/o CRZ PO Box 146 Seneca Castle, Ny 14469.PLEASE INCLUDE COMPLETED APP.

## **Can I get a receipt?**

Yes. A receipt will be sent by email as soon as your payment has cleared.

## **If I have to cancel can I get a refund?**

ONCE SPACE HAS BEEN BOOKED ANY CANCELLATION MUST BE IN WRITING. IF SPACE IS CANCELLED BEFORE August 1st, 2011 REFUND LESS **\$15.00** ADMINISTRATION FEE WILL BE GRANTED. AFTER August 1st, 2011 NO REFUNDS ARE AVAILABLE. Understand that I will have already put you on the website, in brochures, flyers etc!! I am dedicating a large amount of my time to this!!

## **Do I get a bring my own tent and table and chairs?**

You bring your tent and table. Chairs should be ample. There are a lot there already. You will be allowed 2 at least. Please indicate how many you would like. MANY PICNIC TABLES AT PAVILLIONS

## **Can I get exclusivity for my product line?**

I will be selective on a first come first serve basis. Expect doubles, but no saturation of one product, modality etc.

## **Why Finger Lakes? Why Canandaigua?**

Having been born here and lived here, I am fully aware of the need for such a Fair. Canandaigua Lake is a preferred area. The park is beautiful and has lots of ambiance!

## **What accommodations are available?**

Cabins at the Lake and in the Uplands. Bed and Breakfasts nearby as well as hotels and Inns in the village

## **When will we be able to set up?**

Depends...if you camp the night before, set up at night! Otherwise come as early as 9am September 24th

## **Are there ample restrooms?**

Yes.....there are several.

### **Where can I park? Is it Free?**

Included in your Vendor Fee and have arranged to be free for customers as well!

### **I am interested in being a Sponsor. Who should I contact?**

Send me an email or call Sandy Hicks 585-703-4676

### **How do I volunteer?**

Send me an email or call Sandy Hicks 585-703-4676

### **When will the Website be Live and Updated?**

I will begin working on it daily.....Expect the complete basic shell (minus vendors) to be ready Sunday June 12<sup>th</sup>. Then I will fill our profiles in as apps are received and approved.

### **I have an idea for the Fair, or I think you should.....Can I express my thoughts, concerns or suggestions freely to you?**

Please do! Understand I am organizing this by myself. I only have one brain and one mind. I take criticism well and am open to any and all suggestions! If you would like to help organize – be sure you have the time and energy before responding ! I have already had one person reach out and I will be leaning on her if she is still interested! Looking forward to us having a good time, sharing what we love ...