



**Shenandoah Valley Farm2Fork Affair
Producer Information and Frequently Asked Questions**

**Tuesday, March 14: 10:30am-2:30pm
Rockingham County Fairgrounds – Exhibit Hall
4808 S. Valley Pike Harrisonburg, VA 22801**

Directions:

<https://www.rockinghamcountyfair.com/directions.aspx>

Please Note: The items highlighted in yellow below may require your immediate attention. Requests for these items are due no later than February 28, 2023 at 9am.

Set-Up:

Producers can set-up starting at 8:30am on Tuesday, March 14. Volunteers will be on-site in black t-shirts to help you load and unload. Please note we will have 10-minute loading and unloading spaces near the entrance to the exhibit hall. Please unload and move your vehicle so others may do the same.

All vendors must be completely set up by 10:15am. The event will be open to buyers from 10:30 a.m. – 2:30 p.m. An event layout will be provided prior to the event with your space assignment. Space assignments will be grouped by County and generally speaking both the program and the exhibit hall layout will follow a north to south alignment.

Display:

Each producer will set-up in a 10x10 space and will be provided one 8' table and two folding chairs. **If you need chafing dish(es) for keeping samples warm, or would like the event to provide a tablecloth for your table, please request if you have not done so already.** If we provide the tablecloth, it will be black and will reach the floor.

Limited electrical service is available and outlets drop from the ceiling to approximately 8 feet above the floor. **If you have not already done so and you need electrical service to your space, please request electric service so you can be positioned as close to the outlet as possible.** You are responsible for bringing your own extension cord(s) to connect to the outlet. A ladder will be available for assistance in connecting to the electrical outlets.

You are welcome to stand behind or in front of your table, whichever is more comfortable for you as you interact with buyers. There will not be walls to hang things on, so materials and samples should fit on your table or in your 10x10 space. Self-supporting displays and/or pop-up banners are welcome. Wi-Fi will be available. **Please, no pop-up tents.**

Attire is comfortable but professional. You'll be on your feet most of the day, so dress accordingly.

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Sales:

The event is primarily to establish long-term buyer relationships. Direct sales are not the goal of the event; however, we will not prohibit individual sales except in the case of alcohol. Our ABC Banquet Special Event permit states that only 2 oz. samples of wine, cider, and/or beer will be offered.

Sampling:

If you will be offering samples at your table, you will need to provide any necessary items to comply with the Rockingham County’s Office of the Virginia Department of Health and/or Virginia ABC. We will have a Temporary Food Establishment (TFE) permit so samples may be prepared on site in accordance with health department regulations. **If you are planning to prepare samples on site, and have not already provided details about those samples, please do so as soon as possible, so we may determine if your business name needs to be included on the TFE permit.**

Buyers: A list of buyers who have registered in advance will be provided via email on March 10, 2023 and additional lists will be available the day of the event. It will be possible for buyers to register up until and on the day of the event, so the buyer list will not include individuals who have registered after March 9, 2023.

Food:

We will have a hospitality area with a soup and sandwich lunch as well as desserts and drinks available **only for producers, sponsors, and volunteers.** The menu for lunch includes: chili, potato soup (vegetarian option with bacon available on the side), grilled cheese sandwiches, chocolate chip cookies with flaked sea salt, peanut butter cookies, tea, lemonade, coffee, and bottled water.

Tear-Down:

All exhibits must be torn down by 4:30pm that same day.

Additional Questions: If you have additional questions or need to provide follow up information, please contact Amanda Glover at amanda@sapienceva.com or (540) 460-3923.

