

Highland Day 2015
Frequently Asked Questions
Merchant/Exhibitor Information

Q: What highlights and events will be offered at Highland Day 2015?

| Entertainment/Demos | Food & Beverage | Activities | Community Service |
|--|---|--|--|
| Hopkins Gospel Choir MUSA Tae Kwan Do Demo Theater show by Little Builders Learning Ctr Tree House School of Music Student Bands Lifeline student band Twist & Turn Tavern's Pic Eating Contest Headline Band ~ Highland Hill Boys (bluegrass) P.U.P.S. Dog Obedience Demo | Boarman's (hamburgers, hot dogs & more to come!) Twist & Turn (specialties to be announced soon!) Kona Ice (sno-cones) The Ice Cream Lady (softserve) Johnson Family Funnel Cakes Wine tastings (Highland Wine & Spirits and Boarman's) Renata's Tasty Bites (desserts) New & improved Beer Garden | Petting Zoo Halloween Costume Parade & Contest Kids' Games & Crafts Historical Walking Tour Free Family Zone Face Painting Balloon Twister Stilt Walker Cornhole Challenge Hay Ride Variety of exhibitor offerings | Presentation of colors by Boy Scout Troop Animal Adoptions Event Assistance by Boy & Girl Scout troops & local high school students Recycling efforts St. Mark's Yard Sale 4-H Club of Howard County Neighbor Ride |

Q: What hours will the event be open to the public?

A: Exhibits will open at 11:00am on Saturday, October 31. Exhibits must remain open and operating for the entire event. (Exhibitors may not arrive late or pack up early.) The event ends at 4:00pm.

Q: What other businesses are participating in Highland Day?

A: We have over 75 businesses, community service organizations, sponsors and Highland merchants booked to exhibit at this year's event. A list of participants and sponsors will be posted on our website.

Q: When can I begin set up for my exhibit?

A: You may begin setting up your area as early as 7:00am on Saturday, October 31. Exhibits on Areas 2-6 could drop off materials Friday evening, however we are unable to provide overnight security. Area 1 may not setup/drop off on Friday.

Q: What time do I need to report on Saturday, October 31?

A: The event opens to the public at 11:00am on Saturday, October 31. **All exhibitors must be in place and ready by 10:20am.** Our event photographer will be around to take exhibitor pictures starting at 10:30am – please be in place and ready by this time. Come early to ensure you are ready.

Q: How can I draw attention and encourage potential patrons to come to my exhibit?

A: Give-aways, prize drawings, promotional materials and handouts attract customers. Consider making your exhibit bright and lively with a variety of vivid colors, fall decorations, and freebies! Be courteous to your fellow exhibitors when interacting with public. Respect the 10x10 arrangements and share the public exhibit space. Should you need further suggestions on your unique business, please feel free to contact us.

Q: When may I begin to tear down my exhibit area?

A: Exhibits **MUST** remain open and operating for the **entire event.** You may begin to dismantle your area **after** 4:15pm. All exhibits and materials must be removed from the premises by 6:00pm, unless other arrangements are approved in advance. Do **NOT** pack up early. We would be grateful if you could fold down the rental chairs at 4:15pm and leave them on the ground for pickup by event staff.

Q: What about tents/canopies?

A: All tents/canopies must be in full compliance with the rules provided by the Howard County Office of the Fire Marshal. A copy of the Special Event Guidelines – Tents can be found on our event website. Expect a fire marshal to be on-site to conduct possible inspections.

Q: What about selling food or giving away samples?

A: Any exhibitor selling or giving away samples must register for a permit and be approved by the Howard County Health Department. Expect a representative from the HCHD to be on-site to conduct possible inspections.

Q: Can you tell me about my space size & furniture?

A: All exhibitors will receive one 6-foot table & 2 folding chairs as part of your exhibit benefits package (unless other arrangements were made in advance for additional rentals). You may bring your own table/chairs. Exhibit space is 10 feet by 10 feet; please be mindful of your neighbors with your displays & wares.

Q: How has the public been made aware of this year's Highland Day?

A: Press releases are sent to over 40 media outlets in its efforts to promote and publicize this year's event. An aggressive social media campaign is in effect targeting Highland, Clarksville, Dayton, Scaggsville, Fulton & surrounding areas. Signage has been in place as you enter Highland since August. Posters were distributed to area businesses. Exhibitors are encouraged to advertise Highland Day through your business' website, newsletters, mass mailings and other selfpromotional opportunities. Various event posters can be found on the website for your use.

Q: What about prize drawings?

A: HBA will not be hosting a grand prize drawing for the public on the day of the event. We encourage exhibitors to hold prize drawings at their own booths. This will allow you to collect contact information from fair guests who are directly interested in your business.

Q: Will restrooms be available to the public?

A: Yes, several portable toilets have been ordered. One unit will be located behind Serendipity (near Grey Pony). The ADA & standard unit will be located on the Highland Crossing parking lot and one unit will be located on the Boarman's lot. Please refer to the Event Site Map.

Q: Where is ASSIGNED parking for exhibitors?

A: ASSIGNED parking arrangements for *exhibitors* include:

- Area 1, 3 & 4 Exhibitors = Buldoc Partners Lot E, 13325 Clarksville Pike (Rte 108)
- Area 2, 5 & 6 Exhibitors = Community Bible Church Lot F, 13240 Clarksville Pike (Rte 108)
- Overflow exhibitor parking:
 - Collison Lot C: 13285 Clarksville Pike (Rte 108), follow driveway to field in back
 - Mt. Zion Lot D: 12430 Scaggsville Rd (Rte 216)
- Permits will be distributed tonight and should be displayed in your vehicle windshield on 10/3.

FREE Win Kelly Shuttle service will be on-site at 9:00am making runs from assigned parking lots back to exhibit areas all morning. Do NOT park in the area adjacent to your exhibit spot. Use assigned lots & please park intelligently so as not to block other vehicles since these are not lined lots. Win Kelly will make return runs to all lots for exhibitors until 5:00pm.

Q: Where is public parking?

A: Public parking will be at the following sites:

- Highland Post Office (12975 Highland Road)
- Moore Lot (12750 Scaggsville Rd) near LD Hair Design
- Handicap parking **only** @ 13330 Clarksville Pike (Rte 108)
- Mt. Zion United Methodist Church, 12430 Scaggsville Rd (Rte 216)*
- Collison Lot (13285 Clarksville Pike)*

* A free Win Kelly shuttle van to pick up fair guests from satellite parking areas.

PLEASE DO NOT USE THE AREAS RESERVED FOR YOUR POTENTIAL CUSTOMERS.

Q: Whom should I contact with other questions about Highland Day?

A: Please contact Kelly Reichardt at HighlandDayMD@gmail.com. On the day of the event, text/call Kelly (443.695.4956) or Angie (301.706.5807).