



We're inviting you to our fourth Vegan Health fair which will be held in Knoxville on Sunday the 27th of June 2021. Our purpose is simply to provide community residents an opportunity to sample healthy vegan, plant based cuisine from local area restaurants and stores.

The event will be held on **Sunday, June 27, 2021 from 10:00 AM – 4:00 PM** at the Knoxville Expo Center, 5441 Clinton Highway, Knoxville, TN 37912. We invite you to join other vendors at the fair. This would provide your business with the opportunity to showcase your plant-based (*vegan*) cuisine or product to hundreds and thousands of potential customers. (see our photos from the last event - <https://healthytasteofknoxville.com>)

All booths will be inside in air conditioned space unless you are a food truck. Please Contact us immediately to reserve your space. This is a "tasting event" so we encourage you to provide small vegan samples along with information on your business. **You may also sell products at the fair.**

There is a charge for vendors as well as the public to attend. We held three events in the past at no charge to vendors or guests, but now we're moving up to a larger space with adequate parking. We've tried to keep our vendor fee as small as possible, please refer to our fee schedule on page 5 of this document.

Please read all the Exhibitor Guidelines contained in this document (*pages 3-8*). If you would like to exhibit at this event, you may register online or by mail. Our mailing address is:  
**Healthy Taste of Knoxville, 1717 Little Creek Lane, Knoxville, TN 37922**

If you choose to apply online please use the link below. Submitting your information and payment online means that you have read and agree with the festival guidelines.

#### EXHIBITOR BOOTH PURCHASE

<https://healthytasteofknoxville.ticketspice.com/healthy-taste-of-knoxville-vendor>

#### GENERAL ADMISSION TICKETS

<https://healthytasteofknoxville.ticketspice.com/healthy-taste-of-knoxville>

Stan Wolcott  
President  
Healthy Taste of Knoxville, Inc.  
[stan@htok.org](mailto:stan@htok.org)



## VEGAN TASTING AND HEALTH FAIR

### KNOXVILLE EXPO CENTER

5441 Clinton Highway, Knoxville, TN 37912

**PHONE: 865 - 409-1844 F A X : 865 - 248-2030**

**VM/TEXT: 865-229-8060**

Please send completed agreement and payment (*see insert pages*) by mail or check our online vendor information & payment page.

Healthy Taste of Knoxville, Inc

1717 Little Creek Lane

Knoxville, TN 37922

[info@htok.org](mailto:info@htok.org)

<http://healthytasteofknoxville.com>

**FAX: 865-248-2030**

## Exhibitor Guidelines, Rates and Information

Please read through all guidelines and rules prior to applying for Healthy Taste of Knoxville veganfest. Our rules may be different from other veganfests.

### GUIDELINES AND RULES FOR ALL VENDORS AND EXHIBITORS.

There are several categories of vendors and exhibitors at the Healthy Taste of Knoxville: **commercial exhibitors\***, **non-profit exhibitors\*\***, **prepared food vendors\*\*\*** and **Food Truck/restaurant vendors\*\*\*\***.

All vendors and exhibitors are **required** to review and sign an exhibitor contract as a pre-condition of participating in the Healthy Taste of Knoxville veganfest. Many of the contractual requirements, especially those for food vendors, simply reflect local fire, safety and health regulations, as well as any requirements placed on the festival organizers by the city. Listed below are most of the stipulations contained in the contract.

### VEGAN REQUIREMENTS

1. All items sold, sampled and otherwise distributed **must be vegan** (no meat, eggs, dairy, fish, honey, whey, isinglass (*a kind of gelatin obtained from fish*), wool, leather, shells or any other animal derived product)
2. All products **must be cruelty-free**. (*not tested on animals*)
3. Literature or any other promotional materials at the event must not include recipes, suggestions or references to using animal-derived ingredients and/or products.
4. Healthy Taste of Knoxville reserves the right to exclude or remove any items that are inappropriate.
5. If you have questions about any of the above “vegan” requirements, please contact the organizers of Healthy Taste of Knoxville.

### GENERAL GUIDELINES

1. Healthy Taste of Knoxville is a family friendly event for the Knoxville community at large. Any leaflets, signage, materials or conduct that the organizers deem to be unwelcoming or offensive are subject to booth closure.
2. Music, recordings, videos and/or other audio must not interfere with neighboring booths.
3. Exhibitors must set up their own booths (*background and side drapes are provided as well as an 8' table - with table drape and two chairs*). Vendors need to bring a tablecloth to cover the table.
4. Exhibitors are not allowed to sell, display or distribute **alcoholic beverages** of any type.
  - A. No items should contain any **alcohol** unless it is cooked out in the cooking or baking process.
  - B. No items will be allowed that contains **caffeine**
  - C. No items can be sold or displayed that contain Nicotine, THC or CBD (*Cannabidiol*).
5. All exhibitors agree to give permission for Healthy Taste of Knoxville volunteers or staff to take and publish photos of staff, volunteers and/or displays during the event.

## **GENERAL CONTINUED...**

6. Healthy Taste of Knoxville will be held in an enclosed building with air conditioning therefore should not be affected by rain. Should extreme weather or any other unpredictable event outside the organizer's control prevent the holding of the festival, Healthy Taste of Knoxville and/or event sponsors are in no way liable to exhibitors/vendors.
7. All booth payments are due by June 20, 2021.

## **SUSTAINABILITY**

- We would like to make this event as green as possible, therefore all plates, utensils and other containers used for serving food and/or samples should be recyclable or compostable if possible.
- Exhibitors are not permitted to sell bottle water

## **PARKING**

Vendors should park in the back of the Expo Center, near the loading/unloading area. *(See page 7)*

## **BOOTH SPACE**

1. Exhibitors must be completely set up by 9:45 AM June 27, 2021. ***(Day of the event)***
2. Every exhibitor is provided a 10' X 10' draped area, one 8' table and two chairs.
3. Booths must stay up and staffed for the duration of the event. ***(10 AM- 4 PM)***
4. Exhibitors are responsible for setting up and breaking down their exhibits.
5. Table Coverings- all tables must have coverings, such as tablecloths. The tables provided will be draped.
6. Healthy Taste of Knoxville will assign location space at our own discretion.
7. Exhibitors must have visible signage that easily identifies the organization/business for their booth.
8. Exhibitors are responsible for their property and equipment. Healthy Taste of Knoxville will have law enforcement present at the event, but is not responsible for any loss, theft or damage to exhibitor property on the Expo property at any time.
9. Exhibitors must keep the areas around their booths clean. Spaces must be left clean and in the condition in which they were received. In case of damage, exhibitors will pay such claims as are necessary to restore the vacated space to the original condition.
10. Exhibitors can start breaking down at 4:00 PM, the day of the event, and must be completely out of the venue location by 7:00 PM.

## LIVE ANIMALS

The presence of animals, other than service animals, is not allowed at the Expo Center.

## RATES AND INFORMATION

Healthy Taste of Knoxville is interested in providing healthy options for the the Knoxville Community. Healthy Taste of Knoxville is organized and run by volunteers. Our goal is to keep costs at a minimum, yet provide an excellent event for vendors and guests.

### Non-profit Exhibitors \$85\*

1. Non-profit exhibitors are welcome to sell (non-food) products and merchandise, and may give food samples
2. Must provide 501(c)3 status to Healthy Taste of Knoxville.

### Commercial Exhibitors \$100\*

1. Commercial Exhibitors include any exhibitor desiring to sell **non-food** products or services and are encouraged to provide samples if appropriate.

### Prepared Food Vendors \$125\*

1. If you are vendor providing pre-packaged food, that is prepared in advance of the event, you are considered a **prepared food** vendor. No Knox County Health Department permit required.
2. Bakery vendors are considered **prepared food vendors** if bakery items are stored in display- type cases or are individually wrapped, or are put in to-go containers on site; gloves or tongs must be used to avoid touching the pastries.
3. All food vendors are encouraged to provide free samples. We anticipate 2 - 3,000 attendees.

### Food Truck Vendors (*Outside Expo Center*) \$250 (*Includes 110 volt electricity*)

1. All food truck vendors need a health department permit, but IF YOU HAVE QUESTIONS, please contact "Allison Rosenberg" at Knox County Health Department. 865.215.5206. (See HD inserts) Additional information at this location: <https://bit.ly/2Fep7Yp>
2. Open flame cooking devices need to comply with the local fire code. Chaffing dishes, portable propane and electric (*see below*) appliances allowed.

### Electricity

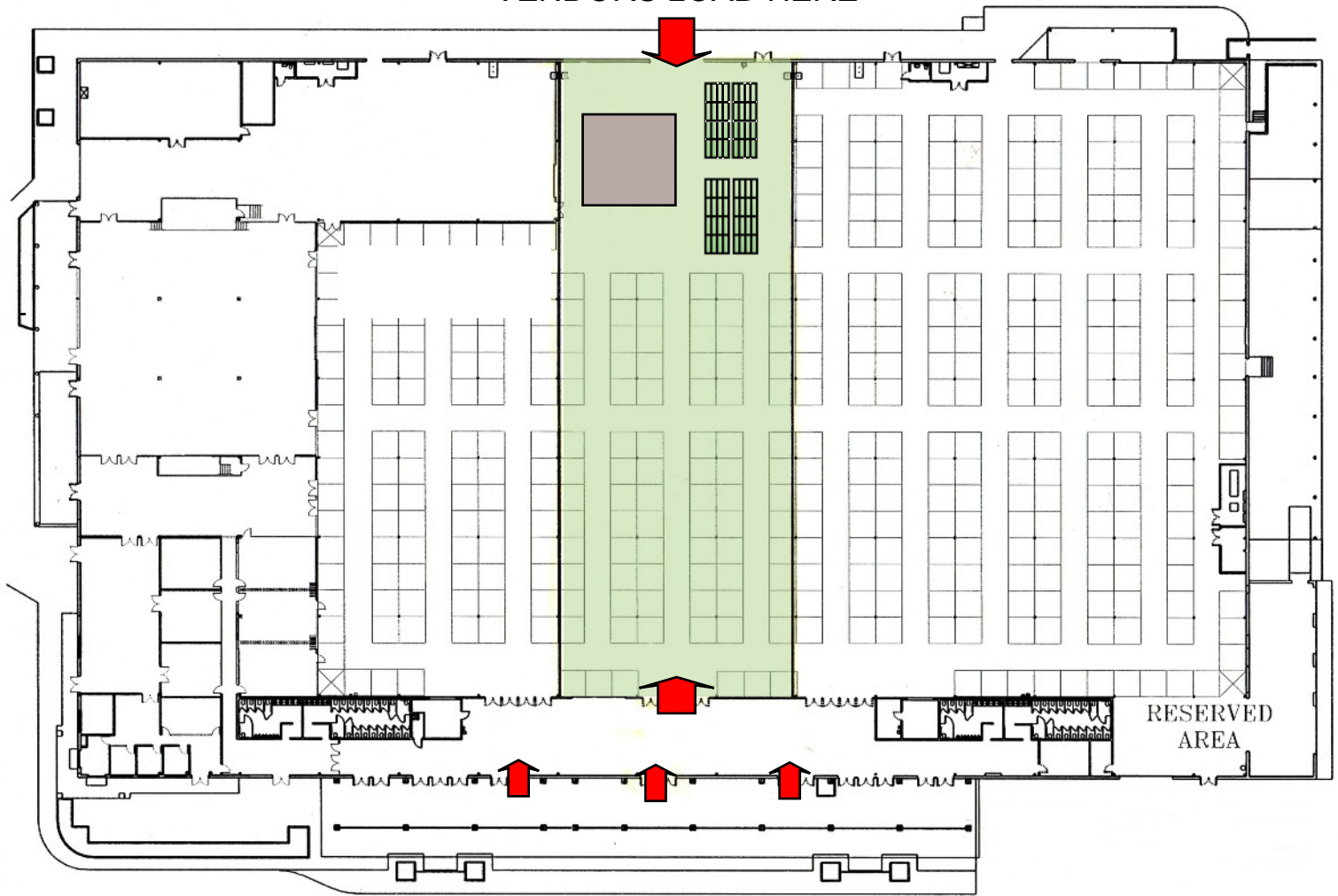
- The fee for electricity is **\$50** for 110 outlet. If you need a **220 outlet** it is available at an addition charge of **\$85** meaning the total cost would be \$135 rather than just \$50. Please specify on the application if you need electricity. We will send you additional information.

## Insurance “Limitation of Liability”

1. To participate in the Healthy Taste of Knoxville Vegan Tasting and Health Fair (the Health Fair), all vendors/exhibitors must procure and maintain in force throughout the term of the Health Fair combined single limit liability insurance for bodily injury, including death, and property damage of at least \$1,000,000.00 per occurrence with at least a \$2,000,000.00 general aggregate limit and at least \$10,000 in medical expense, (any one person). Such insurance must name Healthy Taste of Knoxville, Inc. Certificates evidencing the existence and amounts of insurance, satisfactory to Healthy Taste of Knoxville, Inc. must be provided to Healthy Taste of Knoxville, Inc. by the June 27, 2021
2. Exhibitors/Vendors have a couple of options to meet this requirement:
3. Most vendors with existing commercial operations will already have general commercial liability insurance so generally all you’ll need to do is call your insurance agency and ask them to issue a certificate for **Healthy Taste of Knoxville, Inc. 1717 Little Creek Lane, Knoxville, TN 37922** under your existing policy. Generally there is little or no charge at all.
4. If you do not have existing insurance, you can get a one-day policy from many insurance brokers. Vegan and Animal Professionals Insurance Agency offers a policy at a very modest cost. You can contact Will Manderscheild at **310-377-7172** or contact him by e-mail at: [will@veganinsurance.com](mailto:will@veganinsurance.com) or visit their Facebook page: <https://www.facebook.com/veganinsurance>

**ALL VENDORS MUST FURNISH THEIR ( COI )(Certificate of Insurance) ON OR BEFORE JUNE 27, 2021. If you do not provide this certificate on or before this date, you will not be able to participate as a vendor in Healthy Taste of Knoxville and your vendor fee will NOT be refunded.**

VENDORS LOAD HERE



FRONT ENTRANCE

The Knoxville Expo Center is a single level facility with multi-event capacity that features 1200 free on-site parking spaces and offers all amenities under one roof.

Healthy taste of Knoxville is in the center (green) section with 21,000 SQ FT  
Previous 3 events were confined to 4,500 SQ FT

Ground level access through four overhead doors with covered loading docks

Tennessee's "right to work" status allows an Exhibitor Friendly set-up atmosphere

85 foot candle lighting throughout complex

Full service utilities including single-phase, three-phase, 110, and 220 power

Full range of equipment including tables and chairs

83 - 10' X 10' VENDOR BOOTHS AVAILABLE

16' X 16' STAGE & DEMO AREA WITH SEATING FOR 50

## Exhibitor/Vendor Agreement

Please complete the required information below and include payment with a check to "Healthy Taste of Knoxville, Inc." You may print out and fax the completed form to **865-248-2030**. If you prefer to pay by credit card, please click/use the following link.

<https://healthytasteofknoxville.ticketspice.com/healthy-taste-of-knoxville-vendor>

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**I am an authorized representative of the company listed in this agreement and I/we agree to all the Exhibitor Guidelines in our 2021 Exhibitor Information. Without limiting the provisions of the forgoing sentence, the undersigned agrees to comply with the Insurance requirements specified in the Healthy Taste of Knoxville Vegan Tasting and Health Fair Exhibitor Guidelines, Rates and Information. Furthermore, the undersigned agrees to release, indemnify and hold harmless Healthy Taste of Knoxville, Inc. from any and all liability, claims, damages, losses, costs and expenses (including reasonable attorneys fees) suffered or incurred by or imposed upon the Indemnities as the result of any negligent act, omission or willful act of the undersigned, or any of the undersigned's employees, representatives, agents, or contractors during the Healthy Taste of Knoxville Vegan Tasting and Health Fair.**

**Complete it and include in the envelope provided or you may pay online - See first paragraph top of page.**

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

NON PROFIT ☐ COMMERCIAL ☐ PREPARED FOOD ☐ FOOD TRUCK ☐

Do you need a 15 amp 110 power outlet? Check here \* ☐

Do you need a 220 power outlet? Check here \* ☐

*\* (We'll send you an additional payment form to **pay directly to the EXPO CENTER**)*