

Twin Cities Vegfest

2021 Twin Cities Veg Fest Guide

How to reserve your spot at Twin Cities Veg Fest:

1. Review the information in the 2021 Twin Cities Veg Fest guide (below)
2. Complete registration through the Twin Cities Veg Fest [EventHub](#) page

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Questions? Contact: info@tcvegfest.com

About Twin Cities Veg Fest

Presented by [Compassionate Action for Animals](#) (CAA), Twin Cities Veg Fest seeks to inspire people to reduce animal suffering by choosing more plant-based foods. We feature cooking demos, great exhibitors, insightful nationally recognized speakers, and delicious vegan food.

Twin Cities Veg Fest is now the biggest plant-based festival in the Midwest. The 2019 Festival at Harriet Island Regional Park hosted 120+ exhibitors and welcomed 10,000+ attendees. Twin Cities Veg Fest 2021 will be hybrid involving a virtual experience as well as a return to Harriet Island Park on Sunday, September 19, 2021. We look forward to seeing you there!

Guidelines

Twin Cities Veg Fest welcomes sponsors and exhibitors who share and support our mission and the goals of our event. We require that all materials, literature, and handouts contain no animal products and reflect [these values](#).

Twin Cities Veg Fest reserves the right to decline any exhibitor at any time, at our discretion.

All products that are sold, sampled, or displayed must be vegan.

For our event, “vegan” is defined as products that are free of all animal ingredients and processes that harm or exploit animals. Animal ingredients include meat, poultry, fish, eggs, dairy, honey, wool, leather, fur, silk, shells, and other products derived from animals.

In addition, no products that have been tested on animals will be allowed.

The promotion of events or services that include the exploitation of animals, such as circuses, rodeos, and zoos, is also prohibited at the event.

All literature and other information displayed or distributed must include only vegan products and services. Twin Cities Veg Fest reserves the right to exclude any items that it considers inappropriate. If you are displaying inappropriate products at your table, the Twin Cities Veg Fest staff will ask you to remove those products from your display immediately.

Composting, Recycling, and Trash:

In order to make this event as green as possible, **all utensils, plates, and other containers for food and samples must be compostable**. Exhibitors are responsible for bringing their own compostable service items.

In addition, **exhibitors are not permitted to sell bottled water**.

All garbage and recycling must be placed in appropriate containers in accordance with the labels on containers.

Graphic Imagery:

Graphic imagery should only be presented to attendees who “opt in” to seeing it. This means that graphic imagery is not acceptable in displays that are in view of people walking by your table.

Graphic imagery is acceptable in leaflets or other materials which attendees opt to receive.

Security:

Exhibitors are responsible for the security of their own property and equipment at all times. By agreeing to become an exhibitor at the festival, the exhibitor acknowledges and agrees that Twin Cities Veg Fest is not responsible for any losses, theft or damage to any property left on the event grounds at any time.

Photo release:

All exhibitors grant Compassionate Action for Animals permission to use and/or replicate any photographs or video taken during the event that include their staff, volunteers, and displays.

General Requirements

We expect approximately 10,000 attendees. Please prepare accordingly.

Nonprofit exhibitors are welcome to solicit donations, sell products, and solicit contact information from attendees at their booth space.

For-profit exhibitors are welcome to solicit contact information from attendees and sell products at their booth space.

All exhibitors must clearly identify their exhibit with signs and/or banners. Exhibit displays and signs must be on tables or attached to the backing board behind your table.

Signage must only advertise vegan products. It should be legible, easily visible, and identify the organization or business. (If you have signage that advertises non-vegan products, it must be covered up during the festival.)

Exhibitors will not interfere with the safety, success, and effectiveness of Twin Cities Veg Fest. This includes but is not limited to behavior, display materials, literature, venue equipment, operations, unusual odors, noise level, extending beyond exhibitor space, and blockage of public passageways.

The ground may be wet on the day of the event. Please keep that in mind when considering what equipment to bring. You may want to bring a piece of plywood or outdoor carpeting for any particularly heavy equipment.

A \$50 cleaning fee may be assessed to any exhibitors whose area is not left clean.

Electricity is available by pre-arrangement only.

Subletting exhibit space in part or in its entirety is not permitted.

All exhibitors are expected to conduct themselves with the highest standards of decorum and good taste. Exhibitors are expected to abide by the [Twin Cities Veg Fest Code of Conduct](#). In particular, exhibitors should not use sexual images, activities, or other material. Table staff (including volunteers) should not use sexualized clothing, uniforms, or costumes or otherwise create a sexualized environment.

Twin Cities Veg Fest reserves the right to eject exhibitors violating these guidelines or our [Code of Conduct](#).

Food Samples/Food Court Vendors:

All exhibitors selling food must provide at least one option that costs \$4 or less.

Food Vendors, please see our detailed [Guidelines for Food Vendors](#).

Virtual Vendor Booths

Every in-person exhibitor will also get a virtual booth. To set up your virtual vendor booth:

1. Login to eventhub.net. There is one username and password per Exhibitor.
2. Click on "My Event Hub" to get to your Order Dashboard. Then, navigate to the event (Twin Cities Veg Fest) and click on the "Access Virtual Booth" button.
3. In your virtual booth, you will be in Edit Mode. You should always be in Edit Mode when you're in your booth.
4. Click on "Attendee View" to copy the public URL for your booth and share it with your friends and followers. This is how they will access your booth when it goes live, and what their view will look like.
5. Once you're in Edit Mode, you can design your virtual booth. Your messaging and designs should be sized to fit the display areas. This ranges from your cover image, logo, and product images to the image of the representative working the virtual booth.
6. Always scroll down and click "Save Details" on the right sidebar when you're editing your booth.
7. Click the "Edit Description" button to open up an editable field where you can add words, pictures, links, and more to describe your booth.

8. The Main Hall Thumbnail and Short Description will appear on the Main Event Page of Twin Cities Veg Fest. People who are in the Main Hall can filter booths by Type. These filters are drawn from the Tags you set on Display Items.
9. Don't forget to preview your page and click all links to ensure they are working.
10. For more detailed information or troubleshooting, check out EventHub's [guide to creating your virtual booth](#) or reach out to us at info@tcvegfest.com.

Setting Up Your Virtual Booth for Twin Cities Veg Fest

Presentation by Sarah Jenkins, Sponsor Coordinator

Meeting Recording:

https://us02web.zoom.us/rec/share/hRJK5r5yCIV_d5-brUQ5Ue-AMGDjdfd5UKRTB4pQecAwirloD_gWOUikFaKjvRcR.xAdE9dwqtMCsi44B

Access Passcode: TCVF2021!

Content:

- Where to find "Access Virtual Booth" (min 1:45)
- Add a Call-to-Action button (min 4:45)
- What's the Main Hall? (min 5:45)
- Linking your website & social media accounts (min 8:10)
- Going from "edit mode" to "preview mode" (min 8:33)
- Adding your logo tips (min 11:20)
- Adding a banner (cover) image (min 12:20)
- Adding a video for your banner (min 13:00)
- Adding products and/or call to action buttons (min 14:28)
- Sorting and deleting products (min 18:55)
- Setting your virtual chat settings (min 20:15)
- Adding and editing your description (min 25:00)
- Adding a video (26:55)
- Suggestions for increasing traffic to your booth (min 29:00)
- Q&A: (31:40)

COVID-19 Response and Cancellation Policy

With the current rollout of COVID-19 vaccines, we are hopeful that outdoor events will return by September. We're not 100% sure what the COVID-19 guidelines will be at that time, but we will adhere to the recommendations of St. Paul, the state of Minnesota, and the CDC for large

outdoor gatherings. In addition, Twin Cities Veg Fest 2021 will be a hybrid event, so exhibitors also have the option to exhibit virtually.

Payment and cancellation:

You may cancel your registration and receive a full refund through August 15. No refunds are available after August 15, unless there is a sudden shift in public health guidance which requires the Festival to become fully virtual. In that case, we will refund the difference between the payment you made and the cost of a virtual-only exhibitor booth. Payment on this site does not guarantee an exhibitor spot at the festival. All registrations will be reviewed, and can be rejected for any reason (a full refund will be provided). We work to provide an excellent experience for exhibitors and attendees alike, and may restrict the number of certain types of exhibitors to ensure the best possible experience.

Should any contingency interrupt or prevent the holding of the Twin Cities Veg Fest, such as inclement weather, the event coordinators and Twin Cities Veg Fest shall in no way be liable to exhibitors.

Dates and Deadlines

Registration Deadline: August 15th, 2021

Virtual Preview Day: September 12th, 2021

Twin Cities Veg Fest: September 19th, 2021

Costs and Payment

Event Space:

- Food Vendor selling ready-to-eat meals (On-site + Virtual) - \$600
- Food Vendor with Cottage Food License (On site + Virtual) - \$300
- For-profit Business (On-site + Virtual) - \$225.00
- Nonprofit Organization (On-site + Virtual) - \$150
- Artist, Student, or Animal Advocacy Non-Profit (On-site + Virtual) - \$100
- For-profit Business (Virtual Only) - \$75
- Nonprofit Organization (Virtual Only) - \$50
- Artist, Student, or Animal Advocacy Nonprofit (Virtual Only) - \$30

Start-up businesses (<2 years old) owned by Black, Indigenous, or People of Color, email us for a special discounted rate.

Sponsorships:

- Gold - \$2,500 [View Details](#)
- Silver - \$1,500 [View Details](#)
- Bronze - \$500 [View Details](#)
- Product Donor - \$0 [View Details](#)

Sponsors will be able to connect with attendees as part of a special virtual preview day on Sunday, September 12th. Sponsors also get their choice of booth location at the Festival and many other benefits to help them connect with attendees.

Payment:

Payments will be made through Twin Cities Veg Fest [Event Hub](#) page via Stripe.

Food License and Permits

If applicable, a food license is due via email by August 24th.

It is your responsibility to ensure you have the appropriate permits:

- Contact [Minnesota Department of Agriculture](#) (MDA) for permitting if you will be serving: packaged items, baked goods, or samples from packaged items.
- Other “ready-to-eat foods” will need a license from the Minnesota Department of Health (MDH). You can contact [James Noyola](#) for MDH permitting or for questions on which license to obtain.

Assignment of Space

Location assignments will be determined solely at the discretion of Twin Cities Veg Fest, with the exception of sponsors, who get their choice of booth location at the Festival.

Hours of Operation and Set-up

Exhibit tables must be staffed and open for the entire festival, from 10:00am to 6:00pm.

Exhibitors are responsible for setting up and breaking down their exhibits.

The address for set-up is 110 Harriet Island Rd., St. Paul, MN 55107.

Set-up will begin at 8:30am for food vendors and 9:00am for all other exhibitors. Food trucks must bring plywood to put under tires so as not to damage the turf. More details will be shared via email.

Exhibitors may begin breaking down at 5:00pm. All materials must be removed from the venue by 9:00pm.

Indemnity and Limitation of Liability

Neither Compassionate Action for Animals, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Exhibitor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Exhibitor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Festival. The Exhibitor hereby indemnifies, and shall defend, and protect Compassionate Action for Animals and hold Compassionate Action for Animals, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Exhibitor's participation in the Festival or any actions of Exhibitor's officers, agents, employees, contractors, or other representatives. Under no circumstance will Compassionate Action for Animals, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Compassionate Action for Animals's liability, under any circumstance, exceed the amount actually paid to it by the Exhibitor. Compassionate Action for Animals makes no representations or warranties regarding the number or identity of persons who will attend the Festival.

Compassionate Action for Animals (CAA), the organizer of Twin Cities Veg Fest, has made every effort to select sponsors and exhibitors, including food vendors, that reflect [CAA's Core Values](#). Participation by a sponsor or exhibitor at the festival is not an endorsement by CAA, and CAA makes no warranty or representation regarding any sponsor or exhibitor, or its offers, products, services, information, or advice. CAA specifically disclaims any responsibility or liability for any injury or expense of any nature whatsoever which may be suffered by an attendee as a result of or which may be attributable, directly or indirectly, to an attendee's patronage of a sponsor or exhibitor. Attendance at Twin Cities Veg Fest will constitute an attendee's understanding and acceptance of this disclaimer.

Thank you for being part of Twin Cities Veg Fest and for helping to realize our vision of a world where all animals, human and non-human, can thrive.

Questions? Contact us at info@tcvegfest.com.

