

FAMILY FUN. FESTIVITIES. FOOD. FEATS OF STRENGTH.



STAR CITY STRONG

STRONGFEST 2024

October 5 | Elmwood Park, Roanoke



2024
Exhibitor &
Vendor Guide

PCW

Partnership for Community Wellness

501c3 nonprofit serving the Roanoke area since 2001



Who we are

The Partnership for Community Wellness has served the Roanoke area - and beyond - for over 20 years.

We support the health and well-being of our community through research, education & human connection. Our focus areas include substance use disorder, recovery, digital health, physical and mental wellness.

We help identify risks that can negatively affect our health, promote healthy choices that build our protective layer and connect people to trusted wellness resources.

The path to wellness looks different for us all, but none of us have to walk alone.

Star City StrongFest is our largest community connection event of the year and serves as a fundraiser for our organization.



Thank you for having a positive impact on community wellness by being a part of StrongFest!



Vendor & Exhibitor Guide

Star City StrongFest is a unique, free festival full of community wellness connection, family activities, fun, food and feats of strength on the stage! As a vendor/exhibitor at this unique festival you are supporting community wellness, expanding the exposure to healthy activities and creating a fun, free, family-oriented experience.

Before submitting your vendor/exhibitor form, please read this full guide.

Deadlines

August 30 - early bird deadline, prices will increase \$20 starting Sept. 1
Sept. 6 - form submission deadline

*Payment is due within 15 business days of form submissions OR Sept. 20 (whichever comes first).

Form

1. Access the Vendor/Exhibitor Form at bit.ly/2024-strongfest-vendors
2. Fully complete the form and submit it
3. Following the form submission, email a high resolution logo to leigh.stover@thepcw.org as soon as possible

Payment

1. Following your vendor/exhibitor form & logo submission, we will be in touch with a payment link (credit card, PayPal). The mailing address for checks is below. You will indicate in your vendor/exhibitor form whether you will be paying online or with a check.

Checks must be payable to Partnership for Community Wellness:

Partnership for Community Wellness
5937 Cove Rd.
Roanoke, VA 24019

Payment **MUST** be made within 15 business days of form completion OR Sept. 20 (whichever comes first).

Vendor/Exhibitor Agreement

General Exhibitors/Vendors

\$100 (\$120 beginning Sept. 1)

Set-up time: 9-10 a.m.

Operational time: 10 a.m.-4 p.m.

Clean-up time: 4-5 p.m.

10x10 space

Electricity access can be requested, but is NOT guaranteed

Culinary Vendors

\$150 (\$170 beginning Sept. 1)

Set-up time: 10-11 a.m.

Operational time: 11 a.m.-4 p.m.

Clean-up time: 4-5 p.m.

Tent/Booth/Cart (no larger than 10x10), Truck

Necessary electricity access will be included

As a vendor/exhibitor, I agree to:

>> Promote my presence at Star City StrongFest on my social platforms and to my audience/network (details on following page under Share!)

>> Set up and maintain a [safe, clean area](#) during designated hours at my assigned space and remove all event supplies and trash from space by required time.

>> Ensure at least one staff/representative over the age of 18 will be present at my assigned space [at all times](#).

>> Follow all event and venue rules as outlined below:

- **Responsibilities:** Vendor/exhibitor must provide all necessary equipment as applicable including tents/booths/carts/trucks, tables, chairs, cleaning equipment, utensils, properly-labeled food storage, dish water and waste water containers, extension cords or other necessary electrical connections, heat sources (electric or propane ONLY; no open flames)
- **Venue care:** There may be NO staking tents or other items into the ground, NO driving on lawns, NO posting of signage to trees/fencing/buildings/etc., NO disposal of wastes in non-designated areas, NO trash or other belongings left on-site, NO PA systems or DJs or megaphones (generators are subject to request and approval from culinary vendors only)
- **Signage:** Exhibitor/vendor-provided signs/decorations MUST be contained to the inside of your lot space. Signs/decorations must not obstruct foot traffic nor obstruct any emergency exits, accessibility pathways or other exhibitor/vendor spaces. Signage with inappropriate or unprofessional language will be removed immediately.
- **Security:** Exhibitor/vendor is responsible for the security of their lot space, equipment and personal property. We suggest all items of value be appropriately monitored by exhibitor/vendor.

Share!

As a vendor/exhibitor, we ask that you to share in promotional activities leading up to event day. People want to be where you are; let them know you'll be at StrongFest!

- Create your own Facebook event
 - Use this naming convention to avoid confusion and create consistency: (Name of your business/organization) @ Star City StrongFest!
 - tag @roanokepcw, @starcitystrong and @starcitystrongman as co-hosts
- Share with your audience or network via email, posted flyers at your business/organization, or whatever creative way fits best
 - Need our logo or event talking points? Email leigh.stover@thepcw.org

Our Star City Strong Pledge

This event was born from the understanding that being a part of a community is essential to our well-being in many ways. We are lifting up our active communities, sharing experiences, promoting your business/organization, raising funds for our nonprofit operations and creating wrap-around partnerships.

Leading up to event day, we will email each vendor/exhibitor detailed information on where they will be located within the park, offloading/cleanup directions, parking info any other important items we think will be helpful. We will feature your name on our website as a vendor/exhibitor.

While you are participating in StrongFest, we will provide each vendor/exhibitor booth with a packet of contact names/numbers (including our Exhibitor & Vendor Coordinators who will help guide you when you arrive), a map of the venue and a schedule of the day's events.

Following the event, we invite you to join us on the path to wellness. We offer prevention activities for youth, speakers/trainers for businesses/organizations and confidential resource connection to individuals and families. You can sign up to stay informed when you fill out your vendor/exhibitor form. We are #StrongerTogether!

Volunteer!

Have any people in your network who would be awesome volunteers? Send 'em our way!

We have a variety of volunteer opportunities on October 4 and October 5, with varying time commitments. All volunteers receive an event T-shirt, goodie bag and snacks/water throughout the day. Scan the QR code or visit bit.ly/2024-strongfest-volunteers to sign up!







**Thank you for having a positive
impact on community wellness by
being a part of StrongFest!**

Contact:
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Partnership for Community Wellness

ask@thepcw.org

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(540) 200-8014