

2010 Chehalis Garlic Fest & Craft Show

August 27, 28 & 29, 2010 Friday 12-8, Saturday 10-8, Sunday 10-5

Read me First!!!!

December 31, 2009

Good Garlic Greetings, Friends!

We are busily planning for the 2010 Chehalis Garlic Fest and Craft Show set for August 27, 28 and 29 at the Southwest Washington Fairgrounds in Chehalis. Last year was a smashing success, breaking attendance records by 30%. Guests streamed through the gates from all over the country to taste, shop, tap their toes and enjoy the Best Fest in the west! In addition, our after-fest survey of vendors reported an excellent experience – most reporting from very good to excellent sales. We are looking forward to this year's event, and look forward to seeing all of our "old" Garlic Friends, and to making new ones! We are very excited to work with you all!

Along with this letter, you will find a current Garlic Fest Vendor Application as well as the Liability Release form. **It is extremely important that you complete and return your application along with photos, proof of insurance and payment by May 14th, 2010. DO NOT** return your application without those items. Without your complete application packet, we will not reserve your spot or guarantee your participation.

All Garlic Fest vendors must have liability insurance that covers their activity at the Garlic Fest. Please ask your insurance company to send us a certificate of insurance naming all the additional insured as instructed. If you do not have this type of insurance and need to know how to proceed, we suggest that you call the agent that handles your homeowners insurance, or give us a call - we have several resources that may be helpful to you.

We again have planned a huge promotional campaign that includes over 35,000 flyers, 400 posters, regional radio ads, print ads in over 180 daily and community newspapers in AK, WA, ID, MT, UT and ads in several high-profile magazines including Sunset, Seattle Metropolitan and Portland Monthly. There will be television advertising on Food Network, Travel Channel, HGTV, the Discovery Channel and Fine Living Network targeted to reach our ideal audience. We have 100,000 direct-mail pieces, and a great website that generates tons of traffic, so check it out for Fest details throughout the spring and summer at www.chehalisgarlicfest.com. What we are trying to say is that we work very, very hard to guarantee you a successful show!

Please give me a call if you have any questions. We look forward to another record-breaking year with fantastic food, creative crafts, marvelous music and the best *Chehalis Garlic Fest* ever!

Sincerely,

Judy DeVaul
The Advocate Agency

Chehalis Garlic Fest and Craft Show an Advocate Agency Production!

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