



Dear Exhibitor,

The 10th Annual RivahFest sponsored by the RivahFest Steering Committee will be held Saturday, June 16, 2012 beginning at 10 AM. This family-oriented festival, which is held along the streets & waterfront area of historic downtown Tappahannock, drew more than 12,000 people last year.

We want to take this opportunity to thank our past exhibitors. Your participation and support has helped make this annual festival a resounding success; and we are striving to provide a festival that will be conducive to you having a profitable and enjoyable day. We also thank you for your many compliments, comments and suggestions. As a result, we will implement a few changes this year which should improve the various exhibitor sections. There will be an area exclusive to artists and craftspeople, an area designated to commercial vendors, and a local merchants' row.

All sections will open at 10:00 AM and will close at staggered times which should help alleviate any vendor traffic congestions during your departure.

****Please note a few of the changes that pertain to exhibitors for RivahFest 2012:**

1. A dedicated phone line has been activated to provide festival updates and information. The hotline telephone # is **804-445-2065**. Or for instant access to RivahFest information and applications, visit our newly enhanced website: www.rivahfest.com (be sure to check out last year's activities & pictures!) or email us at rivahfest@gmail.com

2. Our restructured exhibitor agreement has been designed to streamline applications to RivahFest. Notice exception: food vendors, children's area vendors and "demonstration only" vendors will use separate applications provided on the RivahFest website or call our hotline for information.

3. This year we will limit the number of vendors in any one exhibitor category to ensure a more equitable distribution. Once a category reaches the limit, that category will be closed, and vendors put on a waiting list. Vendors will be notified of status within 30 days of receipt of application if not sooner.

4. To be considered for placement in the arts & crafts area, at least 80% of vendor's merchandise must be hand-made by applicant. By applying for this category, vendors agree to exhibit handcrafted merchandise only with remaining being buy/sell items that complement their handiwork.

Hurry! Vendor spaces in each category are limited and will fill on a first come, first serve basis. We will not be able to guarantee that you will have the same spot that you have had in previous years. Applications received by May 1st will also ensure your inclusion in our festival booklet and website. Mail application and payment to: RivahFest, P.O. Box 990, Tappahannock, VA 22560.

We look forward to your participation at RivahFest! Saturday, June 16th.