



TO: Accepted Vendors of the 19th Annual Little River ShrimpFest
FROM: Little River Chamber Special Events Committee
SUBJECT: Vendor/Exhibitor Set-Up Information

Welcome to the 19th Annual Little River ShrimpFest in beautiful, historic Little River! Last year's event was a record-breaking success, and we anticipate an even larger and more exciting festival this year.

The Little River ShrimpFest is proudly sponsored by the Little River Chamber of Commerce and Visitors Center. Our Chamber staff, Board of Directors, and festival committee have worked diligently to make this the best ShrimpFest yet.

IMPORTANT INFORMATION: PLEASE READ CAREFULLY

New Festival Hours:

- **Saturday:** 10:00 AM – 5:00 PM
- **Sunday:** 10:00 AM – 5:00 PM

Please ensure you read this entire memo, especially regarding booth locations and set-up times.

Vendor Packages:

Vendor packages will be available for pick-up at the Little River Chamber Office, located at 440 Hwy 9 East, Suite 1, Little River, SC.

- **Monday, October 7 to Friday, October 11 (until noon):** 10:00 AM – 4:00 PM at the Chamber Office

If you are unable to pick up your package by noon on Friday:

- **Friday, October 11 (1:00 PM – 7:00 PM) and Saturday, October 12 (6:00 AM – 9:00 AM):** Vendor packages will be available at the Vendor Check-In Tent located on Mineola Avenue in the festival area.

Important: Vendors may not set up their booths until they have picked up their vendor packages.

Load-In Directions:

All vendors must enter the festival area via Watson Avenue. From Highway 17, turn at the Days Inn and proceed to the end of the street. Turn left onto Watson Avenue and follow security instructions to enter Mineola Avenue. **No other entry points will be permitted.**

Vendor Registration Package Contents:

Your package includes everything you need for the festival, including:

- Festival layout map with your booth assignment Please locate your space before arriving.
- Vendor wristbands (2 per space; additional wristbands can be purchased)
- Electrical tag (if you purchased electricity)
- Vendor parking pass
- Map with designated with your assigned parking lot
- Tear-down and move-out information
- DHEC information for food vendors

Information Tent:

The Information Tent will be open for any questions or assistance on **Friday, October 11, from 1:00 PM to 7:00 PM** at 4484 Mineola Avenue, Little River, SC. It will reopen on **Saturday, October 12, at 6:00 AM.**

Admission Wristbands:

Your vendor wristbands will serve as your admission to the festival for both days. Each vendor receives two wristbands per rented space. Additional wristbands are available for \$5 each (valid both days). If you need to replace booth workers, exchange wristbands at the Information Tent. **Lost wristbands will not be replaced.**

Booth Assignments:

Every effort has been made to honor booth location requests. Please note that this year's festival filled up faster than ever. **No vendor may move locations without the express consent of the Festival Director.** Moving without permission will result in removal from the festival.

Vendor Electricity:

The festival utilizes parking lots and streets where power sources are limited. If you have purchased electricity, you may need up to 100 feet of extension cord. The electrical tag included in your package must be attached near the plug before you connect to the power box.

SET-UP: VERY IMPORTANT!

Set-up is organized in stages based on vendor type, and **it is crucial that set-up times are strictly followed**. Vehicles must be fully unloaded, and then promptly moved before you begin setting up your booth. All vehicle unloading must be complete by 9:30 AM. Since space is limited, please be considerate of other vendors who also need time and room to set up. Although the official opening is at 10:00 AM, it is likely that gates will open earlier due to anticipated lines based on previous years.

Loss of Space:

Any vendor whose booth is not occupied by 9:00 AM on Saturday morning will forfeit their space. The space will be reassigned as necessary to resolve any space conflicts or for other reasons deemed appropriate by the festival vendor chair.

PARKING

While the festival committee does not charge for parking, several lots are reserved for vendor parking. Each vendor is issued one parking permit. Your parking has been assigned and are required to park in your assigned lot. Your parking pass must be hung on your rear-view mirror and displayed while at the festival.

The festival will not be responsible for any parking charges or towing from non-official lots. Please refer to the festival map for your assigned parking location. Vehicles parked without a "Vendor Parking" permit in official lots or improperly parked may be towed. Additional vehicles should be parked in general parking areas. Vendors may also find parking on the streets leading to the festival

SHOW CLOSING/TEAR-DOWN (IMPORTANT!)

The festival will close at 5:00 PM on Sunday. Vendor vehicles will be permitted to enter the festival area **around 5:30 PM**, after booth tear-down is complete and the law enforcement has deemed the festival area safe for vehicle entry. Vendors are required to dismantle their entire booth **before** any vehicle will be allowed into the festival area for loading. Security personnel will monitor the tear-down process and issue an "Entry Pass" once the booth is fully dismantled. Only then will vehicles be allowed to enter for quick loading and exit. Vendors attempting to enter the festival area without an "Entry Pass" or bypassing the gates will be ticketed by the Horry County Police Department.
