



**Join us at the**

## **7<sup>th</sup> Annual Strolling of the Heifers**

### **Dairy Fest & Marketplace; “Live Green!” is the Theme!**

The Strolling of the Heifers parade down Main Street will take place at 10:00 am in Brattleboro, Vermont, on Saturday, June 7, 2008, coinciding with the beginning of National Dairy Month. The event will be a fun-filled mixture of activities that celebrate agriculture and the arts in southern Vermont.

For the past six years in a row, the Vermont Chamber of Commerce has listed the Strolling of the Heifers as a Top Ten Summer Event. The comprehensive marketing campaign we will conduct to promote the event will ensure its national visibility. We expect the Parade, and the Dairy Fest & Marketplace, that follows it, to draw over 40,000 attendees this year. We also expect national media coverage.

This year's Dairy Fest will take place from 11:00 am – 3:00 pm. All vendors, cooking and agricultural demonstrations, food, and entertainment will be located on Brattleboro Retreat Healthcare's grounds. The Brattleboro Common will be used as the staging area for the stars of the parade -- the heifers themselves.

### **Dairy Fest will Promote Vermont's Excellent Agricultural Products**

In addition to good food, great products and all sorts of wonderful entertainment, the Dairy Fest will feature farm animals and products from organizations ranging from boutique to large agricultural enterprises. From maple syrup to fine cheeses and from hand-spun Alpaca clothing to exceptional dairy products, Vermont has gained international recognition for its excellent agricultural products. The Dairy Fest will showcase many of the fine products the Green Mountain State has to offer.

Booths for the Dairy Fest cost \$150. They are approximately 10' x 10'. There is also a \$35 charge if you need electricity and a \$25 charge for tent rentals. Booths are free for event sponsors of \$250 and above. **The event will take place rain or shine.**

Payment in full must be received on or before April 1, 2007, unless arrangements are made otherwise. **Make checks payable to: Strolling of the Heifers and mail c/o Laurie Garland, 162 Carpenter Road, Dummerston, Vermont 05301.**

**Return the registration portion of this letter along with your payment and signed contract to the address above by 4/1/08.**

Please e-mail any questions you have to: [lgarland@svcable.net](mailto:lgarland@svcable.net)



## 2008 Booth Registration Form

Vendor Name: \_\_\_\_\_

Detailed Description of Product or Display

(Please email pix if possible to [lgarland@svcable.net](mailto:lgarland@svcable.net))

Strolling of the Heifers theme this year is "LIVE GREEN!" Is there anything you can add to your display that's relevant to that issue?

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax#: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Number of 10x10 booths: \_\_\_\_\_ @ \$150 (Free w/ \$250 Sponsorship)

Non Profit \_\_\_\_\_ 501(c) 3 # \_\_\_\_\_ (call for Booth Fee)

Registration Fee: \_\_\_\_\_ (Refundable in full up to 5/15/08)

\_\_\_\_\_ Please check if your group is in the parade

\_\_\_\_\_ I need a tent \$25 rental fee

\_\_\_\_\_ I need electricity \$35 fee

List Electrical Units (continue on back)	Watts	Voltage	Amps
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**Set up:** On the Retreat Grounds, Friday, June 6, 2008 anytime after 3pm. Friday overnight security provided. Take down Saturday at 3pm!

**Payment and Registration to Strolling of the Heifers:**

C/o Laurie Garland, 162 Carpenter Rd, Dummerston, VT 05301 · Phone: 802-257-1646