



2024 HHF Vendor & Exhibitor Information

Thank you for your interest in the 2024 Horse Heritage Festival (HHF). We are looking for vendors with unique, handmade, equestrian or educational items, as well as community-based clubs. If you would like to participate as a vendor at this year's event, please review the **HHF Vendor Agreement**, complete and submit the **HHF Vendor Registration Form**, \$25 booth fee, and a copy of your current California Seller's Permit (if applicable) to:

*TOVEA
PMB #430
197 Woodland Parkway Suite 104
San Marcos, CA 92069-3020

If preferred, please email TwinOaksValleyEquestrian@Gmail.com with completed registration form, to make other arrangements, or if you have any questions.

Important Dates

Oct. 11th Deadline to submit the Vendor Registration Form, booth fee, and copy of CA Sellers Permit

Oct. 19th Event area prep and partial set-up (no product) 2:00pm - 4:00pm

Oct. 20th Vendor check-in and set-up by 9:30am / tear down by 3:00pm

Booth Location

Most booth spaces are north facing and positioned on a flat, dirt terrain. Access to power outlets is not available. Vendor loading and unloading is available directly behind the general booth area. The horse trail runs in between the parking lot and booth area, and must be kept clear at all times.

Set-Up

On the day before the event, the area is raked and hay bales are delivered. Between 2:00pm and 4:00pm, vendors can perform preliminary booth set-up (canopies, tables, and chairs) if desired.

****Please note that these items will be unsecured, and are the sole responsibility of the vendor****

On the day of the event, gates open by 7:00am. Check-in for the Ride & Stride begins at 8:30am, with the take-off beginning at 9:00am. Vendors must check-in and be set-up by 9:30am. The walk/hike participants typically return between 10:30am – noon. The festival runs from 10:00am-2:00pm. Vendors tear down booths by 3:00pm.

Expected Attendance

Since this event includes free admission for all attendees, an exact headcount has not been available. However, based on past food sales, this year we expect a crowd between 200-400 people. Attendees are typically families with young children as well as several young adults. Most are locals living in San Marcos and the surrounding communities. The event has been marketed to local newspapers, equestrian and non-equestrian businesses, event and sponsor websites, community guides, social media, and local elementary schools.

*The Twin Oaks Valley Equestrian Association