



June 30, 2010

2010 NC Blackberry Festival Vendor:

Thank you for your interest in the 2010 North Carolina Blackberry Festival. As you had been previously notified, your application has been accepted.

Please see section map to locate your assigned booth location. Although the map will remain the same-I will have a more legible, computer generated map sent to you and up on our site by mid next week. Your booth locations will not change. **Please make sure to check www.cadwellcochamber.org before heading to the festival to get any last-minute info.** You may set up beginning at 7:30 a.m. and all vehicles must be removed by 9:30 a.m. The festival runs from 10 a.m. until 4 p.m. Teardown time begins at 4 p.m., unless the festival is officially closed early due to weather. If that is the case, an announcement will be made over the speakers. Attached/enclosed is the festival map. **Please check carefully for your spot** Spaces will be labeled by letter-number so **BRING YOUR SPACE ASSIGNMENT WITH YOU.**

Sunrooms and vendors with large set-ups are asked to come early in order to accommodate the space needed to get the vehicles in and out. You may start setting up at any time as long as you know your spot letter/number and you are able to find the correct number on the festival route. Unfortunately, if you begin set-up early and are in the wrong spot, you will have to break down and then set up in your assigned spot.

Your festival booth fee is non-refundable, as stated in the application. Your teardown fee of \$100 is being held and will remain in its original form until the close of the festival on July 10. At the close of the festival, you will receive your original document (check, cash, etc). If you leave before the close of the festival, the fee is forfeited to the Caldwell County Chamber of Commerce to be deposited on July 12. In the event the festival closes early due to rain, an announcement will be made and your check will be returned as long as you stayed until the festival was officially closed. Again, thank you for your participation.

Please pay close attention as to how you enter the festival. If you enter in the wrong direction, it could cause a delay in setting up. Once your written directions get you to Mulberry Street, refer to the festival map.

Vendor Directions to NC Blackberry Festival:

ALL VENDORS: Take US321 to Lenoir. At the intersection of US321 and NC18/US64, follow green highway signs above the road to downtown. (If traveling south, turn right. If traveling north, turn left.) There is a Staples, Burger King and Rite Aid at the intersection.

THEN, If your assigned space is:

Sections A-1-24, B 1-26: turn left at the next stoplight onto Morganton Blvd (NC18), which is a quick turn. There is a McDonald's at the light. Follow Morganton Blvd through one light, then turn right at the second light, Mulberry Street. Pass Caldwell Memorial Hospital on your right, then at the second stoplight, turn left onto Harper Avenue (blocked for festival). Take the next right turn onto Main Street. **THIS IS SECTION B 1-26 on left, A 1-24 on right.** When you exit the festival, continue in the same direction.

Sections J 1-10, I 1-6, G 1-25 and H 1-24: continue straight into downtown past the stoplight at McDonald's. The road becomes Harper Avenue. Follow Harper Avenue through three lights into downtown Lenoir (Harper becomes a one-way street). The fourth light is Mulberry Street, and the Festival entrance. This block is J 1-10 on the left and I 1-6 on the right. G 1-25 and H 1-24 continue to the next right turn. Turn right onto Main Street. G 1-25 is on the left, H 1-24 is on the right. Exit in the same direction.

Sections C 1-10, D 1-9, E 1-15 and F1-14: Continue straight into downtown past the stoplight at McDonald's. The road becomes Harper Avenue. Follow Harper Avenue through three lights into downtown Lenoir (Harper becomes a one-way street). At the fourth light, turn right on Mulberry Street. Then turn left at the next street, Ashe Avenue. Travel two blocks, then turn left onto Church Street. At the light on Church Street, West Ave., carefully turn right into the festival. This block is C 1-10 on your right and section D 1-9 on your left. If you are in section D 1-9 or E 1-15 carefully turn left on West Ave. Section E 1-15 will be on your right and section D 1-9 will be on your left. Exit in the same direction.

Thank you and we look forward to seeing you at the festival. Please feel free to call or email me with any questions or concerns.

Melissa Eastman
Program Director
828.726.0616