



### 2023 Howl-O-Ween Marketplace Booth Spaces

As in previous years, the event will be centered on a dog costume contest with a marketplace for rescue groups and pet supply vendors. The Marketplace at *Howl-O-Ween* will play an important role as we seek to promote only the finest pet and pet care goods and services along with promoting reputable pet rescue groups.

There is a marketplace fee of \$30 for a 10 x 10' space (limited to two spaces per group) to participate as a merchant. Nonprofit and rescue groups pay a reduced fee of \$15 for a 10 x 10' space (also limited to two spaces per group). The booth fees help to offset marketing and other event costs. Event supporters at all levels will receive complimentary booth space – please refer to the support opportunities listing for details.

Participants are asked to provide their own tent to be set up in the designated and marked space on the day of the event. Set up can begin at 11 am, and we ask that it be completed by 12:30.

Please be aware that there are no hard structures (walls, framing, etc.) on which to affix items. You are welcome to bring your own internal framing/support structure as long as it fits within the confines of your space. Electricity will not be available.

Space is limited and will be filled on a first-come first-served basis. Please submit the vendor application form at <https://tiny.utk.edu/howlvendor> by **October 13, 2022**, to ensure your space. After receiving your completed form, we will confirm your participation and send you other information. If you have questions, please contact Beth Shannon of the UT Gardens, at 865-974-2712 or e-mail at [beth.shannon@utk.edu](mailto:beth.shannon@utk.edu).

The purpose of this event is to raise awareness of the pet resources available in the community and of the UT Gardens and the UT College of Veterinary Medicine. The parade route proceeds in front of the marketplace for maximum exposure for your business or non-profit. Previous Howl-O-Ween events have attracted over 1500 human guests and more than 400 pooches in attendance. We anticipate a large crowd again this year. We look forward to your participation.