2021 EXHIBIT BOOTH FACT SHEET
ONLINE EXHIBIT HALL OPENS JULY 5 AND RUNS UNTIL OCTOBER 31
"Live" Festival is July 22-25

We have developed an interactive online platform for Somerset Online which includes a virtual Exhibit Hall that makes it possible for vendors to have face-to-face interactions in real-time with our attendees *wherever you are and wherever they are.* Configure and brand your booth selecting from any of the template designs below, adding in: videos, audio files, photos with links, and your own text elements within the areas of the booth. *We do all the technical back-end configuration of your booth. You choose the layout and provide files, links etc and we do the rest.*

INTRODUCTORY OFFER!
Booth Cost: $350 each (less any credit carryover you may have from 2020)
 Non-refundable deposit of $200 required to reserve.
Table Cost: $150 each (please see the last template) payment in full required
PAYMENT DEADLINE: full payment on ANY balance is due by **April 1, 2021.**
CONTENT DEADLINE: all content files, images, videos, links etc are due to me by **May 1, 2021.**
OTHER INCLUSIONS:
- Your booth will roll out on our site on July 5 and be up for our All-Access subscribers and accessible until October 31.
- You get a listing on our public-facing Exhibitors page until Dec. 31.

I'll be taking reservations for booths in February as we start conducting the demos. See schedule below.

Under Development: features in this platform were developed based on feedback from vendors and others who were part of our focus group in November. I want to thank **Dusty Strings, Musicmakers** and **Thormahlen Harps** for working with us and helping us set up booth prototypes. As we build more booths, your ideas and suggestions for features will make it even better by the time we get to the "live" festival July 22-25. Any vendor who wants to host a live booth event (e.g. string-tying, tuner demos, etc) can have their events featured on our Live Events page on this platform, on Somerset Online and included in our daily festival bulletin.

Demos
We have these **Mondays** set aside for site demos: **March 1, 8, 15, 22, 29 at 6pm ET**. **March 8 also at 12pm ET** (for our international friends & anybody else). Please email me (kathy@harpagency.com) to arrange your access login.

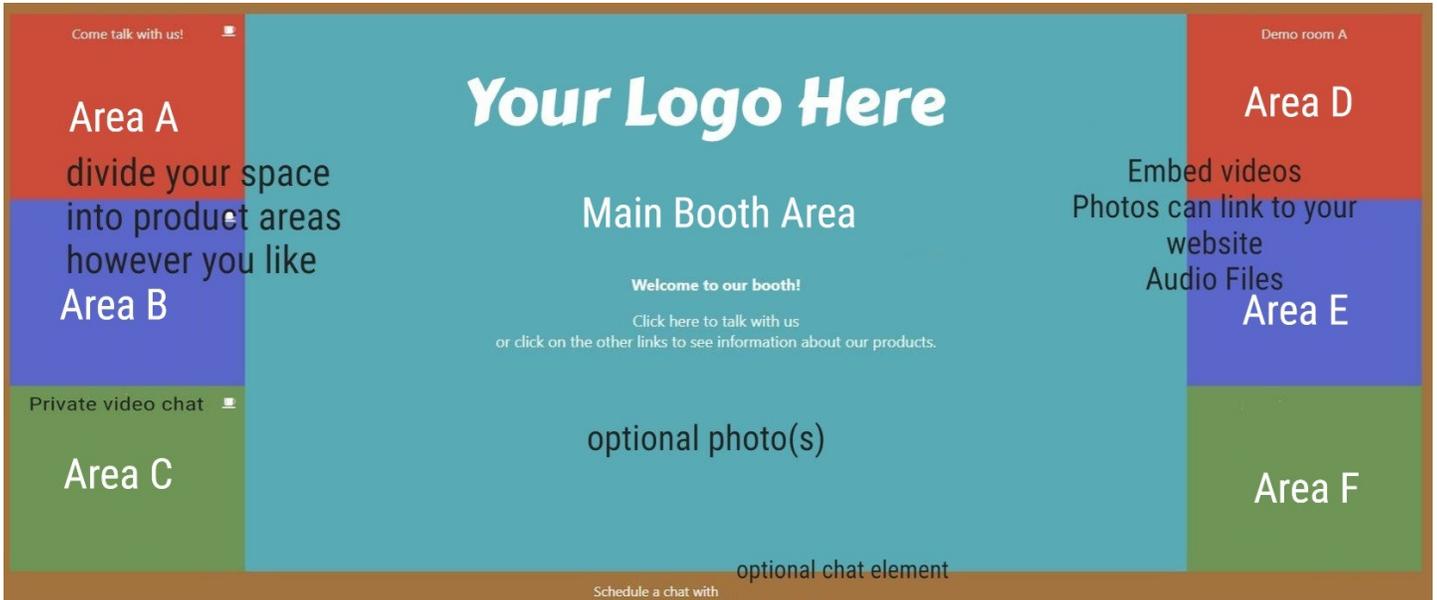**Purchase your booth:** Sign-up on our Exhibitors page at http://www.somersetharpfest.com/exhibitors.shtml

BOOTH CONSTRUCTION
We'll do all the technical work on developing your booth. We are in the process of making enhancements to our demo booths for Dusty Strings, Musicmakers and Thormahlen Harps. Feel free to go back on the system and check those out before submitting your content. All you'll need to do is:
1. Pick your template and consider what content you'd like to include
2. Email me with your content files along with:
3. Where to put the content using the designated areas on the template.
4. If you're linking a photo to a website, please give us the URLs
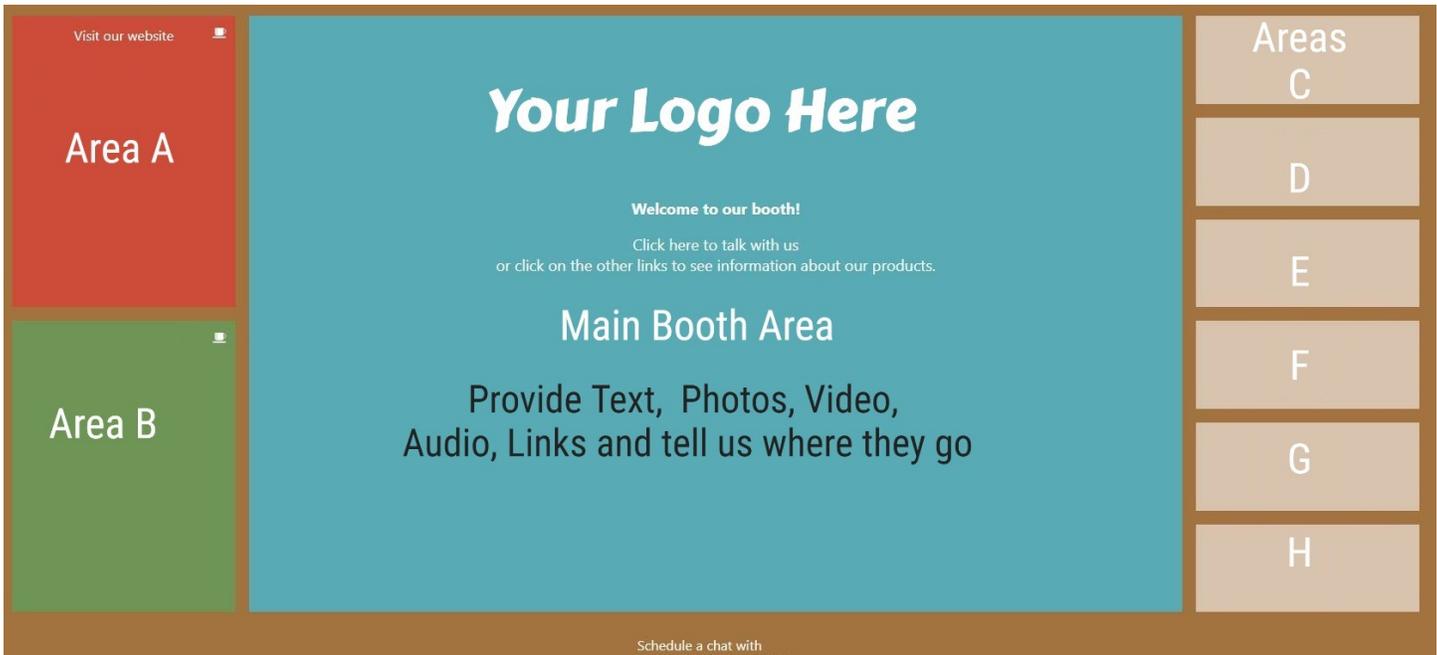5. Delineate how you want to title your various areas and any other text placement.

Booth Templates

Booth #1

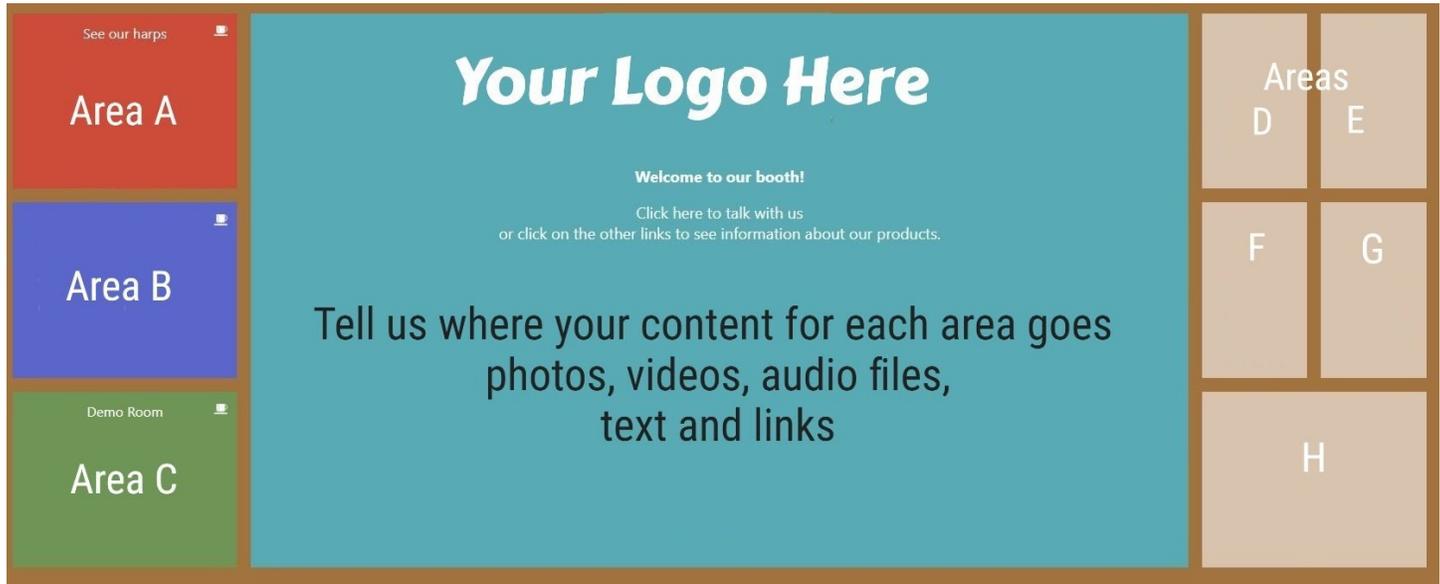Each block in the right-hand grid can be split horizontally or vertically.

Booth #2

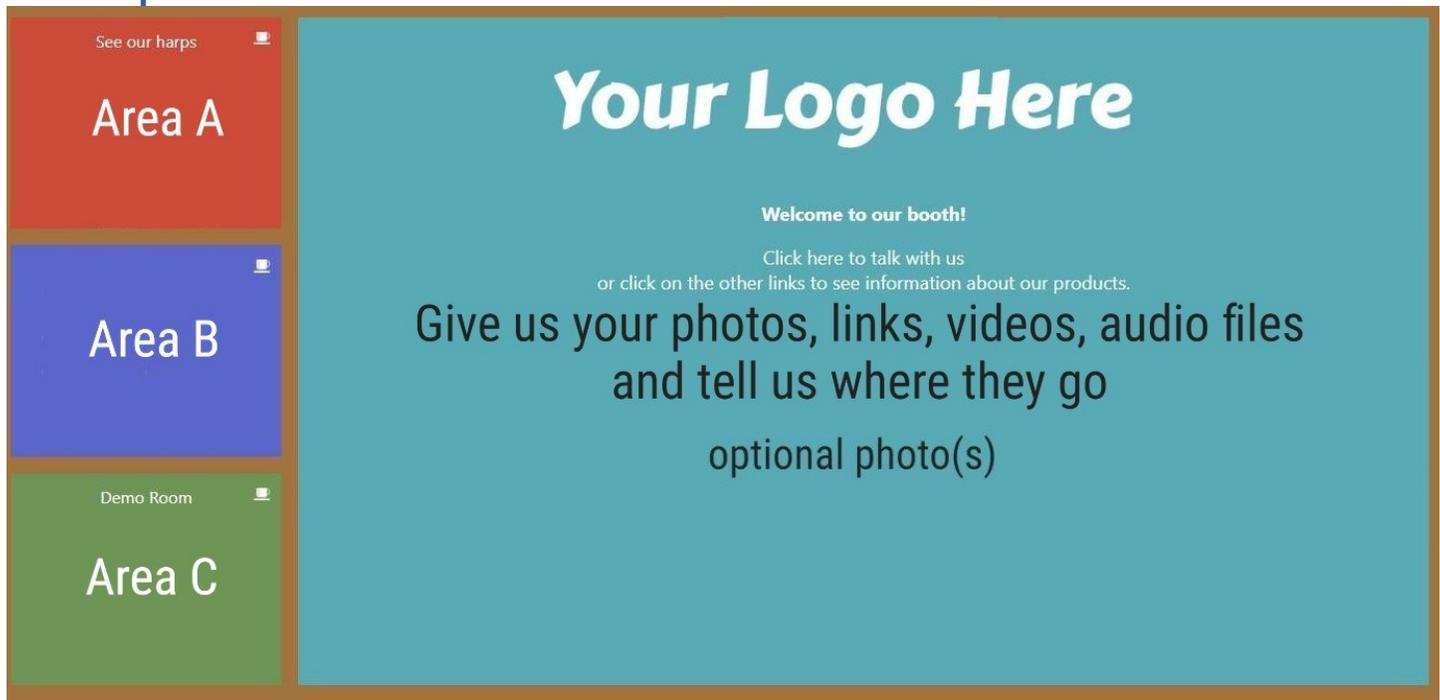Blocks in the right-hand grid can be merged as needed.

More on next page

Booth #3

Blocks in the right-hand grid can be merged as needed.

Table Space

The Somerset Folk Harp Festival
Kathy DeAngelo, Director
kathy@harpagency.com
Phone: 856-795-7637
11 Country Lane, Voorhees, NJ 08043
http://www.somersetharpfest.com