



2025 Taste of the Valley Vendor Guidelines

Launched in 2006, **Taste of the Valley** has grown into one of Renfrew County’s most popular and well-attended events, offering a vibrant and inclusive experience for vendors, residents, and visitors alike. The event embraces a broad concept of “taste,” showcasing high-quality, thoughtfully made products that reflect the rich flavours, creativity, and culture of our region. From local food and handmade goods to art and heritage, Taste of the Valley highlights the best Renfrew County has to offer in a dynamic, market-style setting.

2025 Dates & Locations:

All Events are from 10:00 am to 3:00 pm

Saturday, July 26 th	Eganville Arena
Saturday, August 23 rd	Alice and Fraser Recreation Centre
Saturday, September 20 th	Calabogie Community Hall
Saturday, October 18 th	Cobden Fairgrounds
Saturday, December 13 th	Pembroke Knights of Columbus Hall

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Pricing Structure & Fees

Booth Fees: The cost for your first event is \$75 for an outdoor booth or \$90 for an indoor booth. If participating in additional events, the fee is reduced to \$50 (outdoor) or \$75 (indoor) per additional event. Electricity, where available, is an additional \$25 per event. HST applies to all fees.

<u>Booth Prices</u>	<u>Outdoor Booth</u>	<u>Indoor Booth</u>
First Event fee	\$75 +HST	\$90 +HST
Additional Event fee	\$50 +HST	\$75+ HST
Electricity (Where Available)	\$25 +HST	\$25 +HST

Outdoor booth spaces are 10' x 10'. Vehicle parking at the booth is not guaranteed.
Indoor booth spaces are available at some locations. Booth sizes will vary by location.

If you require more space and it is available, you will need to purchase additional booth space at the regular rate. Larger booths are only available for outdoor spaces.

Application Process

Vendors wishing to participate in any Taste of the Valley event must register and pay the applicable fees. Vendors who are full-season members of a farmers' market hosted in the same community on the same day as a Taste of the Valley event are exempt from the single-booth event fees but must still register for the event(s). All vendors must meet Taste of the Valley guidelines, including those set out by the Renfrew County and District Health Unit.

Vendors interested in exhibiting at any of the five 2025 Taste of the Valley events must submit a completed application form by Friday, May 30, 2025, to be considered in the first wave of approvals.

All vendor applications are subject to review and approval by the County of Renfrew. Upon review, vendors will be notified via email about their application status (approved/pending/declined).

- Vendor applications received before May 30th will be notified of their application status by June 13th.
- Vendor applications received after this date will be reviewed as received, based on availability.

One application is to be submitted for all events. Applications will be reviewed and applicants notified and provided directions for payment, if applicable. Note that you may not be successful for all selections depending on availability.

Payment must be received no later than July 11, 2025. Vendors will not be permitted to set up if there are any outstanding balances owing.

Successful applicants will receive detailed information regarding each Taste of the Valley event for which they have been approved.



Approval Process

Vendor applications are reviewed to ensure that the type and quality of products offered for sale meet the nature, spirit and purpose of the Taste of the Valley. Applications will be approved based on vendor selection criteria. [Taste of the Valley Vendor Selection Criteria](#)

Detailed instructions, including booth number, set-up/tear down, site map and parking, will be emailed a few days prior to the event. Every effort is made to accommodate vendor needs appropriately.

Code of Conduct

Taste of the Valley organizers strive to maintain a positive, welcoming, and successful event for all, including vendors participating in the events.

Taste of the Valley vendors are expected to maintain professional behaviour at all times, including treating all customers, fellow vendors, event staff, and volunteers with courtesy, respect, and professionalism.

The Taste of the Valley events have a zero tolerance policy for aggressive behaviour. Foul language, threats of violence and/or aggression will not be tolerated.

Taste of the Valley vendors are expected to comply with all event rules and regulations outlined in the Vendor Guidelines and event-specific emails.

Vendors are expected to maintain product integrity:

- Represent your products accurately in your application and promotion. Do not mislead customers or organizers about the origin, quality, or contents of your products.
- Only items listed as part of your vendor application are permitted to be sold.
- Food vendors must comply with all applicable public health regulations and inspections.

Sites as assigned will be on a take it or leave it basis. Event organizers have the right to re-assign vendor locations at any time should the need arise.

Violations of this Code of Conduct or any part of the vendor guidelines may result in immediate removal from the event, forfeiture of fees, and/or disqualification from participation in future events.

Payment

Approved vendors will be notified and invoiced by email. Payments can be made online by credit card, or in person at the County of Renfrew Administration building, 9 International Drive, Pembroke ON K8A 6W5, by cash, cheque, debit or credit card. Cheques payable to the County of Renfrew can be mailed to the address above. Include your Taste of the Valley Invoice with your name and contact information with payment.



Refunds/Cancellations

Cancellations received prior to July 12, 2025 will receive a full refund.

No refunds will be issued for cancellations after July 12, 2025.

Set-up & Tear-down

Set-up: Vendors are permitted to set up between 8 am-9:45 am on the day of the event.

Tear-down: Vendors are not permitted to tear down their booth before the event ends at 3 pm.

Vendors who remove their booth prior to the end of the event may be excluded from participating in future events.

In the event products sell out prior to the event end time, vendors are encouraged to display a "Sold Out" sign.

Food & Beverage Vendors

All food and beverage vendors must conform to all Renfrew County & District Health Unit requirements and responded and complied with any communications with the Health Unit in advance of participating in any Taste of the Valley events for which you wish to sell food.

All food and beverage vendors must be approved in advance by the Health Unit to sell food and beverage products. If this requirement has not been met, you will not be able to sell any food or beverage product at any Taste of the Valley event.

Though alcohol sales may be permitted at certain Taste of the Valley events, alcohol products cannot be opened or consumed on-site.

For information and resources about requirements when selling food, please visit the Renfrew County & District Health Unit, www.rcdhu.com.

Samples & Demonstrations

Taste of the Valley strongly encourages vendors to offer samples in order to elevate the "taste" experience of the event. Vendors must provide advance notice by indicating so in the box in the application. Vendors offering food and/or beverage samples must do so in a safe way, conforming to all laws and the rules and regulations of the Renfrew County Public Health Unit.

Demonstrations are also encouraged as a way to engage and interact with visitors and help tell the product story. Demonstrations can be ongoing or at predetermined times throughout the event.



Electricity

If using electrical appliances/equipment, you must inform us by designating your need via the vendor application and take note as to the power requirements of each and all of your equipment. Typically only 10 amp service is available for any/all electrical equipment at a booth. Items like microwaves can use in excess of this and combining equipment can also cause you to run over 10 amps. For this reason, take care to ensure you fully understand your electrical needs and communicate this to us.

If using electrical equipment, please ensure that all in good safe working condition with no exposed or loose wires. If using extension cords and/or power bars, make sure that we are informed by designating so in the vendor application and ensure that all are rated for outdoor use, are in good condition and heavy enough for the equipment being used.

Propane

If using propane or other gas equipment, ensure that we are informed via the vendor application and that all of your equipment and tanks are compliant and in good working condition. There must not be any out of date tanks in use and all seals and connections must be secure with no risk of any leaks.

Parking

Parking for vendors is available at each location. Parking instructions will be included with communications about site plan and booth location in advance of each event.

Garbage & Recycling

All Vendors must remove/properly dispose of garbage within your booth area and leave the site in the same clean manner as found or extra fees and future refusal of booth space will be invoked.

Garbage and recycling bins on-site are for use by consumers only during the event.

Insurance

It is strongly recommended that vendors have business insurance.

Safety

Though not required, vendors are free to use Personal Protective Equipment (PPE) and must set up and operate in a manner that is safe for everyone's health and safety.

Everyone's safety is of the utmost importance. All vendors must ensure that their booth is set up and operated in a manner to ensure safety for all.

Booths must be safely and securely installed. This includes tents and booth coverings adequately weighted or otherwise secured to the ground. There must be no or limited risk of booth components, displays, parts and/or accessories becoming unsecured or causing risk to injury, particularly in the



event of severe weather. If glass or other items with sharp edges exist within your booth, please ensure that every effort has been made to secure these items in a safe way.

Weather & Emergency Policy

Events proceed rain or shine unless weather poses a safety risk.

In the event of extreme weather, vendors will be contacted by email or phone with further instructions.

During the event, any urgent safety announcements will be communicated via event staff.

Promotions

***New for 2025.** The County of Renfrew will offer Taste of the Valley Bucks to incentivize consumers to complete the event feedback survey. Taste of the Valley Bucks will be redeemable with any vendor at a 2025 or 2026 TOTV event. The County of Renfrew will reimburse vendors for any bucks that are redeemed.

Vendors are encouraged to promote their participation at Taste of the Valley on social media and tag @TasteoftheValleyRC on Facebook and Instagram. Upon approval, vendors will receive graphics which can be used to promote on social media.

The County of Renfrew will market and promote the event series to residents and visitors across Renfrew and Pontiac Counties and Eastern Ontario.

Each vendor receives a complimentary directory listing on the [Taste of the Valley website](#). A directory listing includes company name, address, website, social media links, brief description, logo/image.

Past Vendors: [login and review/update existing listings](#)

New vendors: [create an account and submit directory listing](#)

Questions/Comments/Concerns?

Scott Hamilton

Economic development officer

Email: tasteofthevalley@countyofrenfrew.on.ca

Telephone: 613.735.7288 x452

