



8th Annual
Healthy Living Festival

Greetings All,

This email is a confirmation of your exhibit space at the 8th Annual Healthy Living Festival on Friday, July 15th, 2011.

Please read the following for details about the event:

Location: the Oakland Zoo, 9777 Golf Links Road., Oakland CA

<http://www.oaklandzoo.org/zoo-info/planning-your-visit/>

Arrival Time and unloading area:

All exhibits must be unloaded and set-up before the older adults and other participants **start** arriving at 8:00 am.

EVENT DAY, July 15th when you arrive at the Zoo please inform the entrance staff that you are an exhibitor with the Healthy Living Festival. You will then drive straight up the main entrance road--turn left at the second entrance into the large main parking lot. We are asking that exhibitors park just in front of the Exhibitor Area and bus drop zone. Plan to arrive **no later than 7:00am – 8:00am** to you will be able to park by your tables briefly to unload and set-up.

9 busloads of older adults will begin to arrive at 8:00am. Please have your interactive exhibit ready for the participants.

What to do when you arrive:

- Please come to the **Information Booth** (see location on map) and ask for Patricia Nance, Exhibitor Coordinator.
- All of the exhibit locations have been pre-assigned.
- All of the tables will be numbered -- each of you will be assigned a number **PLEASE DO NOT MOVE YOUR LOCATION, TRADE WITH ANOTHER EXHIBIT, OR MOVE THE TABLES!** This may result in your exhibit's **complete removal** from the Festival.

Turnout:

- We are expecting **2,500 people** to be at Friday's event. Please be prepared to have enough literature and other materials for this turnout in multiple languages (including: English, Spanish, Chinese, Korean, Farsi) if possible.
- Be advised that we recommend you only pass out about 25% of your materials from 8am to 10:30am, as many participants will be visiting exhibits after the walk around the Zoo. Please try to have enough materials (about 75%) for the many participants that will visit your exhibit between 11am and 1pm.

Lunch:

- Around 12 noon the Exhibitor Coordinator and/or other event staff will bring lunch to each exhibitor table.

End of the Event:

- By 2:00pm the buses will be picking up the last loads of older adults -- the Loading Zones will be established again -- We need to have the exhibits cleaned up by 3:00pm.

If you have any questions please call the USOAC office at 510-729-0852.

Patricia Nance, Admin. Assistant and HLF Exhibitor Coordinator

United Seniors of Oakland and Alameda County

www.usoac.org