



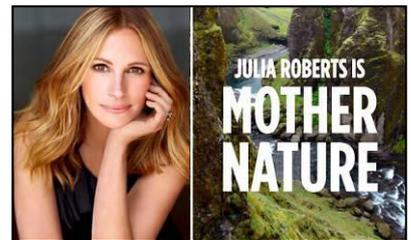
Would you like to join us as an Exhibitor?

Welcome to **'In the Raw'** - a fresh new festival which aims to 'strip away the clutter of life and get back to what's really important!'

Getting Raw - and 'stripping away the clutter'. As a first step in understanding what **'In the Raw'** is all about, it is important to note that the ITR Festival is not about eating 'vegan' or living 'opt-out' alternative lifestyles. In the main, the ITR festival is about how we, in 'main stream' Australian society, can simply live a better life through a better understanding of 'what really matters' when it come to the health of our planet as well as our own physical, spiritual and mental health. With a better understanding of these important things, we can aim to build a better lifestyle for ourselves, our families, and our communities.

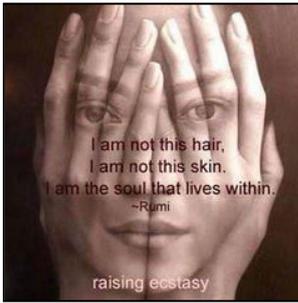
Enduring Festival Focus Themes. Our festival event has four enduring focus themes designed to connect 'main stream' Australia with information, ideas, products and services which will help people 'strip away the clutter of life and get back to what's really important and can simply be stated as being a focus on, and exposure to, ideas, products and services with a modern, but well-informed, natural-based approach to living which supports and enhances:

- **a healthy planet** - the Earth is our home, if we don't look after it, it won't look after us; everything we are, or can become, comes from the bounty of Earth; limiting climate change, protecting the whales, saving the natural flora and fauna of Earth and living in a way that humanity does the least damage to our natural environment is a cornerstone element of **In the Raw**.

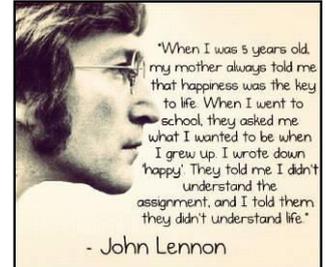


- **a healthy body** - by challenging ourselves to be fitter, stronger and better nourished we aim to live better and be healthier. **In the Raw** aims to offer food and other products which have been grown and produced, as much as possible, either locally or in Australia, and which are based on principles of supply which can be described as being' natural, organic, healthy, personally made or produced, recycled, eco-friendly, free from GMOs and free from chemicals regarded as harmful to the environment'.





- **a healthy soul** - by finding personal inspiration and better self-peace through learning how to better nurture our inner-selves. By feeding our souls with more fun activities and realistic ideals, values and aspirations which uplift us, rather than feeling constantly at war trying to deal with the ever-growing stresses of today's fast-paced and global consumer-led lifestyle pressures.
- **a healthy lifestyle** - by showcasing at **In the Raw** the great trend now taking place not just in Australia, but everywhere across the world, and which is really taking off as people everywhere begin to understand the options that they can already access to live a better life - that is to help us all *'strip away the clutter of life and get back to what's really important!'* for our planet, our bodies and our souls'.



Annual Focus Theme. The **annual festival focus theme** is a significant element of the

In the Raw Festival as it offers a special opportunity to focus on subjects of important topical interest to our purpose for the festival. Our previous event special focus theme was 'living on a postage stamp'. This theme focussed on options for home food gardens in an environment of an ever-diminishing backyard big enough for the traditional 'veggie garden out the back'.



For 2017, our special festival focus theme will be **'understanding what 'real food' actually means'**.

Within this theme are topical interests such as 'food as medicine', the Paleo approach, mass-produced packaged food controlled by global interests, the rise of farmer's markets and what the trends in better eating are and why.

NOTE: Your involvement at **In the Raw** does not have to have a direct link to our special annual theme - but if it does then let us know about it straight away!

Bringing all these things 'to life' is what **'In the Raw'** is all about - i.e. trying to strip away the clutter that seems to surround so much of our modern daily lifestyles and show the path back to a simpler way of enjoying life - getting back to what is really important for a healthier, happier and better-balanced life.

In the Raw Festival is building that special opportunity for people to reconnect with new ideas and inspirational people who can guide us towards so many exciting options for a better way of living in an increasingly hectic world.

How can you join us in this journey?

[Bookings for exhibitors and service providers to join us at In the Raw are now open.](#)

There's a limit on like products. To ensure a good balance of products and services on offer, we are limiting the number and types of like products. This will ensure that we have a well-balanced event with a good range of quality trade stalls and service providers. In general, we will aim to keep like product offerings to a maximum of two to three similar stands. This will ensure plenty of opportunity for each business to connect well with our festival visitors, and show those visitors that there are many more 'good choices' out there these days than perhaps they expected!

Clever Layout. We have also designed the layout of the event so that people will not miss your stand as they move about the venue, and we have set out our demonstration and entertainment areas to keep bringing people back around the exhibitor lines as the speakers, demonstrators, presenters and entertainers change over at our three principle presentation stages.



Friendly & Relaxing. A big part of the day is the 'big picnic' plan we have set up to encourage people to come and stay for a good few hours at **in the raw** and enjoy a picnic lunch under the gums. There will be many lovely places for people to just sit and relax while they eat great food and listen to our music program. Of course this is also aimed at making **in the raw** an enjoyable experience - all of which should help the aims of our exhibitors and service providers to connect with our visitors.

Taking part at 'In the Raw 17'

Event Opportunity

We offer a **great opportunity** for local businesses of every dimension which links to the theme of our event to access a carefully targeted market and a highly focused audience.

We are especially interested in new opportunities, products and services that base the provision of their products and services around natural, clean, organic, chemical, and GMO free production practices, and who are aiming to connect with the wider mainstream market that is now demanding ever more exposure to such products and services.



Exhibitors and Foodies

If in the raw sounds like an opportunity for your business, spaces are now available for you to apply to join us in one of the following categories:

- **Lifestyle Exhibitors** provide such things as eco-friendly, unique, healthy lifestyle opportunities from housing to transport, education to travel - if your product fits with one of our themes then our festival could be just the opportunity to connect with a well targeted audience who will come to 'In the Raw' specifically looking for those special opportunities!
- **Food & Beverage** retailers and product promoters who fit our event ethos of products which are locally made and based on clean organic production techniques. Note: It's our aim to present a wide range of great alternative drink options including wines, beers, teas, coffees, softies, juices and many other beverage refreshments which our visitors probably wouldn't know were all locally made and based on clean organic production techniques. However, please note that while organically produced wines and beers may be exhibited (and sold) at the festival, it is a no-alcohol consumption event for all the right and normal reasons for a family-focused event.
- **Professional service providers** including Counsellors, Dietitians, Nutritionists, and physical, mental and spiritual health services and practitioners
- **Alternative Health/Wellness and Natural Therapy** practitioners and product providers including; natural body products, acupuncture, yoga, music as therapy
- **Artisans, cottage industries and retailers** of products made from natural, eco-friendly products such as natural fibres, textiles and recycled materials
- **Primary Producers, manufacturers and other value-adders**, especially those seeking to promote their products into a wider mainstream of the community
- **Organic gardening, cooking and 'food as medicine'** based around the use of natural, organic, chemical and GMO free products

Showing off your Stuff! It is a requirement that ITR exhibitors can identify with the need to protect our planet and our natural flora and fauna; that's because the focus of our event is firstly a clear understanding that that is where our rich natural bounty of life comes from. We also value our local producers as the primary source for sustaining our local natural bounty, and for helping to build sustainable wealth within our local communities, so we are very keen to support our local producers to expand their markets through a wider understanding and acceptance of their products in the mainstream community.

If this sounds like a fit with what you believe/do, then '**in the raw**' could be just the opportunity to take real advantage of!

All you have to do is complete the application form - either in hard copy or online (which can be simple and quick) and return it to the ITR Office either by email (info@itrfestival.com.au) or by the post to: PO Box 1628 Mount Barker SA 5251

Any questions? - then please ring us on 0423 677 142 for assistance