



Founded in 2017 as a biennial arts and culture festival, *ish* brings artists and communities together to explore Jewish and Israeli cultural traditions through the arts. *ish* explores the broad spectrum of what it means to be Jewish and Israeli, and presents a dynamic selection of artists, works of art, food, music and cultural activities, from traditional to contemporary, religious to secular, Jewish to non-Jewish. By highlighting diverse Jewish/Israeli voices, identities, traditions, and arts disciplines, *ish* brings authenticity to the representation and complexity of the Jewish/Israeli experience, and responds to Cincinnati's changing Jewish demographic.

When and Where is the *ish* Festival?

The 2021 *ish* Festival will take place on Saturday, September 25th & Sunday, September 26th, 2021 in Washington Park, Downtown Cincinnati, Ohio. NEW this year: *ish* will open on Saturday night with an Israeli-style night market and music festival! Specialized and curated experiences are planned, and not all vendors may be featured.

Sunday, September 26th from 11am - 6pm (artist vendors closing at 5pm) will feature an expanded footprint and modified format to maximize vendor engagement and reach. We are exploring offering multiple load-in times, but all booths must be set within one (1) hour of festival start time, and must be broken down within one (1) hour of festival end time. Please plan accordingly.

How big is the Festival? What Market Exposure will I get?

We are planning for our largest Festival yet, with over 7,500 attendees anticipated. Vendors will also have the opportunity to advertise on our website, the festival brochure, and through our social media platforms leading up to the event.

Do I have to be Jewish or Israeli?

ish welcomes participation from diverse-identifying vendors, and does not discriminate based on religion, nationality, ethnicity, culture or any other protected classes. We are seeking new and returning vendors who can connect and engage with our Festival participants in a variety of ways!

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How much does it cost to Participate?

The *ish* Festival is proud to offer free admission to the public thanks to the generosity of our sponsors and funders. Vendors must apply through our website here and pay an application fee. The nonrefundable Application Fee is \$36. *ish* is working hard to reduce the cost of participation for our vendors. This year, booth rental & equipment fees will range from \$54-\$118. If accepted, the application fee will be applied to a vendor's package of your choosing (see table below).

	Participate	Celebrate	Dedicate
Booth Plot	✓	✓	✓
Tent, Tables & Chairs	✓ Artists Only	✓	✓
Festival Branding Kit		✓	✓
1/4 Page Ad in Festival Book			✓
Highlighted Plot on Map & Passport Engagement			✓
Jury Competition Entry		✓ Artists Only	✓ Artists Only

The online application can be found [here](#) and will close on Friday, July 16th 2021. Any questions can be sent to megan@ishfestival.org.