



APPLICANT INFORMATION PACKET

FOR
EXHIBITORS
VENDORS
PROMOTERS
CONCESSIONAIRES

PRESENTED BY:



JAPAN
AMERICA
SOCIETY OF
HOUSTON

2990 Richmond Ave., Suite 670
Houston, TX 77098 | jas-hou.org

INFORMATION FOR APPLICANTS

Thank you for your interest in JAPAN FESTIVAL HOUSTON 2023 – 民 For the People!

The event will be held on **MAY 6-7, 2023**, in Houston's **HERMANN PARK**, from **10AM – 6PM**.

Please take a few moments to read the information contained in this document as participation requirements, restrictions, and guidelines are outlined herein.

SUMMARY

ABOUT THE FESTIVAL

- Since 1993, Japan-America Society of Houston has been producing the Japanese Festival of Houston (Japan Festival Houston) to project Japanese culture to the widest possible local audience.
- Japan Festival Houston is held in Houston's Hermann Park and is one of only two grandfathered events in the City of Houston.
- Japan Festival Houston is organized and executed by a non-profit, 501(c)(3) organization and does not profit from the event.
- Japan Festival Houston is a **FREE TO ATTEND FESTIVAL!**
- Festival attendance has grown from a few hundred in its early days to more than 30,000 in each of the last several years it was held.
- Japan Festival Houston is an outdoor festival and is held rain or shine.
- Japan Festival Houston welcomes persons and groups to introduce, explain, and demonstrate Japanese arts and culture, both modern and traditional. Cultural exhibitors are designated either as **Special Cultural Exhibitors** or **Artist/Artisan Vendors**, depending on whether they sell goods. See the "Special Cultural Exhibitors Guidelines" and the "Artist/Artisan Vendor Guidelines" sections of this document to determine which category applies to you.
- Japan Festival Houston has opportunities for **Commercial Promoters** to promote their businesses related to Japan. See the "Commercial Promoter Guidelines."
- Japan Festival Houston has opportunities for **Retail Vendors** of Japanese and Japanese-style merchandise to sell products. See the "Retail Vendors Guidelines."
- Japan Festival Houston has opportunities for **Concessionaires** to sell fresh-cooked Japanese, Asian, and Western foods. Preference is given to vendors of Japanese foods. See the "Concessionaire Guidelines."

CONTACT

If you have any questions related to the Festival, feel free to contact us at 713-963-0121 or info@houstonjapanfest.org.



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IMPORTANT DATES

Application Period Closes	March 31
Announcement of Accepted Participants	April 7
Intent to Participate Due	April 14
Electrical Needs Worksheet Due	April 14
Temporary Food Permit Application Due	April 14
Payment Due	April 21
Contract Due	April 21
Insurance Certificate Due	April 21
Pre-order of ice (\$2/bag discount)	April 30
Festival Days	May 6-7

PARTICIPATION CATEGORIES & COSTS*

All tier prices are for 2-day participation and include one (1) 10' x 10' tent, one (1) 72" x 30" table and 2 chairs. Concessionaires also receive flooring.

Tier	Description	Tent Size	Cost	Additional Tent(s)
SCE	Special Cultural Exhibitor	10' x 10'	\$500	\$400
AV	Artist/Artisan Vendor	10' x 10'	\$600	\$480
CP	Japanese Commercial Promoter	10' x 10'	\$700	\$700
RJ	Japanese Retail Vendor	10' x 10'	\$900	\$720
CJ	Japanese Concessionaire	10' x 10'	\$1,200	\$960
CA	Asian Concessionaire	10' x 10'	\$1,500	\$1,200
CW	Western Concessionaire	10' x 10'	\$1,700	\$1,360

OPTIONS

Options	Description	Cost
Vinyl tent sides	10'x10' vinyl sidewall	\$10/side
Tent flooring	Wooden subflooring	\$150
Chair	in addition to those provided	\$5/chair
Table	in addition to those provided	\$20/table
Electricity 100/110V	per day	\$200
Electricity 200/220V	per day	\$300
Propane	propane use	\$300
Houston Health Department Food Permit	2-day Temporary Food Permit(required for concessionaires)	\$160
Pre-paid ice service	cost per bag	\$8/bag
Day-of ice service	cost per bag	\$10/bag
CREDIT CARD PROCESSING FEE	for all payments made via CC	5%

*An estimate of total costs for each participation category can be found under the tier-specific guidelines.



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GENERAL INFORMATION

By submitting an application, the Exhibitor, Promoter, Vendor or Concessionaire Applicant acknowledges that they have read and agree to all restrictions, participation requirements, and policies outlined in this document.

APPLICATION GUIDELINES

- Exhibitors, Promoters, Vendors and Concessionaires must submit an application to participate, and this application must be received by Japan Festival Houston no later than **March 17, 2023**. Applications should be submitted online. Visit www.houstonjapanfest.org.
- Exhibitors, Promoters, Vendors and Concessionaires will be notified of their application and participation status no later than **March 31, 2023**.
- All Exhibitors, Promoters, Vendors and Concessionaires must read, sign, and return a copy of their provided Contract by **April 14, 2023**, or they will be ineligible to participate in the 2023 Japan Festival Houston.
- All Exhibitors, Promoters, Vendors and Concessionaires must submit in their application a list of proposed activities or items to be sold in order to be considered for participation in Japan Festival Houston 2023.

TENTS

- Japan Festival Houston will set up all tents. Each tent space includes one (1) 72" x 30" table and two (2) chairs. Concessionaires will also receive subflooring.
- Japan Festival Houston will decide the location of each Exhibitor, Promoter, Vendor and Concessionaire tent and provide notification of the assigned location one (1)-week prior to the start of the event.
- Japan Festival Houston will NOT provide signage for Exhibitors, Promoters, Vendors or Concessionaires. Each Exhibitor, Promoter, Vendor and Concessionaire must provide their own signs. Signs may not be larger than the booth.
- Exhibitors, Promoters, Vendors and Concessionaires who do not disclose on their application all organizations and parties to operate in the requested tent space may have their privilege to participate revoked effective immediately upon notification. This revocation will affect participation in 2023 and may prevent successful application to future Japan Festival Houston events.
 - Organizations may volunteer within the booth space of another vendor only if they do not present any signage or information other than that of the applicant organization.
- Exhibitors, Promoters, Vendors and Concessionaires must keep their booth open to visitors during Festival hours. Exhibitors, Promoters, Vendors and Concessionaires unable to participate for the entire duration of the festival will not receive a refund of any payments made to the festival.



- While Japan Festival Houston-operated golf carts will be made available to assist with load-in and load-out, all Exhibitors, Promoters, Vendors and Concessionaires are responsible for setting up and dismantling their own displays, equipment and supplies.

LOADING/UNLOADING/PARKING

- Exhibitors, Promoters, Vendors and Concessionaires must park in designated or public parking lots. Designated parking is limited and available on a first come, first served basis.
- Loading passes will be provided to Exhibitors, Promoters, Vendors and Concessionaires.
 - Festival-operated golf carts will be available for use during load-in and load-out.
- **Vehicles will NOT be allowed on Hermann Park grounds.**
 - Japan Festival Houston is held responsible for damages to the grounds and these damages are primarily due to vehicles on the festival site.
 - Any Exhibitor, Promoter, Vendor or Concessionaire who drives onto the grounds WILL have their privilege to participate in the Festival revoked immediately with no refund.

INSURANCE

- All Exhibitors, Promoters, Vendors and Concessionaires **must present a certificate of liability insurance coverage** for one million dollars (\$1,000,000.00) naming the following parties as additional insureds:
 - City of Houston
 - Hermann Park Conservancy
 - Japan-America Society of Houston, Inc.
 - The Japanese Festival of Houston, Inc.

The certificate of liability insurance must also include a waiver of subrogation for all festival dates as well as time spent loading in, setting up, taking down, loading out and operating during the festival.

All Exhibitors, Promoters, Vendors and Concessionaires must provide this insurance to cover all items they bring to the festival including items for sale, items for display, signs, display materials, and all equipment.

- Japan Festival Houston is not responsible for any loss or damage of goods at vendor booth for any reason. You must protect your own belongings with insurance.

This insurance certificate must be received by no later than **April 17, 2023**.

If the Exhibitor, Promoter, Vendor or Concessionaire does not have insurance, coverage for participation in the Festival can be purchased from Japan Festival Houston.



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RESTRICTIONS ON ITEMS FOR SALE AND DISPLAY

- Vendors and Concessionaires may not sell any bottled or canned beverages without express written confirmation from Japan Festival Houston.
- Vendors and Concessionaires may not sell any items that include the 2023 Japan Festival Houston logo or name without permission from festival organizers.
 - Vendors selling these items without permission may have their participation to the 2023 Japan Festival Houston and future Japan Festival Houston events revoked.
- Exhibitors, Promoters, Vendors and Concessionaires may not sell or display any items that are prohibited in Hermann Park, the City of Houston, or the State of Texas.
 - This includes weapons and ammunition, drugs and drug paraphernalia, and obscene materials, among other things.
 - Vendors selling or displaying these items will be reported to the authorities and will have their participation in the 2023 Japan Festival Houston and future Japan Festival Houston events revoked.
 - Weapons or items that look like weapons may only be sold after special consideration by the vendor coordinator.
 - Vendors must request this permission at the time they submit their application.
- Under Texas law, it is illegal to sell or display counterfeit or pirated merchandise. Any vendor found to be selling these illegal items will be asked to remove the items from their tent. Should the vendor continue to sell the illegal items, Japan Festival Houston has the right to revoke the contract and remove the vendor from the Festival.
- Japan Festival Houston prides itself on showcasing Japanese culture, and is working towards providing even more authentic and Japanese-inspired experiences for the citizens of Houston. We appreciate your cooperation as we continue this effort.
 - Corporations or organizations which do not sell items from or inspired by Japan, or Vendors not selling items made by or representing Japanese traditional methods may have their vendor applications rejected and must apply as Sponsors to be eligible for booth space.
 - Please be sure the items for sale at your booth demonstrate a strong connection to Japan. This determination will be made by vendor staff both before and during the festival and may affect future participation.
- An audit will be conducted during the festival to ensure Exhibitors, Promoters, Vendors and Concessionaires are selling Japanese items, or selling a full Japanese menu as agreed in the contract. Japan Festival Houston will charge vendors should they break the agreement based on Participation Tiers.
- Vendors must ensure items offered for sale are family-friendly. The sale, distribution and display of harmful material to minor is prohibited under Texas law.
- Duplication of individual items sold by Vendors or Concessionaires may occur. Japan Festival Houston reserves the right to limit duplication of product services.



OTHER RESTRICTIONS

- Municipal water is not available for use. If your booth requires use of municipal water access within Hermann Park, please contact Japan Festival Houston so that special considerations can be discussed.
- Music or sounds produced from electronics or items within your booth must not cause a disturbance for other vendors or visitors to the Festival.
 - Exhibitors, Promoters, Vendors and Concessionaires will be notified if a complaint against the noise is made to festival staff or authorities.
 - Exhibitors, Promoters, Vendors and Concessionaires will be given one warning about the noise level. If the noise is not properly addressed after the warning, the vendor may be asked to cease all activities that produce the sound.

TEXAS SALES TAX

- Vendors and Concessionaires are responsible for collecting and reporting the appropriate sales tax from all sales. You may contact the Texas Sales Tax Info line at 800-252-5555 or you may consult tax publications on the website of the Texas Comptroller:

<< http://comptroller.texas.gov/taxinfo/taxpubs/tx96_211.pdf >>

COST TERMS

- Participation categories and cost terms are not negotiable.
- Explanation of costs related to the Options outlined on Page 3 are in explained in further detail on Page 8.
- All fees must be paid in full prior to **April 21, 2023**. Failure to complete payment requirements may result in cancellation of participation with no refund of any fees already paid.
- All payments made to Japan Festival Houston by credit card are subject to a fee of 5%.

PENALTY SYSTEM

- Due to several incidents over the last few years Japan Festival Houston was held, a penalty system has been put into effect.
- Japan Festival Houston reserves the right to terminate the contract with an Exhibitor, Promoter, Vendor or Concessionaire, without refund, should a qualifying incident occur as reported by a customer, vendor, staff member or security.
 - Qualifying incidents do not include instances such as dislike of a product but are instead considered to be disruptive verbal or physical incidents and selling products not approved during the application process – but are not limited to these two cases.

- Once two warnings have been given, the vendor will be asked to leave the premises and will not be eligible to participate in Japan Festival Houston the following two years.
- If at any time an incident escalates and security deems the vendor or associates to be unsafe, the vendor will be escorted off the premises immediately.

OPTIONS

PERMITS

- The Houston Health Department requires any Vendor or Concessionaire intending to **hand out** or **sell** prepared or packaged foods or beverages of any kind have a Temporary Food Permit.
- Vendors and Concessionaires **MUST** complete and submit to Japan Festival Houston a Temporary Food Permit Application by **April 14, 2023**.
 - Japan Festival Houston will file all permit applications with the Houston Health Department on behalf of the Concessionaires.
- A Houston Health Department Representative will inspect all food booths at the Festival.

ELECTRICITY

- Electricity services are offered for an additional cost.
- All electricity services **MUST** be arranged through Japan Festival Houston.
 - **Personal generators are strictly prohibited.**
- Accurate assessment of electrical needs is essential for the safety of all Festival participants.
 - The Japan Festival *Electrical Needs Worksheet* **MUST** be completed and submitted to Japan Festival Houston for the request to be processed.
 - Costs are determined by the number and types of outlets required.
 - See the Japan Festival *Electrical Needs Worksheet* to estimate your needs and costs.
 - Inaccurate or intentional overloading of electrical circuits may be grounds for immediate revocation of Festival participation privileges.
 - **Any failure to request adequate electricity services in advance that results in the on-site rental of additional outlets will incur a 25% upcharge on services. Fees must be paid prior to service being provided.**
- Exhibitors, Promoters, Vendors and Concessionaires wishing to use electricity are encouraged to bring a heavy-duty extension cord.



PROPANE

- Propane services are offered for a fixed additional cost of **\$300**.
- Propane service fee covers:
 - Connection of equipment by a Certified Propane Technician
 - Inspection of equipment prior to connection.
 - Technician will not connect faulty or dangerous equipment.
 - Any equipment deemed unusable by Technician must be replaced or remain unused for the duration of the Festival.
 - Licensing fees
 - Fire Watch Permit and the presence of the Fire Marshal.
- All Concessionaires cooking or using materials that require fire or gas **MUST** have a fire extinguisher in their tent at all times.
 - **Concessionaires must provide their own extinguishers.**

TENT SIDES

- Solid vinyl tent sides are available for **\$10 per side**.
- Tent sides will be installed at the time your tent is put in place.
- Exhibitors, Promoters, Vendors and Concessionaires may bring and install their own tent sides at their discretion, provided the sides and installation thereof do not cause any damage to rental property or to the Hermann Park grounds.
 - Distasteful or offensive tent sides may not be used.
 - Failure to remove the sides at the request Japan Festival Houston or other authorities may result in removal from the 2023 Japan Festival Houston.

FLOORING

- Wooden subflooring is available for rental at a cost of **\$150 per 10' x 10' space**.
- Flooring will be installed at the time your tent is put in place.
- Exhibitors, Promoters and Vendors may bring and install their own ground covering inside tent space at their discretion, provided the ground covering and installation thereof do not cause any damage to rental property or to the Hermann Park grounds.
 - Distasteful or offensive ground coverings may not be used.
 - Failure to remove the coverings at the request Japan Festival Houston or other authorities may result in removal from the 2023 Japan Festival Houston.

CHAIRS & TABLES

- Chairs and tables in addition to those provided with your tent space are available for rental at a cost of **\$5/chair** and **\$20/table**.
- Exhibitors, Promoters, Vendors and Concessionaires may bring and use their own chairs and tables inside tent space at their discretion, provided the chairs and tables do not cause any damage to rental property or to the Hermann Park grounds.
 - Distasteful or offensive chairs and tables may not be used.



- Failure to remove the chairs and tables at the request Japan Festival Houston or other authorities may result in removal from the 2023 Japan Festival Houston.



ICE

- Ice service is available for an additional cost of **\$10/bag**.
 - A \$2/bag discount will be applied to all pre-orders—**on or before April 30, 2023**.
 - Pre-ordered ice will be delivered to Exhibitor, Promoter, Vendor or Concessionaire tents by Japan Festival Houston staff at designated times.
 - Japan Festival Houston cannot guarantee ice will be available for purchase during the Festival without a pre-order.

TIER-SPECIFIC GUIDELINES FOLLOW



SPECIAL CULTURAL EXHIBITOR

Special Cultural Exhibitors are to serve the purpose of edification and education of festival attendees.

WHO MAY APPLY

- Governmental organizations
- Non-profit organizations
- Educational institutions

SPECIAL RESTRICTIONS

- Special Cultural Exhibitors are NOT allowed to collect revenue or any form of compensation through sales, fundraising, sub-contractual arrangements, etc. in the planning or execution of their Festival exhibit.
- Special Cultural Exhibitors are NOT allowed to display logos of for-profit entities on any banners, handouts, table displays/coverings, etc. unless an explicit exception has been made by Japan Festival Houston.
- Special Cultural Exhibitors are NOT allowed to distribute commercial products or corporate literature unless an explicit exception is made by Japan Festival Houston.

SPECIAL REQUIREMENTS

- Special Cultural Exhibitors MUST use their exhibit primarily to demonstrate and highlight aspect of Japanese society, culture, technology, art and/or U.S.-Japan collaboration in these areas.
- Special Cultural Exhibitors MUST inform Japan Festival Houston of all proposed exhibit activities so that the Festival can ensure the activities are consistent with Participant Guidelines.
- Special Cultural Exhibitors MUST have someone present at their tent throughout the entirety of the Festival.
- Special Cultural Exhibitors MUST refrain from promoting their organization outside their tent space.

COSTS

The two-day Special Cultural Exhibitors fee is **\$500**.

Fee includes: - One 10' x 10' tent space
- One 72" x 30" table
- Two chairs

Exhibitors can request additional space, tables, chairs, etc. for an additional fee. See options chart on Page 3.



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ARTIST/ARTISAN VENDOR

Artist/Artisan Vendors are to serve the purpose of demonstrating and showcasing aspects of Japanese Culture and/or Japanese art through hand-crafted creations.

WHO MAY APPLY

- Artists
- Artisans
- Artist/Artisan Collectives

SPECIAL RESTRICTIONS

- Artist/Artisan Vendors are NOT allowed to sell mass-manufactured products.

SPECIAL REQUIREMENTS

- Artist/Artisan Vendors MUST feature hand crafted or artistically altered items by the Vendor.
- Artist/Artisan Vendors MUST provide Japan Festival Houston with photos of items to be sold at the Festival at the time of application so that the Festival can ensure the activities are consistent with Participant Guidelines.
- Artist/Artisan Vendors MUST have someone present at their tent throughout the entirety of the Festival.
- Artist/Artisan Vendors MUST refrain from promoting their goods outside their tent space.

COSTS

The two-day Artist/Artisan Vendors fee is **\$600**.

Fee includes: - One 10' x 10' tent space
- One 72" x 30" table
- Two chairs

Vendors can request additional space, tables, chairs, etc. for an additional fee.
See options chart on Page 3.



JAPANESE COMMERCIAL PROMOTER



Japanese Commercial Promoters are to serve the purpose of promoting aspects of Japanese business.

WHO MAY APPLY

- Japan-related service or product providers
- Service or products providers focused on Japan promotion, such as travel agents and tour operators

SPECIAL RESTRICTIONS

- Commercial Promoters are NOT allowed to collect revenue or any form of compensation through sales, fundraising, sub-contractual arrangements, etc. in the planning or execution of their Festival exhibit.

SPECIAL REQUIREMENTS

- Commercial Promoters MUST inform Japan Festival Houston of all proposed promotional activities so that the Festival can ensure the activities are consistent with Participant Guidelines.
- Commercial Promoters MUST have someone present at their tent throughout the entirety of the Festival.
- Commercial Promoters MUST refrain from promoting their organization outside their tent space.

COSTS

The two-day Commercial Promoters fee is **\$700**.

Fee includes: - One 10' x 10' tent space
- One 72" x 30" table
- Two chairs

Commercial Promoters can request additional space, tables, chairs, etc. for an additional fee. See options chart on Page 3.



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JAPANESE RETAIL VENDOR

Japanese Retail Vendors are to serve the purpose of making Japanese, Japanese-inspired or Japanese-style products available for purchase.

WHO MAY APPLY

- Independent Merchants
- Retailers
- Wholesalers

SPECIAL RESTRICTIONS

- Japanese Retail Vendors are NOT allowed to sell food products of any kind without advance permission from Japan Festival Houston.
- Japanese Retail Vendors are NOT allowed to sell or display counterfeit or pirated merchandise. See page 7 for additional details.

SPECIAL REQUIREMENTS

- Japanese Retail Vendors MUST feature products that are of Japanese origin, Japanese-inspired or Japanese-style. Products are not required to be “Made in Japan.”
 - All products MUST be family-friendly.
- Japanese Retail Vendors MUST provide Japan Festival Houston with a list of items to be sold at the Festival at the time of application so that the Festival can ensure the items are consistent with Participant Guidelines. An audit will be held during the festival, should the items differ from those approved during the application process, the vendor will be charged an additional \$200, plus any fees associated with additional tents.
- Japanese Retail Vendors MUST have someone present at their tent throughout the entirety of the Festival.
- Japanese Retail Vendors MUST refrain from promoting their goods outside their tent space.

COSTS

The two-day Japanese Retail Vendors fee is **\$900**.

Fee includes: - One 10' x 10' tent space
 - One 72" x 30" table
 - Two chairs

Vendors can request additional space, tables, chairs, etc. for an additional fee. See options chart on Page 3.

CONCESSIONAIRES

Concessionaires are to serve the purpose of making fresh-cooked food items available for purchase. Priority is given to vendors of Japanese food.

WHO MAY APPLY

- Independent Merchants
- Restaurants
- RestauranTERS

SPECIAL RESTRICTIONS

- Concessionaires are NOT allowed to sell bottled beverages.

SPECIAL REQUIREMENTS

- There are three (3) categories of Concessionaires:
 - Concessionaires with a Japanese menu
 - Concessionaires with an East Asian menu – Chinese, Korean or Southeast Asian
 - Concessionaires with a Middle Eastern or a Western menu
- Concessionaires MUST submit to Japan Festival Houston a list of items to be sold at the Festival at the time of application so that the Festival can ensure the items are consistent with Participant Guidelines. To qualify for the CJ Tier, only Japanese food items can be sold. An audit will be held during the festival, should the items differ from those approved during the application process, the vendor will be charged an additional \$250, plus any fees associated with additional tents in the appropriate Tier.
- Concessionaires MUST designate in their application how their food will be prepared – on an open flame or using electricity.
 - Additional fees will be incurred to add an electrical power source to your tent and for propane and open-flame permits.
 - See options chart on Page 3.
- Concessionaires MUST have a food permit. Temporary Food Permit Applications must be submitted to Japan Festival Houston by **April 14**.
 - If participation fees are unpaid at the start of the Festival, the Food Permit will be withheld, and Concessionaire may not participate in Japan Festival Houston until fees are paid in full.
- Concessionaires MUST refrain from promoting their goods outside their tent space.
- Concessionaires MUST provide proper equipment for storing, cleaning, and removing oil, grease and other food wastes from their booth.



- Hermann Park and Festival waste bins are NOT appropriate disposal bins for oil, grease or food waste.
- Additional charges will be assessed against Concessionaire for failure to remove oil, grease or food waste or for improper disposal of oil, grease or food waste.

COSTS

The two-day Concessionaire Fee is dependent on type of food to be served.

Tier	Type of Food	Fee
CJ	Japanese	\$1,200
CA	Asian	\$1,500
CA	Western	\$1,700

Fee includes: - One 10' x 10' tent space
 - One 72" x 30" table
 - Two chairs
 - Subflooring

Concessionaires will also incur a **\$160** charge for a Temporary Food Permit. Additional fees will also be applied to add an electrical power source to your tent and for propane usage and open-flame permits.

Concessionaires can request additional space, tables, chairs, etc. See options chart on Page 3 for prices.

