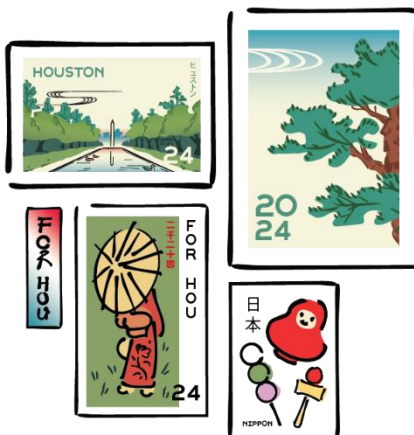




APPLICANT INFORMATION PACKET

FOR
EXHIBITORS
PROMOTERS
VENDORS
CONCESSIONAIRES



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

INFORMATION FOR APPLICANTS



Thank you for your interest in **JAPAN FESTIVAL HOUSTON 2024** !

The event will be held on **September 7-8, 2024**, 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.
- For assistance in determining your specific participation category, please refer to the flowchart. **TIER-SPECIFIC GUIDELINES** follow with specific details pertaining to each tier category.





IMPORTANT DATES

Application Period Closes	June 14
Announcement of Accepted Participants	July 1
Intent to Participate Due	July 12
Additional Services Worksheet Due	July 26
Temporary Food Permit Application Due	July 26
Payment Due	August 5
Contract Due	August 5
Insurance Certificate Due	August 5
Pre-order of ice (\$2/bag discount)	August 30
Festival Days	September 7-8

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 two (2) chairs. Concessionaires also receive flooring.

Tier	Description	Tent Size	Cost	Additional Tent(s)
SCE	Special Cultural Exhibitor	10' x 10'	\$500	\$400
CP	Japanese Commercial Promoter	10' x 10'	\$700	\$700
AV	Artist/Artisan Vendor	10' x 10'	\$600	\$480
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 (required for all food-related Vendors unless you will bring your own)	\$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 connection services (required for all who intend to use propane)	\$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 **June 14, 2024**. 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 **July 1, 2024**.
- All Exhibitors, Promoters, Vendors and Concessionaires must read, sign, and return a copy of their provided Contract by **August 5, 2024**, or they will be ineligible to participate in the 2024 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 2024.

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 2024 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.



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- 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 **August 5, 2024**.

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 2024 Japan Festival Houston logo or name without permission from Festival organizers.
 - Vendors selling these items without permission may have their participation to the 2024 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 2024 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.
 - Exhibitors, Promoters, and Vendors whose exhibits or goods are not from or inspired by Japan or made by or representing Japanese traditional methods may not qualify for participation.
 - 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 only selling or exhibiting the items agreed upon 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.



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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 4 are in explained in further detail on Page 9.
- All fees must be paid in full prior to **August 5, 2024**. 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.



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- 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 **July 26, 2024**.
 - 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 *Additional Services 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 *Additional Services 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.



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PROPANE

- Propane connection services are required 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 2024 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 2024 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.



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- Failure to remove the chairs and tables at the request Japan Festival Houston or other authorities may result in removal from the 2024 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 August 30, 2024**.
 - 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 4.



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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 4.



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 4.



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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 8 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 4.



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 Asian menu
 - Concessionaires with a non-Asian 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 4.
- Concessionaires MUST have a food permit. Temporary Food Permit Applications must be submitted to Japan Festival Houston by **July 26, 2024**.
 - 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.



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