

# Be a Part of Our International Festival of Filipino Culture and Cuisine



**SATURDAY – SUNDAY, AUGUST 13–14, 2011**  
**YERBA BUENA GARDENS, SAN FRANCISCO**

**C**ome partner with us as a vendor, exhibitor or participant at the 18th Annual Pistahan Parade and Festival at Yerba Buena Gardens – the largest Filipino festival outside of the Philippines!

- » Expected attendance: 60,000
- » Pistahan Parade with thousands of spectators and colorful contingents
- » Commercials on radio and TV
- » Publicity blitz and multiple ads in community and mainstream outlets
- » Strong community support!

#### **UNIQUE PISTAHAN FEATURES:**

- » FREE admission and open to the public
- » Conveniently located in the heart of downtown San Francisco, close to BART and MUNI
- » 7th Annual Adobo Cookoff
- » 5th Annual Balut-Eating Contest
- » Simultaneous live entertainment on the Pistahan Stage and Bayanihan Stage
- » Seven educational, interactive and immersive pavilions: Art / Creativity / Culinary / Dance / Health / Heritage / Play Pavilion
- » The largest Filipino parade in the West Coast!



#### **FOR SPONSORSHIP, BOOTH VENDORS AND EXHIBITORS:**

**Voicemail:** 415. 625. EXPO (3976) | **Email:** [pistahanSF@gmail.com](mailto:pistahanSF@gmail.com)

**Website:** [Pistahan.net](http://Pistahan.net) | **Facebook:** [Filipino American Arts Exposition](https://www.facebook.com/Filipino American Arts Exposition)

# 18th Annual Pistahan

Saturday & Sunday, August 13-14, 2011  
11:00 am – 5:00 pm | Yerba Buena Gardens

564 Market St., Suite 320, San Francisco, CA 94104  
Tel: 415. 625. EXPO (3976) / Fax: 415. 334. 2279

## Parade and Festival 2011

AN INTERNATIONAL FESTIVAL OF FILIPINO CULTURE AND CUISINE

# ARTS & CRAFTS BOOTH APPLICATION

PLEASE PRINT CLEARLY

NAME OF BUSINESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

LIST TYPES OF PRODUCTS, SERVICES AND PROMOTIONAL GIVE-AWAYS (USE ADDITIONAL PAGES IF NECESSARY): \_\_\_\_\_

### { FEE SCHEDULE FOR 2 DAYS }

- A. **Booth** \$850 \_\_\_\_\_  
 » 10' x 10' booth  
 » 1 qty 3' x 8' table, 2 qty chairs
- B. **Table with Umbrella** \$350 \_\_\_\_\_  
 » 1 qty 3' x 8' table, 2 qty chairs  
 » NO TENTS ALLOWED

### ACCESSORIES

- C. Additional Tables \$50 ea. \_\_\_\_\_
- D. Chairs \$20 ea. \_\_\_\_\_
- E. Market Umbrella \$100 ea. \_\_\_\_\_

### PUBLICITY

- F. Print Ad in *Expo Magazine* see rate  
 Camera-ready artwork required sheet \_\_\_\_\_
- G. Business Card Ad, 3.7" x 2" \$225 \_\_\_\_\_
- H. Business Card AD Layout Flat Fee \$110 \_\_\_\_\_
- I. Vinyl Banner: 10 ft x 3 ft, full color \$275 \_\_\_\_\_

<b>SUBTOTAL:</b>	_____
<b>DISCOUNT / PENALTY:</b>	_____
<b>TOTAL PAYMENT (Check #1):</b>	<b>\$</b> _____
<b>CLEANING DEPOSIT (Check #2):</b> (Payable to: FAAE)	<b>\$</b> <b>200.00</b>

Booths are first-come, first reserved. Please indicate your TOP 3 booth location choices:	_____	_____	_____
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### { AGREEMENT }

I have read, understood and agree to comply with the Terms and Conditions of this application.

SUBMITTED BY (PRINT NAME): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### PLEASE NOTE

As a guest vendor of the Pistahan Parade & Festival, you are required to keep your area clean and sanitary at the end of each day, and are expected to leave your area in the same condition as received. Booth area, table tops and floor must be clear of food debris, empty boxes and garbage. Trash must be taken to the dumpster. All Vendors will be required to provide a \$200 check as cleaning deposit. At the end of each day, the Pistahan Booth Manager will inspect your booth with a **Health, Sanitation and Garbage Inspection Checklist**. Your cleaning deposit will be returned to you two weeks after the Festival, if you are cleared by the Pistahan Booth Manager. **Violators will not be invited in next year's Festival.** \$35 fee for returned checks.



Pistahan Parade and Festival  
Filipino Heritage Games  
Sine! Sine! Film Fest  
Pamana Arts Legacy Awards

Pay online:  
<http://pistahan2011@eventbrite.com>

Please make checks payable to:  
Filipino American Arts Exposition  
564 Market Street, Suite 320  
San Francisco, California 94104  
Tel: 415. 625. EXPO (3976)  
Fax: 415. 334. 2279  
Email: [PistahanSF@gmail.com](mailto:PistahanSF@gmail.com)  
[www.pistahan.net](http://www.pistahan.net)

### FOR STAFF USE ONLY

Staff Action: [ ] Approved [ ] Rejected	Booth #
Application rec'd:	Payment rec'd:
Approved by:	Date:
<b>C H E C K L I S T :</b>	
[ ] Full Payment	Date:
[ ] Cleaning Deposit	Date:
[ ] Electrical Equipment Declaration Form Received	Date:
[ ] Booth Assignment Made	Date:
[ ] Confirmation Packet Sent	Date:
[ ] Cleaning and Sanitation Inspection Passed	Date:
[ ] Cleaning Deposit Returned	Date:
[ ]	Date:
[ ]	Date:
[ ]	Date:
[ ]	Date:
[ ]	Date:

EXHIBITORS

{ TERMS & CONDITIONS }

- 1. Full payment due** upon submission of application.
- 2. Deadlines:** July 15 Vendor Application Due  
After July 15 10% Late Penalty
- 3. Acceptance:** You will be notified of your acceptance status after receipt of complete payment of fees, cleaning deposit and fulfillment of other requirements no later than Monday, July 25. No application will be accepted without full payment and cleaning deposit. The Filipino American Arts Exposition (FAAE) reserves the right to refuse any applications that do not meet the mission and vision of FAAE.
- 4. Space Assignment and Vendor Packets:** Accepted vendors will receive their space allocation and vendor information packets once completed vendor forms are received. Spaces are allocated on a first come first serve basis. Limited number of booths are available.
- 5. Cancellations and Refunds:** You may cancel your application up until 5:00 pm on **FRI, July 15**. You will receive a refund of all fees paid, minus 10% processing fee, within 30 days following the event. Vendor no-shows will not be refunded. FAAE reserves the right to resell your allocated space (with no refund of fees paid) if you do not check in by 10:00 am on Saturday, August 13. No refunds after 5:00 pm on **FRI, July 15**.
- 6. Cleaning Deposit:** Please enclose a separate check for \$200. Your cleaning deposit will only be cashed if your space is NOT sanitary, clean and free of debris. Otherwise, your check will be mailed back to you within two weeks following the event.
- 7. Explanation of Booths and Tables:**  
**Booths** – 1 qty 10'x10' white booth with screen will be erected for you; also provided are two chairs and one table.  
**Table spaces** – You will be provided one table and two chairs. No tents or canopies may be erected in your location.
- 8. Load-in Time:** Saturday, August 13 from 6:00 am – 10:00 am  
**Breakdown Time:** Saturday, August 13 from 5:00 pm – 7:00 pm  
**Load-in Time:** Sunday, August 14 from 6:00 am – 10:00 am  
**Breakdown Time:** Sunday, August 14 from 5:00 pm – 7:00 pm
- 9. Hours of Operation** is from 11:00 am – 5:00 pm, and will be strictly enforced.
- 10. Electricity:** Power is provided only with prior approval from FAAE. All electrical equipment must be no more than 110V. Please contact the office if you will need an electrical outlet. FAAE will send you the Electrical Equipment Declaration Form to complete.
- 11. Generators** are NOT allowed on the premises.
- 12. Beverage Sales:** No vendor is allowed to sell or distribute bottled water and sodas of any kind. Only FAAE or its concessionaire may sell bottled water and sodas. Anyone in violation of this will be asked to leave immediately with no refund of fees paid.
- 13. Food Sales:** Anyone caught selling or distributing food without special permits and without prior approval from FAAE will be asked to leave immediately with no refund of fees paid.
- 14. Artist Vendor Applicants:** To qualify as an Artist Vendor, all items sold by arts and crafts vendors must be handmade, designed or produced directly under the supervision of the registered vendor. If you are caught selling mass-produced items, you will be asked to leave immediately with no refund of fees paid.

- 15. Non-profit Applicants:** You must provide a copy of your organization's 501(c) 3 status to qualify for non-profit status.
- 16. Noise Level:** Amplified sound is prohibited without prior approval from FAAE.
- 17. Lost Items:** The vendor may not hold FAAE responsible for any items lost or stolen during the 2-day festival.
- 18. Limitation of Liability:** FAAE's liability under this Agreement shall be limited to the amount of the fees paid by Applicant. In no event shall FAAE be liable for any incidental, special, consequential or exemplary damages, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR REVENUE, LOSS OF USE OF EQUIPMENT OR ANY ASSOCIATED EQUIPMENT, COST OF CAPITAL, COST OF REPLACEMENT EQUIPMENT, DOWNTIME COSTS OR CLAIMS OF CUSTOMERS OF APPLICANT. The foregoing waiver provisions shall apply to the fullest extent permitted by law and regardless of fault. As an inducement to FAAE to enter into this Agreement, Applicant assumes all risk and liability whatsoever in connection with its use of the premises and agrees to be solely responsible for the security of all of its own property and of personal property under its custody and control in the premises and for any repairs to or replacement or compensation for such property which may arise out of any theft, loss or damage thereto, and FAAE shall have no responsibility thereafter.
- 19. FAAE's Termination Rights:** FAAE shall notify the undersigned of any breach of the contract terms as soon as reasonably possible. Upon notification, FAAE may at its options, immediately terminate, cancel or suspend this contract, and thereafter FAAE shall be entitled to payment in full under this contract.
- 20. Cancellation of Event:** FAAE shall not be liable for any loss or damage for cancellation of the event, failure to deliver possession of the Premises or requested equipment or its failure to perform any other obligations hereunder, due to any circumstances beyond its reasonable control, including acts of God, fires, floods, wars, sabotage, accidents, power failures, labor disputes or shortages, governmental laws, ordinances, rules and regulations, whether valid or invalid, or any other similar or different contingency.
- 21. No Assignment:** This Agreement is personal to Applicant, and Applicant shall not assign, transfer, sublicense, in whole or in part, or grant any other party the right to use the Premises, except with the written consent of FAAE, which consent may be withheld in FAAE's sole and absolute discretion.
- 22. Surrender of Booth/Table:** Applicant shall surrender the Booth/ Table upon completion of the Festival in a clean and sanitary condition in the same condition as received. Applicant shall also concurrently surrender tables umbrellas, chairs and any other materials and equipment provided by FAAE to the Applicant in the same condition as received. Applicant agrees to be responsible for the cost of repairing any damage to the Booth, materials and equipment caused by the Applicant, its employees, agents, contractors or guests.

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{ AGREEMENT }

I have read, understood and agree to comply with the Terms and Conditions of this application.

SUBMITTED BY (PRINT NAME): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

FOURTH STREET one way



Sony Metreon

MISSION STREET

MISSION ST. LOADING AREA

G10

Barricade w/ Pistanhan Banner

D9 D10 D11 D12

**VISAYAS**

B10 B9 B8 B7 B6 B5 B4 B3 B2 B1 B12 B11 B13 B14 B15 B16 B17 B18 B19 B20 B21 B22 B23

First-Aid

**LUZON**

C1 C2 C3 C4 C5 C6 C7 C8

**HEALTH PAVILION**

**CREATIVITY PAVILION**

D1 D2 D3 D4 D5 D6 D7 D8

**PISTAHAN STAGE**

J1 Green Booth J2 J3 Performers' Dressing Room

**MINDANAO**

H1 H2 H3 H4 H5 H6 H7 H8 H9 H10 H11 H12 H13 H14 H15 H16 H17 H18 H19 H20 H21 H22 H23 H24 H25 H26 H27

Vendor & Volunteer Check-in

Artist Check-in

DANCE PAVILION

PLAY PAVILION



one way HOWARD STREET

HOWARD ST. LOADING AREA

Barricade w/ Pistanhan Banner

F1 F2 F3

**PISTAHAN FESTIVAL SITE MAP**  
**Yerba Buena Gardens**  
 (Not to scale. Subject to change)  
 Updated: v7\_08/04/10

**LEGEND:**

- BOOTH
- TABLE
- FOOD VENDOR / FOOD CART

**BAYANIHAN STAGE**

F9 F10

**CULINARY PAVILION**

F4 F5 F6 F7 F8

F11

**ART PAVILION**

G6 G7 G8 G9

**THIRD ST. LOADING AREA**

THIRD STREET one way

