

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



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

Come 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

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

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

FOOD CONCESSION APPLICATION

PLEASE PRINT CLEARLY

NAME OF BUSINESS: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____ CELL: _____

FAX: _____ EMAIL ADDRESS: _____

LIST MENU ITEMS: _____

{ FEE SCHEDULE FOR 2 DAYS }

- A. Premiere Food Booth (F5 or F8) \$5,500** _____
» 20' x 10' screened booth; 2 tables; 4 chairs;
» Health and fire dept. permits
- B. Food Vendor (F2, F3, F6, F7, F9) \$1,600** _____
» 10' x 10' screened booth with
2 menu items only; 1 table; 2 chairs;
» Health and fire dept. permits
- C. Food Truck (F10, F11 ONLY) \$1,600** _____
» Vendor provides own pre-approved food truck;
» Health and fire dept. permits

ACCESSORIES

- D. Additional Tables \$50 ea. _____
- E. Chairs \$20 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 _____

SUBTOTAL:	_____
DISCOUNT / PENALTY:	_____
TOTAL PAYMENT (Check #1):	\$ _____
CLEANING DEPOSIT (Check #2) (Payable to: Yerba Buena Arts & Events):	\$ 500.00

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 Food Concession Vendors will be required to provide a \$500 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
www.pistahan.net

FOR STAFF USE ONLY

Staff Action: [] Approved [] Rejected	Booth #
Application rec'd:	Payment rec'd:
Approved by:	Date:
C H E C K L I S T :	
[] Full Payment	Date:
[] Cleaning Deposit	Date:
[] Insurance Coverage	Date:
[] DPH Vendor Permit Received	Date:
[] Fire Department Permit Received	Date:
[] Health Inspection Fee Received	Date:
[] Fire Dept. Inspection Fee Received	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:

{ **T E R M S & C O N D I T I O N S** }

1. **Full payment due** upon submission of application.
2. **Deadlines:** July 15 Food 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, submission of proof of insurance, submission of health permit and fulfillment of other requirements. **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 no later than August 3. 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 **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 **July 15**.
6. **Cleaning Deposit:** Please enclose a separate check for \$500. 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, Spaces 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. **For Food Vendor Applicants:** You must attend a mandatory orientation meeting (date to be determined) with Pistahan staff and Yerba Buena Gardens management.
15. **Noise Level:** Amplified sound is prohibited without prior approval from FAAE.
16. **Lost Items:** The vendor may not hold FAAE responsible for any items lost or stolen during the 2-day festival.
17. **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.
18. **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.
19. **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.
20. **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.
21. **Surrender of Booth:** Applicant shall surrender the Booth upon completion of the Festival in a clean and sanitary condition in the same condition as received. Applicant shall also concurrently surrender tables, 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 or its employees, agents, contractors or guests.

{ **A G R E E M E N T** }

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

HERITAGE PAVILION

D13 D14 D15 D16

PISTAHAN STAGE

J1 Green Booth J2 J3 Performers' Dressing Room

Vendor & Volunteer Check-in

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

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

ART PAVILION

G6 G7 G8 G9

THIRD ST. LOADING AREA

THIRD STREET one way

