



EVENT SUMMARY

About 2012 Tet Festival

2011 Seattle Mayor's Arts Award recipient Tet Festival is a free celebration event held annually at the Seattle Center by Tet in Seattle group and is a part of the Seattle Center's Festival world cultural events programs. For the past 16 years, Tet Festival has celebrated the cultural roots of Vietnamese and Vietnamese-Americans by presenting and promoting arts, music, performances and foods that are unique to Vietnam. Our event features many well-known professional performers as well as many talented local artists. In addition, our festival attendees will also have a chance to explore and immerse in Vietnam's culture through many workshops, visual art exhibits and hand-on children's activities.

Please join us again this year at Seattle Center on January 21 - 22, 2012 as we proudly showcase Vietnam's rich history and colorful heritage with a special theme "Le Hoi Viet Nam".

When & Where

Date: Saturday, January 21, 2012, 11:00am – 7:30pm

Sunday, January 22, 2012, 11:00am – 5:30pm

Venue: Seattle Center ground

Programs: Lion dance, cultural performances, children performances, education programs, arts & crafts booths, food booths, game booth, kid activities, live bands, workshops, exhibit and many more

Admission: FREE

Value of Event Participation

- ❖ Comprehensive coverage with all major local Vietnamese media groups (print, radio & TV)
- ❖ Company name and logo recognition on all event promotional materials (banner, poster, fliers)
- ❖ Company name and logo recognition on all digital social media (Facebook, Social Media and community websites)
- ❖ Booth display of products and souvenirs
- ❖ Interaction on personal level with more than 15,000 Festival attendees during the two days event
- ❖ Connect to a diverse market and develop continued brand awareness of your services and products

Contact Information

Programs Participation	Khanh Vu	(206) 851-8691	programs@tetinseattle.org
Sponsorship Opportunity	Bick Nguyen	(206) 240-1443	sponsors@tetinseattle.org
Vendor Booth	Duc Bui	(206) 683-6940	vendors@tetinseattle.org



Đại Hội Mừng Xuân Nhâm Thìn

TẾT FESTIVAL 2012

LỄ HỘI VIỆT NAM

Seattle Center Jan 21-22, 2012



TET FESTIVAL BOOTH GUIDELINES

Purpose and Scope

- ❖ The rules and regulations contained in this manual govern the activities of concessionaires participating in the Tet Festival at the Seattle Center. The term “concessionaire” means booth, booth application and agreement, vendors, concessionaires, commercial vendors, charitable organizations, and others doing business at the Seattle Center for profit or non-profit purpose. The term includes officers, agents, employees, and concession related invitees. The term does not include festival attendees.
- ❖ All concessionaires are required to know of and abide by these rules and regulations.
- ❖ All concessionaires are responsible for assuring that officers, agents, employees, and concession related invitees know of and abide by these rules and regulations.
- ❖ Tet in Seattle and the Seattle Center reserve the right to amend, add to, and interpret the following rules and regulations and to determine all questions and differences with respect to the rules and regulations arising out of, connected with, or incident to the Festival.

Booth Application and Agreements

- ❖ All concessionaires must have a written and signed booth application and agreement with Tet in Seattle authorizing the booth/concessionaire’s activities. *Tet in Seattle* reserves the right to cancel all contracts/agreements of whatever kind at their sole discretion.
- ❖ If a booth/concessionaire substitutes or adds any items, prizes, give away, products, or services that have not been approved by Tet in Seattle, it is a breach of the booth application and agreement. Tet in Seattle may terminate the agreement immediately upon notice to concessionaire of the violation.
- ❖ No booth application/concessionaire may sublet or assign a portion of their booth without the express written permission of the Tet in Seattle. Concessionaire must submit Application and Agreement for approval by Tet in Seattle.
- ❖ Restrictions: Tet in Seattle or Seattle Center reserve the right to restrict or remove concessionaires and/or exhibits without refund that have been falsely entered, that are deemed by Seattle Center as unsuitable or objectionable, or are in violation of the Booth Application and Agreement. This restriction applies, but is not limited to noise, persons, animals, things, conduct, printed matter or anything of a character that may be objectionable to Seattle Center or *Tet in Seattle*. Seattle Center or *Tet in Seattle* may cancel any accepted booth entry at any time, should it be a controversial nature or detract from the spirit of Seattle Center.

- ❖ Concessionaires shall not distribute advertising matter, handbills, fliers, tokens or other materials on the Seattle Center grounds except from an assigned booth or display space. The tracking or posting of any advertisement, bill sign, banner, or printed matter other than within the assigned space is strictly prohibited. No concessionaire shall solicit or distribute such materials in aisles or while roving grounds. Anyone violating this rule is subject to removal from the grounds.
- ❖ Concessionaires are required to have their space neat, orderly and free from safety hazards at all times. An attendant must be in charge of each display during concessionaire hours.

License and Insurance

- ❖ License: Each concessionaire is responsible for having a valid City of Seattle business license. In addition, each concessionaire is expected to comply with all local, state, and federal regulations regarding merchandise, sales taxes, and other such areas as applicable.
- ❖ Insurance: Seattle Center & *Tet in Seattle* accept no insurance liability for concessionaires' goods or services. Concessionaires concerned about insurance issues are encouraged to pursue individual insurance coverage.

Utilities

- ❖ Electrical: Any special requirements for electrical needs must be approved by *Tet in Seattle* and Seattle Center. Installation of additional electrical power must be done by licensed contractor approved by *Tet in Seattle* at the expense of the concessionaire. All plugs must be grounded and UL approved. All electrical appliances displayed for sale or used for demonstration must be UL approved - not the parts only, but the completed product. Concessionaire must provide their own GROUNDED EXTENSION CORDS and all cords on any electrical device must be GROUNDED. This will help prevent accidents and electrical shocks.
- ❖ Water is not allowed on the Center dance floor. If you have a display that requires the use of water, please contact *Tet in Seattle* in advance.

Sound Devices

Sound devices (CD players, tape, recorders, etc.) will be allowed if they are integral parts of the items on sale or display. However, at any time, approval may be revoked if the noise level is objectionable in the judgment of the *Tet in Seattle* or Seattle Center.

Concession & Festival Hours:

- ❖ Instructions & schedules for Load-In & Load-Out will be available upon acceptance of application, fees, and all applicable permits but no earlier than 2 weeks prior to the event date.
- ❖ Festival hours for both days are 11am – 7:30pm Saturday, January 21, 2012 and 11:00am - 5:30pm Sunday, January 22, 2012. However, buildings are open at 8am. All concessionaires shall open their booths on time and remain open until the specified closing time. All booths will be cleared promptly during the designated load out time.

Conduct and Department

- ❖ All booth spaces are in 8ft x10ft units. Each concessionaire is furnished a standard exhibit space having aluminum supports and aisle posts with an 8ft back rail frame and 8ft flame-proofed drapery. In addition, one 30 inches x 8ft display table with paper cover and two single chairs. Concessionaires may, at their own expense, have a sign.
- ❖ Additional table(s) and chair(s) must be requested two weeks prior to festival event. No additional table(s) or chair(s) will be provided on set up day or during event.
- ❖ No signs, partitions, apparatus, shelving, etc., may extend more than 8' above the floor along the rear or sides of the exhibit space.
- ❖ Concessionaire is entirely responsible for the rental space and shall not injure, mark or deface the premises. Concessionaire should not damage or deface Seattle Center or *Tet in Seattle*'s property in any way. Furthermore, concessionaires shall not use "Scotch" tape, masking tape, duct tape or any other adhesive-type materials on Seattle Center facilities, in particular painted surfaces. Concessionaire agrees to reimburse the Seattle Center for any loss or damage occurring to the facility and its contents.
- ❖ Any festival concessionaire / vendor who cause damage to any part of the Seattle Center campus, including landscape (trees, shrubs, etc.) shall be financially responsible for the damage and/or repair, including all necessary City equipment and labor fees.

Buildings/Grounds Security

Seattle Center is a public facility and will not be secured at closing time. Furthermore, neither *Tet in Seattle* nor Seattle Center will accept any responsibility for lost or stolen items.

Emergency or Incident Reporting Procedures

Seattle Center needs to be informed of accidents and incidents that occur during the Tet Festival. If you witness such events, please notify *Tet in Seattle*'s or Seattle Center's representatives immediately.

Sales and Profit

In addition to applicable booth fee(s), all vendors (sponsors, business, food, and non-profit) with sales (if applicable) are subject to a 10% commission of gross sale, due to Seattle Center, by end of the festival event date. Payment not received by closing of event day is subject to an additional 10% of gross sale. All vendors are subject to a 20% commission of gross sales, due to Seattle Center, if not received by end of festival event date.



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BOOTH APPLICATION

Name of Business / Organization: _____

Address: _____

Contact Person and Title: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Booth Type

- Sponsors Booth** (part of sponsorship package)
 Local Small Business \$500 *
 Food Vendor \$500 *
 Non-Profit Organization \$300 *

*Due to unavailability of Center House, vendor booth spaces are limited this year. Outdoor booths may be available. Application materials, applicable permits, and fee(s) are due by December 27, 2011 for Festival participation.

Booth Setup

110 volt / 500 Watts outlets required [] YES [] NO Please supply your own electrical extension cord(s).

Please note that any electrical power beyond 500 watts will be considered as extra charges and must be arranged at least 2 weeks prior to the event

2 tables measuring 3' x 8' each will be provided. Only 1 additional table may be requested: [] YES [] NO

Additional request of chair(s) Quantity _____

Food Handling [] YES [] NO

City of Seattle requires all Food Vendors to have a valid Food Handling permit 1 week prior to the event. A receipt copy of the food handling permit(s) must be submitted to Tet In Seattle and The Seattle Center 4 weeks prior to the event date. Failure to do so will forfeit participation and booth request.

Booth contains open flame YES NO

City of Seattle Fire Department requires a special permit for any open flame at the Festival. It's booth vendor sole responsibility for obtaining the permit at least 1 month prior to the event. **A receipt copy of the fire permit(s) must be submitted to Tet In Seattle and The Seattle Center 4 weeks prior to the event date. Failure to do so will forfeit participation and booth request.**

Have a valid City of Seattle Business License YES NO

City of Seattle requires all booths (business, food, non-profit) to have a valid Business License/Permit on Seattle Center ground prior to the event

Please indicate any other special need and list ALL appliances to be used at booth site. Any items not listed will not be allowed at the Festival site.

The 2011 Tet Festival is scheduled for Jan 21 & 22, 2012, notwithstanding any unforeseen weather conditions or emergencies beyond the control of the event producer, Tet in Seattle. Tet in Seattle reserves the right to cancel any accepted booth application at any given time, should it be considered controversial or hazardous in nature or detract from the spirit of the Festival. Sponsors agrees to indemnify and hold harmless Tet in Seattle, City of Seattle, all event sponsors, marketing partners, supporting organizations, booth participants and volunteers, against all claims losses, suit damages, judgments, expenses, costs, and charges of any kind, including without limitation, attorney's fees, arising from any of Sponsor or its agents and employees.

By signing this application, I, hereby, accept and comply with the terms set forth in Tet Festival Booth Guideline and Application

Booth Applicant Signature: _____ Date: _____

All booth applications, fire and/or health permits, and fee(s) must be received no later than December 27, 2011.

A booth confirmation package will be sent out by a Tet in Seattle representative no more than two weeks prior to the festival event. For any additional questions or inquiries, please contact vendors@tetinseattle.org or Duc Bui at (206) 683 – 6940