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Sacramento Aloha Festival 2420 Butano Drive, Ste. 101 Sacramento, CA 95825

Aloha!

On behalf of the 2015 Sacramento Aloha Festival Committee (SAFC), we would like to invite you to our 5<sup>th</sup> Annual Sacramento Aloha Festival, October 3, 2015 from 10:00 a.m. to 6:00 p.m. at the California Exposition and State Fairgrounds (Cal Expo), located at 1600 Exposition Blvd, Sacramento, CA 95815. Gates will open at 9:00 a.m. and an opening ceremony will be held at 9:30 a.m.

We are very excited! This is a **FREE** festival and we are anticipating a very large turnout. We will be featuring the following events:

- ❁ Native Hawaiian and Pacific Islander entertainment
- ❁ Educational, Health and Community Awareness Exhibits
- ❁ Workshops, Speakers and Presentations
- ❁ Keiki Korner – Arts & Crafts and Educational Info
- ❁ Cultural Village
- ❁ Merchandise Vendors
- ❁ Food and Beverages

Mahalo to those businesses and organizations who are considering participating in this years event. Should you choose to participate, please read and understand the “**Terms and Conditions of Participation**” before filling out and submitting your completed application.

Booth space is limited and is anticipated to fill up quickly. Applications will be reviewed on a first-come, first- accepted basis and will be carefully examined for excessive duplications and to ensure a reasonable Polynesian connection. I urge you to please submit your application as early as possible to have the best chance of acceptance.

On behalf of the entire event staff, I thank you for your interest and consideration in this event. I look forward to working with you to ensure we have a successful festival.

Mahalo nui loa,

Sarah Fonseca  
Resources Coordinator  
Sacramento Aloha Festival 2015  
[resources.sacalohafest@gmail.com](mailto:resources.sacalohafest@gmail.com)  
(916) 486-6399



## **Terms and Conditions of Participation**

### **DATE AND HOURS OF OPERATION**

Sacramento Aloha Festival will be open to the general public on Saturday, October 3, 2015, from 10:00 a.m. to 6:00 p.m., Gates will open at 9:00 a.m. and an opening ceremony will be held at 9:30 a.m.

### **SET-UP/TAKE DOWN/CLEAN-UP**

Exhibitors will be allowed into the grounds for set-up on Friday (10/2) from 3 p.m. to 9 p.m. (to be confirmed) and on Saturday (10/3) starting at 7:30 a.m. and will have a designated parking area. All vehicles must be removed from festival grounds before 8:30 a.m. Booths must be set up and ready to open at 9:00 a.m. and must remain open and operational until **6:00 p.m.** on Saturday (10/3). Exhibitors are solely responsible for the take-down/clean-up of their assigned space and items at the close of the event.

### **VEHICLE ACCESS AND PARKING**

Vehicles may be driven onto designated areas for unloading and loading purposes only. However, all vehicles must be moved by 8:30 a.m. and cannot return until approved by security after the close of the event. This will not be before 6:00 p.m. and will be strictly enforced by the SAFC and Security personnel. **You may not break down your area and leave prior to 6:00 p.m. Anyone who does so will not be asked to participate in future events.**

### **APPLICATION PACKET**

All application packets must be filled out and postmarked by September 21, 2015. Each packet should include completed application, completed Hold Harmless Agreement, proof of non-profit status and enclosed check.

### **CONFIRMATION POLICY**

Submission of an application does not constitute acceptance. Exhibitor applicants will be notified of their acceptance or rejection either by telephone and/or email. Applicants not accepted will receive a letter stating the reason. You will be sent an exhibitors packet several days before the event which will include loading/unloading passes (tentative), a parking pass for the day of, maps to the event location and Resources booth locations.

### **CANCELLATION POLICY**

All cancellations must be in writing and postmarked by September 25, 2015.

### **FEES**

The cost of a 10'x10' booth is \$100.00. A 10'x20' booth will cost \$200.00. For non-profit organizations, a reduced booth fee of \$50.00 for a 10'x10' booth and \$100 fee for a 10'x20' booth will be extended **with** proper proof of non-profit status and identification number. All numbers will be verified.

There is an optional rental fee for one (1) table and two (2) chairs per 10'x10' booth. See booth information for details.

We accept check or money orders only. All fees are non-refundable. All fee payments should be made payable to **Ka`onohi Foundation**. Exhibitor fees include a booth space and **one (1)** parking pass. All fees must be included with the application, postmarked no later than September 21, 2014. If your application is postmarked after this date, you will need to add a \$50.00 late fee (unless you've informed me of your application being late).

## **BOOTH INFORMATION**

Booth spaces are available in 10'x10' or 10'x20'. Since exhibitors will be outdoors, you must provide your own canopy (not to exceed 15 feet high), preferably white and in good condition as well as a table covering. Electricity is limited. If you will need electricity, please make sure you indicate this request in your application, as they are limited and go at a first come first serve basis. Space assignments will be made at the sole discretion of the SAFC.

You must provide your own canopy, tables, chairs, supplies and materials needed. If you cannot provide your own table and chairs, we will provide **one (1)** table **and two (2)** chairs per 10'x10' booth for an additional \$25 fee. Be sure to indicate on the application if you need us to provide these for you.

All exhibit components must stay within your booth space. The SAFC reserves the right to monitor or prohibit the use of any electronic equipment, machinery, or other activity that it determines, in its sole discretion, is distracting from other booths or attendees.

Exhibitors must keep their booth space neat and tidy. We encourage the use of recyclable/biodegradable products. Trash and recycling receptacles will be provided throughout the event areas.

## **AD SPACE**

If you would like to purchase ad space for the 2015 Sacramento Aloha Festival Program, please mark the corresponding box in the application. Ad space payment is to be included with your payment for your booth space and any other fees applied to your booth. I will then correspond with you to get your artwork you want to use for your ad space. Ad space breakdown can be found further in this application at a discounted price.

## **SPONSORSHIP**

If your organization is interested in becoming a sponsor for this year's event, please contact me immediately. I will send you the levels of sponsorship and the benefits for each level. Some of the many benefits include access to the VIP area; recognition on our website, Facebook page, program, flyer, radio spots, etc; parking passes; Event Goodie Bags; and booth space in specific area (shopping, Community, etc.).

## **EVENT HANDOUT AND ADVERTISEMENT**

Vendors are prohibited from handing out flyers or otherwise advertising their product or service, outside of the space designated.

## **RAFFLE DONATIONS**

We are accepting donations that will be given away in our raffle. If you have anything you would like to contribute please note so in your application. I will coordinate with you on receiving these donations.

## **ITEMS FOR SALE**

Exhibitors may **not** sell any merchandise at their booth. Materials that create excessive trash may not be distributed from booth (i.e. poppers, streamers, egg shells, sawdust, etc.).

## **TERMS AND CONDITIONS OF PARTICIPATION**

Food items may not be sold nor sampled at booths unless pre-packaged and approved prior to the event.

Any discrepancies from the approved application may result in product removal per SAFC.

***The SAFC reserves the right to sell official licensed goods such as event t-shirts, hats, programs and any other promotional items. These may not be sold at any other booth. The SAFC reserves the right to sell beverages, alcoholic beverages, bottled water and ice.***

Any third-party sponsorship items and/or national corporation/franchise items displayed, distributed, promoted, or otherwise presented at the event without the express written consent of SAFC will be held in violation. Vendors found in violation of these rules are subject to immediate expulsion from the festival grounds with no refund of fees paid without prejudice to SAFC and its right to other claims or damages.

## **SECURITY**

The California Exposition and State Fairgrounds will provide security for the day of event from 9:00 a.m. to 6:00 p.m. SAFC will provide one security guard overnight, but it is your responsibility to tightly enclose your booth to protect your specific items. Leaving any items overnight in your booth is done so at your own risk. Overnight sleeping in booths or parking lot is not permitted under any circumstances. You may, however make a reservation and bring an RV/trailer and stay overnight in the RV park. Spaces are limited and are on a first-come, first-serve basis and are solely handled by Cal Expo. For further details, visit: [http://www.calexpo.com/htm/rv\\_park.asp](http://www.calexpo.com/htm/rv_park.asp), call toll free: (877) 225-3976, or e-mail [rvpark@calexpo.com](mailto:rvpark@calexpo.com).

## **FESTIVAL LIABILITY**

Involvement in the Sacramento Aloha Festival is at your own risk. All exhibitors will agree to and sign the Hold Harmless Agreement that is made a part of this application.

## **TRADEMARKS**

SAFC reserves the right to the use of its logos, name, marks, symbols, and other intellectual property. Any use of these without express written permission is a violation of the agreement with SAFC and will result in expulsion from the festival.

## **PUBLICITY**

Publicity for the Sacramento Aloha Festival will be provided through all forms of TV, print media, etc. as determined by the SAFC. Flyers and posters will be available upon request.

## **SUBLETTING**

Absolutely NO subleasing of booth space or surrounding areas. If anyone subleases any portion of his or her space without prior written permission from SAFC, they will not be allowed to operate the booth and will forfeit participation.

## **GENERAL MEDICAL INFORMATION**

First-aid will be available at the SAFC Information Booth. Only service pets will be allowed in Cal Expo. Smoking shall be confined to designated smoking areas.

## **FOR QUESTIONS OR CONCERNS**

Contact Sarah Fonseca at [resources.sacalohafest@gmail.com](mailto:resources.sacalohafest@gmail.com) or (916) 486-6399.



## **Important Dates to Remember**

### **Application Deadline**

Monday, September 21, 2015

### **Cancellation Deadline**

Friday, September 25, 2015

### **Receive Exhibitor Packet**

Week of September 28, 2015

### **Exhibitor Booth Set-Up Times**

Friday, October 2, 2015 ~ 3:00 p.m. to 9:00 p.m. (need to confirm)

Saturday, October 3, 2015 ~ 7:30 a.m. to 8:30 a.m.

### **Day of Event**

Saturday, October 3, 2015 ~ 10:00 a.m. to 6:00 p.m. at Cal Expo

Gates will open at 9:00 a.m.

Opening ceremony at 9:30 a.m.



**EXHIBITOR APPLICATION**  
**Cultural Village, Education Area, Health & Community Awareness**  
**Please type or print neatly in blue or black ink.**

Organization/Business: \_\_\_\_\_

Non-Profit ID # (if applicable): \_\_\_\_\_ Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Primary Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Address/City/State/Zip: \_\_\_\_\_

Main Contact for Day of Event: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ # of staff in booth: \_\_\_\_\_

Please provide a description of what you plan to exhibit including: the kinds of items, photos of your booth and samples. It is the intent of the SAF to have the greatest variety possible with little or no duplication. Quality of exhibition will also be screened to maintain a high standard of quality. Add additional sheet if necessary.

\_\_\_\_\_  
 \_\_\_\_\_

2015 Sacramento Aloha Festival –Resource Exhibitor Booth Fees			
<b>Booth Space</b>			
10'x10' space	___x \$100 - Regular	___x \$50 - Non-Profit	\$
10'x20' space	___x \$200 - Regular	___x \$100 - Non-Profit	\$
<b>Ad Space</b>			
Business Card Size		___x \$75	\$
¼ Page		___x \$130	\$
½ Page		___x \$245	\$
Full Page		___x \$270	\$
<b>Other Items</b>			
1 Table & 2 Chairs Rental (per 10'x10' booth)		___x \$25	\$
Electricity (10 amp power outlet per booth space)		___x \$25	\$
Additional Parking Passes		___x \$5	\$
Late Fee (if postmarked after September 25, 2015)		\$50	\$
<b>Total Amount Due – Make check or money order to: Ka'onohi Foundation</b>			<b>\$</b>

The SAFC reserves the right to approve or deny any application, and the right to limit the number of applicants for any one type of exhibit thereby protecting all exhibitors and maintaining diversity for the event.

I understand that any cancellation must be made in writing and postmarked by **September 21, 2015**. I and/or my organization/business agree to assume all risk and injuries arising out of or resulting from the use of the California Exposition facilities and/or properties located thereon. And further, to make no claim whatsoever for injuries against the Sacramento Aloha Festival Committee, Ka'onohi Foundation, City of Sacramento, State of California, its agents or employees, arising as or resulting from the use of any booth(s), buildings, grounds, real property or personal property located thereon.

I/we shall be personally responsible, on behalf of myself and/or my organization/business for any damages sustained to the grounds, buildings, or equipment because of the occupancy of said premises by myself and/or organization/business.

I/we agree to abide by and enforce the rules, regulations and policies of the Sacramento Aloha Festival as stated in the Terms and Condition and this Exhibitor Application.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Checklist for Mailing in Completed Application:**

- |   |  |
|---|--|
| <input type="checkbox"/> Application (filled out, signed and dated) | <input type="checkbox"/> Hold Harmless Agreement (filled out, signed and dated)          |
| <input type="checkbox"/> Proof of Non-Profit status (if applicable) | <input type="checkbox"/> Enclosed Payment (booth, table/chair, ad space, late fee, etc.) |

**RETURN COMPLETED APPLICATION TO:**  
**Sacramento Aloha Festival**  
**Attn: Sarah Fonseca – Resources Exhibits**  
**2420 Butano Drive, Suite 101**  
**Sacramento, CA 95825**



## HOLD HARMLESS AGREEMENT

In consideration for receiving permission to participate in the Sacramento Aloha Festival 2015, I and the members of my participating organization/business do hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE, the Sacramento Aloha Festival Committee, Ka`onohi Foundation, and their successors in interest, California Exposition and Fairgrounds, their committees, officers, agents, servants, volunteers or employees (hereinafter referred to as RELEASEES) and the State of California from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss damage, or injury, including death, that may be sustained by me, my organization / business, or any of the property belonging to me or my organization/business, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while participating in such activity, or while, in on, or upon the premises located at 1600 Exposition Blvd, Sacramento, CA 95815 where the activity is being conducted.

I and the members of my participating organization/business hereby AGREE AND INDEMNIFY, DEFEND AND HOLD HARMLESS the RELEASEES from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to our organization's participation in said activity, WHETHER CAUSED BY NEGLIGENCE OF RELEASEES or otherwise.

We further understand that this Hold Harmless Agreement is intended to be as broad and inclusive as permitted by the laws of the State of California and that if any portion hereof is held invalid, we agree that the balance shall notwithstanding, continue in full legal force and effect.

IN SIGNING THIS RELEASE, WE ACKNOWLEDGE AND REPRESENT that we have read the foregoing Hold Harmless Agreement, understand it and sign it voluntarily as our own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made; our authorized representative that has signed below is at least eighteen (18) years of age and fully competent; and executes this Release for full, adequate and complete consideration fully intending to be bound by same. Any deviation or amendment to this Agreement must be in writing and executed by both parties, including the Chief Operating Officer of SAFC. The duty to defend, indemnify and hold harmless includes the duties to defend as set forth in California Civil Code §2778.

**This must be submitted with your application.**

Organization/Business: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_