

# MATSURI!

**Japanese Arts Festival on A Street**

**Sunday, May 19, 2019 - 11 am to 5 pm**

**EXHIBITOR/VENDOR GENERAL INFORMATION:** The mission of Sonoma County Matsuri is to share and promote Japanese Arts and Culture by providing educational opportunities to the greater Bay Area. Our organization works in collaboration with private and civic organizations to provide an annual educational culture fair promoting better inter-cultural understanding within our communities. As an Exhibitor/Vendor, we ask that you keep this mission in mind when designing your exhibit and/or items for sale.

**HOURS AND LOCATION:** Exhibits and Vendor Booths will be open to the public from 11:00 a.m. to 5:00 p.m. Sunday, May 19, 2019, located at Juilliard Park in Santa Rosa. Additional exhibits will be held in various galleries located in the SOFA (South of A) arts district adjacent to the park.

**SET UP TIMES:** Set up is from 9:00 a.m. to 10:30 a.m. Set up must be completed by 10:30 a.m. Breakdown may begin after 5:00 p.m. All vendors must exit the park by 6:30 p.m.

**SET UP:** Each exhibitor/vendor will be assigned a 10' x 10' space. All tables, chairs, canopy, props, and displays are the responsibility of the exhibitor/vendor and must fit within this space. All booths are outdoors in the park and will be assigned by the event coordinators. Specific requests for space (i.e. shady, or sunny) will be considered, but are not guaranteed, so please plan accordingly. Electricity is not available in the park and cannot be provided by the organizers.

**Product Sales:** To sell any product at the Festival, 10% of gross sales will be collected at the completion of the day's sales. You will need to meet all necessary City, County and/or State requirements for product sales in the State of California. Food and Beverage Vendors must be in compliance with Sonoma County Department of Health rules and regulations and obtain necessary permits.

**Insurance:** Exhibitors/Vendors will provide a Commercial General Liability insurance policy naming Sonoma County Matsuri Festival as additional insured or complete a Vendor Release of Liability Form.

**Fees:** Exhibitors/vendors will be asked to pay \$75.00 non-refundable fee prior to January 31, 2019 to reserve booth space. After January 31, 2019 the fee will be \$100.00. Non-profit fee is \$25.00. At the discretion of the Sonoma County Matsuri Board of Directors there may be exemptions for non-profit organizations or if you do not have the means to pay. Please specify on the Exhibitor Form. Any Exhibitor selling product is required to donate 10% of gross sales at the end of the day. If you agree to all of the above guidelines, please complete the Exhibitor Form and mail it along with your check made payable to Sonoma County Matsuri c/o Cara Kallen, 2151 Riesling Way, Santa Rosa, CA 95403. Space is limited so register early to assure your participation.

If you have questions, please call Cara @ 707-332-6892 or email [ckallen@sonomamatsuri.com](mailto:ckallen@sonomamatsuri.com)