

MATSURI!

JAPANESE ARTS FESTIVAL

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

Space is limited so register early to assure participation.

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 intercultural 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 am to 5:00 pm, 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: Setup is from 9:00 am to 10:30 am. Setup must be completed by 10:30 am. Breakdown may begin after 5:00 pm. All vendors must exit the park by 6:30 pm.

SETUP: 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 may not be available in the park; please contact Festival organizers if you need electricity.

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: Food Vendors are asked to pay a \$50.00 non-refundable fee. Non-food Vendors are asked to pay a \$100.00 non-refundable fee. The non-profit exhibitor 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/Vendor Application Form and mail it, along with your check made payable to **Sonoma County Matsuri**, to Sonoma Matsuri c/o Meg Mizutani, 681 Swain Woods Terrace, Sebastopol, CA 95472. Registration closes March 31, 2019.

If you have questions, please call Henry Kaku at 707-486-4576 or email hkaku@sbcglobal.net.