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January 10, 2023

Dear Vendor,

Did you know CelebrAsian 2022 was a record year welcoming over 80,000 attendees? It was outstanding and we are ready to do it all again! We invite you to join us for our 20th Anniversary on Friday, May 26th and Saturday, May 27th.

Since its inception, tens of thousands have attended CelebrAsian to immerse themselves in the sights, sounds and tastes of Asia from cultural exhibits, history, food, music, art, and performances to wellness, martial arts, and family-friendly activities.

Our goal is to ensure a quality, cost-effective event for everyone to enjoy. We are committed to continuing our tradition of giving back to our communities in Iowa; and effectively managing expenses enables us to provide a quality festival that is FREE and welcoming to all attendees. We greatly appreciate all vendors that have supported our festival over the last nineteen years, making CelebrAsian one of the largest premier festivals in the Midwest!

It is only with your participation that we are able to host this rich cultural event that helps make Iowa a vibrant inclusive place to live, work and play. We are excited to welcome past, current and new vendors. Please refer to the enclosed packet for this year's registration fees and guidelines. Do not hesitate to contact your dynamic team of volunteer leaders listed below.

2023 CelebrAsian Leaders

Lisa Thai, Festival Chair | lisa.thai8@gmail.com | 515-771-2176

Maulik Shroff, Festival Vice Chair | shroffiowa@gmail.com | 515-779-9240

Jade Cao, Village Director | 515-423-1125

Khong Lovan, Village Advisor | 515-829-1678

Maulik Shroff, Vendor Director | 515-779-9240

Email: celebrasian.villageandvendor@iowaasianalliance.com

Thank you for being a part of an event that cultivates life-long learning of our diverse communities.

Sincerely,

Nu Huynh - Executive Director, Iowa Asian Alliance
nu@iowaasianalliance.com | 515-770-1026



CelebrAsian 2023

20th ANNIVERSARY | ANNUAL ASIAN HERITAGE FESTIVAL

Friday, May 26 | 11am - 10pm

Saturday, May 27 | 11am – 10pm

Western Gateway Park, Downtown Des Moines, IA



IOWA ASIAN ALLIANCE

VENDOR REGISTRATION

Thank you for choosing to be a part of “CelebrAsian 2023”, one of the largest premier festivals in Iowa! CelebrAsian offers three distinct categories for businesses and organizations to participate. Pricing and criteria for each of these opportunities is detailed below. If you have any questions, please contact the Village & Vendor team via email at celebrasian.villageandvendor@iowaasianalliance.com.

Vendors are required to present a booth that represents their product in a professional, clean and appealing manner. The festival will supply the following:

- One 10' x 10' tent with sidewalls and signage
- One 6-8ft long table and two chairs
- Lighting inside tent – vendors are welcome to bring additional lighting
- Refrigerated truck space for food vendors, ice for purchase
- Clean water access, trash and oil/water disposal, and electricity if applicable
- Maximum space allocated for Truck/Trailer is 10 ft. by 20 ft. (Please contact us for additional space.)
- Truck/Trailer vendors will not be provided with tent, table and chairs.

Register by April 15th to avoid additional processing fee of \$100!
Deadline for all late registrations and full payment is May 1st.

VENDOR FEE DETAILS

Vendor Type & Location	PRIME (center st blocks)	STANDARD (end st blocks)	GRAND (Grand st. block only)
EARLY BIRD Fee (2 Day Festival) (10x10 tent, table, and 2 chairs)	\$1200	\$850	\$500
Refundable Damage Deposit (Must be SEPARATE check)	\$150	\$150	\$150
Additional Electrical box (as needed)	\$75/outlet	\$75/outlet	\$75/ outlet
Additional Tables (optional)	\$15/each	\$15/each	\$15/each
Additional Chairs (optional)	\$2/each	\$2/each	\$2/each
After March 1 st	\$1350	\$950	\$550
After April 15 st Registration includes \$100 late fee.	\$1450	\$1050	\$650

Complete this registration packet on IowaAsianAlliance.com, print confirmation email and mail in with check (payable to “Iowa Asian Alliance”). Write TWO checks, one for the fee amount and one for \$150 damage deposit. We will only deposit the \$150 check if there is any damage. Payments via credit card will be made over the phone and include a 3% processing fee.

IAA billing address:

Diversified Management Services
Attn: CelebrAsian Vendor Registration
6919 Vista Drive | West Des Moines, Iowa 50266



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IOWA ASIAN ALLIANCE

VENDOR ORDER FORM (online at iowaasianalliance.com)

Business Name:

Tax ID:

Contact Name/ Title:

E-mail/ Mobile:

Address:

Vendor Category (circle one): **Prime / Standard / Grand**

Product Type (circle one): **Food / Merchandise / Service**

Vendor Type (circle one): **Truck (or) Trailer / Business / Non-Profit Organization / Government**

Truck (or) Trailer Size:

Please complete the following form- list quantity, individual item total and grand total.

Base Equipment/ Material	Cost	Quantity	Total
Early Bird Registration NO LATER THAN March 1st	Prime - \$1200 Standard - \$850 Grand - \$500		
Vendor Registration Fee AFTER March 1st	Prime - \$1350 Standard - \$950 Grand - \$550		
Late fee AFTER April 15th	\$100		
Refundable Damage Deposit	\$150 per tent	1	\$150
Additional Equipment/ Material	Cost		
Additional Electricity per box	\$75		
Additional Tables	\$15 per table		
Additional Chairs	\$2 per chair		
Equipment/ Material Total			
Total Cost			\$

Check # _____ for total fee amount.

Check # _____ for \$150 damage deposit.

Prime / Standard / Grand (Circle appropriate vendor category)

I agree this is true and accurate to the best of my knowledge based on the criteria listed.

Vendor Full Written Name: _____

Vendor Signature: _____ Date: _____



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VENDOR CHECKLIST & IMPORTANT DATES

March 1st _____ EARLY BIRD DISCOUNT Vendor Application and Payment Due – price increases after March 1st!

April 15th _____ Vendor Application and Payment Due (\$100 late fee for applications after April 15th).

May 1st

- _____ **Final late registration and full payment deadline** to secure vendor booth space.
- _____ Submit Signed Vendor Agreement and additional equipment order and electrical usage form.
- _____ Submit all other required forms (proof of insurance, non-profit status, etc.).

Thursday, May 4th – FOOD VENDOR ATTENDANCE REQUIRED

- _____ Village Leaders and Vendor Meeting - An Inspector from the Iowa Dept. of Inspection and Appeals will present an overview of all requirements on temporary food license, food prep, restrictions, and sales tax reporting.
- _____ Temporary Food License (Contact Iowa Department of Inspections and Appeals – 515-281-6538).
- _____ Security will also present critical information on safety and security to ensure a safe festival.
- _____ Please limit your items to 10 or less and price range from \$1 to \$15 with at least 50% of your food items a la carte averaging \$5 to \$10 to ensure a diverse offering of options for everyone to enjoy.

Iowa Sales Tax: All vendors must have a State of Iowa tax identification number before the start of the event. All vendors, except those with a State of Iowa sales tax exemption number, must collect and pay the Iowa State Tax Commission sales tax on gross receipts. **Please return the Iowa Temporary Sales Tax Form and taxes due to the address below by Monday, June 6th, 2023 (10 days post Festival).**

Iowa Department of Revenue | PO Box 10330 – Des Moines, IA 50306

The State of Iowa Department of Revenue auditors will have a list of participating vendors and will contact you if you fail to report and pay sales tax. If you have any questions, please call the Iowa Department of Revenue (515) 802-6557 or Taxpayer Services (515) 281-3114.

Monday, May 15th @6pm

- _____ Review final festival map, logistics and setup

Thursday, May 25th (festival site)

- _____ CelebrAsian walk-through at Western Gateway Park. All participants are encouraged to stop by after 5:30pm to verify festival layout, parking, restrictions, set-up criteria, etc.

Friday, May 26th

- _____ Unload ONLY between 8 AM and 10 AM – NO vehicles allowed on festival site after 10 AM.
- _____ Food/Gift Vendors must open till 10 PM. Tear Down/Vehicle loading AFTER 10 PM.
- _____ Festival volunteers will assist with trash, grease and oil collection/disposal as needed.

Saturday, May 27th

- _____ Unload ONLY between 8 AM and 10 AM – NO vehicles allowed on festival site after 10 AM.
- _____ Food/Gift Vendors must open till 10 PM. Tear Down/Vehicle loading AFTER 10 PM.
- _____ Festival volunteers will assist with trash, grease and oil collection/disposal as needed.