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CelebrAsian 2024

Dear Vendor,

Your invaluable partnership contributed to the tremendous success of our 20th Anniversary, CelebrAsian. We're excited to invite you once again to join us for our 21st annual Asian Heritage Festival on Friday, May 24th, and Saturday, May 25th.

CelebrAsian offers an immersive experience in the sights, sounds, and tastes of Asia and the Pacific Islands, attracting thousands of attendees from across the states. The past two years have seen record turnout, exceeding 80K attendees! This festival blends past traditions with contemporary contributions, fostering lasting appreciation for our diverse cultures.

Our goal is to deliver a quality, cost-effective event accessible to all. Effective expense management enables us to give back to Iowa's communities, ensuring a high-quality, free, and welcoming festival. A huge shoutout to all vendors who have contributed to CelebrAsian's success, making it one of the largest premier festivals in the Midwest. Your participation is key to making this cultural event a reality and contributing to Iowa's vibrant, inclusive community. We extend a warm welcome to both returning and new vendors, inviting you to be a part of something greater than all of us.

Our dynamic leadership team is eager to collaborate with you again to maintain CelebrAsian's premier status. For details on this year's registration fees and guidelines, please review the enclosed packet. Feel free to reach out to our amazing volunteer leaders below for any assistance.

2024 CelebrAsian Leaders

Lisa Thai, Festival Chair | lisa.thai8@gmail.com | 515-771-2176
Maulik Shroff, Festival Vice Chair | shroff.iowa@gmail.com | 515-779-9240

Jade Cao, Village Director | 515-423-1125
Maulik Shroff, Vendor Director | 515-779-9240
Email: celebrasian.villageandvendor@iowaasianalliance.com

Let's make the 21st Asian Heritage Festival the best one yet!

Sincerely,

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



CelebrAsian 2024

21st ANNIVERSARY | ANNUAL ASIAN HERITAGE FESTIVAL

Friday, May 24 | 11am - 10pm

Saturday, May 25 | 11am - 10pm

Western Gateway Park, Downtown Des Moines, IA



IOWA ASIAN ALLIANCE

VENDOR REGISTRATION

Thank you for choosing to be a part of “CelebrAsian 2024”, 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/service in a professional, clean and appropriate manner. The festival will supply the following:

- One 10' x 10' tent with sidewalls, basic lighting, and name signage
- One 8ft long table and two chairs
- 1 basic electrical unit (20 amps) for additional lighting, laptop, phone charger, etc.
- Limited refrigerated truck space for food vendors, convenient ice bags on-site for purchase
- Clean water access, convenient trash and oil/water disposal
- Maximum space allocated for Truck/Trailer is 10 ft. by 20 ft. (please contact us for additional space)
- Truck/Trailer vendors do not include 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 (12 th St & main center Locust St)	STANDARD (13 th St & ends of street blocks)	GRAND (Grand St only)
EARLY BIRD Fee (2 Day Festival) (10x10 tent, 1 table, 2 chairs, and 10x10 cooking space for food vendors only)	\$1300	\$900	\$525
Refundable Damage Deposit (Must be SEPARATE check)	\$150	\$150	\$150
Additional Electricity (Required for all FOOD vendors & trucks)	\$150 (50 amps)	\$150 (50 amps)	\$150 (50 amps)
Additional Tables (optional)	\$17/each	\$17/each	\$17/each
Additional Chairs (optional)	\$3/each	\$3/each	\$3/each
After March 15 th	\$1400	\$1000	\$625
After April 15 th Registration includes \$100 late fee.	\$1500	\$1100	\$725

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 3.5% processing fee.

IAA billing address:

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



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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 / Other**

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 15th	Prime - \$1300 Standard - \$900 Grand - \$525		
Vendor Registration Fee AFTER March 15th	Prime - \$1400 Standard - \$1000 Grand - \$625		
Late fee AFTER April 15th	\$100		
Refundable Damage Deposit	\$150 per tent	1	\$150
Additional Equipment/ Material	Cost		
Additional Electricity for Food Vendors & Food Trucks (50 amps)	\$150 (50 amps)		
Additional Tables	\$17 per table		
Additional Chairs	\$3 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 15th EARLY BIRD DISCOUNT Vendor Application and Payment Due – price increases after March 15th!

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.).

Monday, April 22nd – FOOD VENDOR ATTENDANCE REQUIRED

- _____ Temporary food license and inspection requirements by Food Inspector (Contact Iowa Department of Inspections and Appeals – 515-281-6538).
- _____ Fire safety requirements by Des Moines Fire Department.
- _____ Electrical requirements by Ziegler.
- _____ 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 affordable 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 June 5th, 2024 (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.

Wednesday, May 15th @6pm

- _____ Review final festival map, logistics and setup.

Thursday, May 23rd (festival site)

- _____ CelebrAsian walk-through at Western Gateway Park. All participants are encouraged to stop by after 4:00pm to verify festival layout, parking, restrictions, set-up criteria, etc.

Friday, May 24th

- _____ 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 25th

- _____ 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.



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VENDOR Logistics & Requirements AGREEMENT

FESTIVAL SETUP

- ✓ Must have a valid Temporary Food License to sell food.
- ✓ Must have Sales Tax Permit to sell any goods or services.
- ✓ Participants agree to ONLY sell cultural beverages and hot drinks. NO water, sodas or alcohol can be sold outside of IAA.
- ✓ Bags of ice will be available for purchase from IAA onsite.
- ✓ A refrigerator truck is available for all food vendors to store food during the festival at no extra cost.
- ✓ No vendors will be allowed to set up without receipt of full payment.
- ✓ Each participant will be responsible for cleaning and bringing their own garbage cans/bags as needed. IAA will provide trash and grease/water disposal bins per food tent.
- ✓ Villages and Vendors are prohibited from setting up pop-up tents without prior IAA approval. If IAA discovers a Village or Vendor has set up extra tents in their village, IAA has the right to remove it.
- ✓ There is absolutely NO STAKING, all items must be weighted.
- ✓ Vendor tents and working area must be CLEARED of all trash, personal equipment and no damage to rented festival equipment and festival grounds to ensure full refund of damage deposit by end of event.
- ✓ Improper disposal of any grease or oil may result in fines and banned from future participation.
- ✓ Participants should arrive no earlier than 4:00pm Thursday for setup.
- ✓ Participants should arrive no earlier than 8:00am for setup on Friday & Saturday.
- ✓ Setup must be completed, and all vehicles removed from festival grounds by 10am.

FESTIVAL SAFETY

- ✓ IAA will provide overnight security and general security during festival hours. However, every festival participant needs to ensure your tent(s) are secured and all valuable items are not left unattended.
- ✓ IAA will not be responsible for any injury to participants or for any loss or damage to any property including by reason of weather, fire, accident, theft, or any other cause.
- ✓ Each participant is responsible for all injury, damage, loss and death caused by participant or its employees in connection with its participation at the Festival.

FESTIVAL AESTHETICS

- ✓ IAA reserves the right to prohibit any booth or proposed booth which in its opinion is not suitable to, or in keeping with the character of, the celebration. This reservation concerns persons, objects, conduct, printed matter, souvenirs, types of foods, and all other items that affect the character of the celebration.
- ✓ Participant understands and agrees that the IAA shall have the right to limit, control, regulate, or otherwise prohibit all signage to ensure consistency of signage and branding.

I have read and understood the VENDOR Logistics & Requirements and agree to the terms.

Print Name: _____

Signature: _____ Date: _____