



# Sakura Days Japan Fair

[www.JapanFairVancouver.com](http://www.JapanFairVancouver.com)

Presented by the Japan Fair Association of Vancouver and the Vancouver Cherry Blossom Festival

---

## Sakura Days Japan Fair 2019

### Selling & Non-Selling Vendor Application Information

**All applications must be submitted online at [www.JapanFairVancouver.com](http://www.JapanFairVancouver.com)**

#### Sakura Days Japan Fair Event Details

Date: April 13 (Saturday) and April 14 (Sunday), 2019  
Time: **10:00am - 6:00pm** (Saturday) & **10:00am - 5:00pm** (Sunday)  
Location: VanDusen Botanical Garden [www.vandusengarden.org](http://www.vandusengarden.org)  
5251 Oak Street (37th and Oak Street), Vancouver, B.C. V6M 4H1  
The garden is centrally located, has free parking and is convenient to public transit.

#### About Sakura Days Japan Fair

- Sakura Days Japan Fair (SDJF) is a family-friendly, two-day Japanese festival held at the spectacular VanDusen Botanical Garden.
- The festival showcases Japanese cultural and performing arts, cuisine and businesses.
- It is presented by the Japan Fair Association of Vancouver (JFAV) ([www.JapanFairVancouver.com](http://www.JapanFairVancouver.com)) as part of the Vancouver Cherry Blossom Festival ([www.vcbf.ca](http://www.vcbf.ca)) with the support of the VanDusen Botanical Garden ([www.vandusengarden.org](http://www.vandusengarden.org)).
- In 2018, more than 9,400 people attended the event over two days.
- Along with individual vendor booths, Japanese cultural performances and hands on activities (Experience Japan) will be featured inside the Visitor Centre and/or in the Garden to promote Japanese culture by introducing cuisine, arts and crafts, business, fashion and/or other such goods and services.
- Visitors who have paid admission to Sakura Days Japan Fair will gain access to all vendor, performance and Experience Japan areas in and near the Visitor Centre and inside the Garden. Tickets will be sold in advance as well as on the day of the event.

#### Message from the Japan Fair Association of Vancouver

- Sakura Days Japan Fair (SDJF) is not just a cultural festival.
- SDJF is an opportunity to be face to face with thousands of people who are interested in Japan.
- What will you convey and teach about Japan while creating an enjoyable experience for

festival attendees?

- How will you use this unique opportunity to benefit your business or organization?
- Let's work together to maximize the enjoyment of attendees while maximizing your future opportunities.

### **Vendor Fee (price is for two days, non refundable)**

- Selling Vendor C\$200 (vendors who will sell and/or promote products and/or services).
- Non-Selling Vendor C\$150 (vendors who will not sell or promote any product or service, but will provide information about a non profit organization)

### **Vendor Criteria**

- All booths should promote Japanese culture by introducing Japanese cuisine, arts and crafts, business, fashion and/or other such goods and services.
- The JFAV will choose vendors that highlight Japanese business and culture and contribute to the better understanding of Japanese culture in Canada.
- Participation in this event, including, but not limited to retail goods and services that are offered by each vendor, is subject to approval by the JFAV.
- Selling Vendors are vendors who will sell and/or promote products and/or services.
- Non-Selling Vendors are vendors who will not sell or promote any product or service, but will provide information about a non profit organization.

### **Vendor Booth Details**

- SDJF 2019 is expecting to have approximately 15 Food Vendors and approximately 20-30 Selling/Non-selling Vendors.
- The location of all vendor booths at Sakura Days Japan Fair will be determined at the discretion of the JFAV. Vendor space will be one table size and maybe indoor or outdoor in an individual tent or grouped tent.
- The JFAV is expecting to see an increase in the number of participating vendors. In order to improve the experience of both vendors and guests, JFAV would like to decide the vendors' layout and details for 2019 once we know the approximate number of participating vendors.
- At the time of application, you will be asked your preference for an indoor or outdoor vendor space; however the JFAV cannot guarantee your request, depending on availability. Due to limited indoor vendor spaces, if you do not wish to purchase a guarantee indoor booth you will likely be placed in an outdoor vendor booth.
- Subject to approval being granted by the JFAV, more than one party may share one booth.

### **Selling & Non-Selling Vendor Participation Details**

**Selling & Non-Selling Vendors will be provided with the following:**

- one 6 ft. by 2.5ft. wooden table and two chairs
- limited electrical power (one electrical outlet per table, 110 V 1500 Watt max total)
- subject to availability, additional power may be available at a cost of \$100 for each additional 1500 Watt circuit

**Please note, all vendors must bring their own power bar(s) and additional extension cords if required.**

## **Selling & Non-Selling Vendors MUST:**

- provide all materials and services necessary for booths, including tablecloths, decorations, additional lighting, signage, extension cords, etc.
- purchase individual insurance coverage for this event
- collect requisite taxes
- participate for the full two days of Sakura Days Japan Fair 2019
- have the booth fully set up by 9:45 am both days
- make sure that the booth is returned to a clean pre-Festival state at the end of the event by 6:00pm on Sunday
- minimize by all means possible the amount of garbage generated (the goal is for SDJF to be a zero waste event)
- bring their own power bar(s) and additional extension cords if required
- use only biodegradable or compostable containers and cutlery for sampling and selling to-go drinks
- comply with all Vancouver Coastal Health guidelines regarding sampling and selling food items

## **Facilities and Services at SDJF**

- There is a limit to the electricity supply available for each booth (110 V 1500 Watt max total). Subject to availability, additional power may be available at a cost of \$100 for each additional 1500 Watt circuit.
- On the application form, please make sure to provide the JFAV with a detailed description of electrical equipment and wattage, etc. that will be used during the event. All equipment use requests are subject to approval by the JFAV. Please note, only electrical equipment listed on this application form can be used during the event.
- Washrooms are located in the Visitor Centre and porta potties are near the Cherry Stage and Lath House.
- Although security will be onsite from 7:00am to 1:00 am everyday, the JFAV will not be responsible in any way for any loss or damage that may be suffered as a result of participating in this event. We recommend vendors take all valuables to a secure place overnight.
- If, in the opinion of the JFAV or any other government, municipal or regulatory body that may genuinely exercise control over the safety of the public, participants or volunteers, conditions exist as a result of weather or other factors that may create potential hazards to the safety of the public, participants, or volunteers, it shall be at the sole discretion of the JFAV to close down an offending booth or booths, or even the entire event if deemed necessary.

## **Marketing and Promotion**

- Due to the unique nature of this event, as well as the variety of activities, we expect that this event will get extensive media coverage. It will be featured in Vancouver Cherry Blossom Festival advertising and publicity including numerous community event listings, websites and mailing lists.
- By filling out this application, the vendor grants the JFAV and the Vancouver Cherry Blossom Festival the right to use the vendor's name and photographs, likenesses and biographies to

advertise and promote the Event.

- Please be sure to indicate on the application form if you are willing to be interviewed by the media and your preferred language(s) for interviews.

## **Application Deadlines**

### **January 18, 2019**

Completed vendor application forms must be received by the JFAV. Early applications encouraged and appreciated.

Applications must be submitted online at [www.JapanFairVancouver.com](http://www.JapanFairVancouver.com)

### **February 28, 2019**

Vendors chosen to participate must submit cheques, made out to “Japan Fair Association of Vancouver”, to:

Japan Fair Association of Vancouver  
% Kiyukai  
P.O. Box 48494 Bentall Station  
Vancouver, BC  
Canada V7X 1A2

**Please note vendor fees are non-refundable.**

### **February 15, 2019**

All vendors who are planning to do food sampling and selling to-go drinks need a Temporary Food Service permit from Vancouver Coastal Health. The JFAV Selling/Non-Selling Vendor Recruiting Manager will have previously informed vendors as to which application form and details are required for this permit. The JFAV will then submit all vendor applications for this festival to Vancouver Coastal Health.

## **About the Japan Fair Association of Vancouver (JFAV)**

The mission of the JFAV is to showcase Japan and Japan-Canada communities to the Canadian community at large, in an effort to facilitate better understanding and relationships. The JFAV was formed with the goal of enhancing relationships and encouraging the continued success of the Canada-Japan business community and it was founded by six of the leading Japan-Canada business associations in British Columbia:

- Kiyukai (Vancouver Japanese Business Association) [www.kiyukai.org](http://www.kiyukai.org)
- The Japan-Canada Chamber of Commerce [www.jc-coc.com](http://www.jc-coc.com)
- Vancouver Mokuyokai Society [www.mokuyokai.bc.ca](http://www.mokuyokai.bc.ca)
- Japanese Business Association of Vancouver (Konwakai) [www.konwakai.ca](http://www.konwakai.ca)
- Japanese Women’s Business Association <http://jwba.ca>
- The Canada-Japan Society of British Columbia [www.canadajapansociety.bc.ca](http://www.canadajapansociety.bc.ca)

For more information regarding this event, or the application procedure please contact:

Takashi Tsukamoto  
Japan Fair Association of Vancouver Chair

Email: [jf@JapanFairVancouver.com](mailto:jf@JapanFairVancouver.com)

Web: [www.JapanFairVancouver.com](http://www.JapanFairVancouver.com)