



Thank you for your interest in participating in the Nashville Cherry Blossom Festival!

### **Ginza Marketplace Vendors Guidelines**

Attached is an application to participate in the Ginza Marketplace of the 2012 Nashville Cherry Blossom Festival. There are two types of vendors in the Ginza Marketplace area of the Festival. They are as follows:

**Artisan - Vendor:** These are vendors who are artisans specializing in Japanese traditional and Japanese-influenced art forms. The primary purpose should be to demonstrate skill and artistry in the craft goods they bring to sell in the Ginza Marketplace

**Commercial - Vendor:** These are vendors whose primary purpose is commercial retail of Japanese or Japanese-style. There is no requirement that these items be “Made in Japan.”

The Ginza Marketplace is an area where visitors are able to observe demonstrations of skill and artistry in the creation of products as well as a market where visitors can buy “Japanese things” at the Nashville Cherry Blossom Festival. There is no requirement that the articles actually be “Made in Japan.” However, the *Sakura Matsuri* highlights the culture and traditions of Japan, and the products that are sold in the Ginza marketplace should reflect this.

**DATE:** Saturday, March 24, 2012  
**PLACE:** Public Square at Metro Courthouse in Downtown Nashville  
**TIME:** The festival will start at 10:00 am and end at 4:00 pm. The Festival is held rain or shine.

- **Products must be Japanese or Japanese-influenced and the Nashville Cherry Blossom Festival Committee will decide the location for each vendor.**
- **Applications are due by February 1, 2012. Vendors will be notified within 15 days after their application is received regarding their acceptance into the Ginza Marketplace. Space may not be available for applications submitted after February 1, 2012.**
- **The Ginza Marketplace participation fees are as follows: Artisan - Vendor Basic Package (needing a tent) \$150; Space Only (bringing own tent) \$50. Commercial – Vendor Basic Package (needing a tent) \$250; Space Only (bringing your own tent) \$150.**
- **Vendors and exhibitors are responsible for setting-up and taking down their area, equipment, and supplies.**
- **Set Up Time will begin Saturday morning between 7:00 AM and 9:30 AM. Booths may not be dismantled until 4:00 PM unless advised to do so by Festival Management and must be completed by 6:00 PM.**
- **All exhibitors are requested to provide an attractive Japanese appearance to their tent space. This may include relevant signs, posters, and decorations.**
- **Cancellation Policy: Exhibitors must notify Festival Management in writing of intent to cancel participation no later than March 1 in order to receive a 50% refund; after this deadline, no refunds will be offered.**
- **▶ Submit the attached 2-page application, together with (1) participant information; (2) participation fee, and your additional electrical requirements (if any) ◀**

**GINZA MARKETPLACE ARTISAN – VENDOR OR COMMERCIAL - VENDOR**

**APPLICATION FORM – PAGE 1**

Affiliation/Organization Name:	
Contact Person:	
Title of Contact Person:	
Mailing Address:	
Telephone Number - Work:	
Telephone Number - Cell:	
Email Address:	Website Address:
Tax ID Number:	
How would you like your name / your organization's name to appear in any festival publications?	
<p>What kind of products will you be selling? Please provide a one or two sentence description of your store and products that we can use in the Sakura Nashville Cherry Blossom Festival program and website.</p>	
Approximately how many members of your organization will be participating at the festival?	

**NOTE: If you are a first-time applicant to the Nashville Cherry Blossom Festival, please enclose information, photographs, brochures, catalogs, etc. about the products you propose to sell.**

**GINZA MARKETPLACE VENDOR**

**APPLICATION FORM – PAGE 2**

Affiliation/Organization Name:		
<i>Please specify any requests for assistance, special equipment, electricity, or water. (Please note that access to water and electricity is limited. If electricity is needed, you must provide your own extension and power cords):</i>		
<b>PARTICIPATION FEES:</b> Ginza Marketplace Artisans and Commercial Vendors may choose a Basic Package which includes one (1) 10x10 tent, one (1) 8 ft table and two (2) chairs OR they may choose Space Only. Vendors who choose the Basic Package may upgrade or choose from additional options listed below. <b>Please indicate your needs:</b>		
<b>BASIC PACKAGE:</b>	<b>\$250 Commercial – Vendor</b>	\$ _____
	<b>\$150 Artisan – Vendor</b>	\$ _____
<b>Upgrades to Basic Package:</b>		
_____ Upgrade from one 10 x 10 to one 10 x 20 tent @ \$100		\$ _____
_____ Additional 10 x 10 tent (s) @ \$150 each		\$ _____
_____ Sidewall(s) @ \$ 25 each		\$ _____
_____ Additional 8-foot table(s) @ \$15 each		\$ _____
_____ Additional chair(s) @ \$5 each		\$ _____
<b>SPACE ONLY (10 x 10 Area): Providing Own Tent</b>		
	<b>\$150 Commercial Vendor</b>	\$ _____
	<b>\$ 50 Artisan - Vendor</b>	\$ _____
_____ 8-foot table (s) table(s) @ \$15 each		\$ _____
_____ Chair(s) @ \$5 each		\$ _____
<b>ELECTRICITY:</b> _____ Electrical access @ \$50 per 10 x 10 space		\$ _____
<b>▶ TOTAL COST</b>	<b>▶</b>	<b>\$ _____</b>
Do you have any other requests / suggestions / questions?		

Please return the application form and fees (payable to JAST) by February 1<sup>st</sup> \*\* to:

Japan-America Society of Tennessee  
P.O. Box 190476, Nashville, TN 37219

Email: [info@nashvillecherryblossomfestival.org](mailto:info@nashvillecherryblossomfestival.org) Phone: (615) 663-6060

*\*\*This is an initial deadline. Applications will be accepted after this date if space is still available, but vendors cannot be guaranteed participation and/or listing in all publicity if registered after February 1<sup>st</sup>.*