



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

J-Pop Land Vendors Guidelines

Attached is a 2-page application to join the 2011 Nashville Cherry Blossom Festival as a Vendor in the J-Pop Land Section.

J-Pop Land draws a new, young audience. This is a great marketing opportunity for producers and retailers of modern, youthful Japanese products. All items sold **MUST** be family-friendly. The *Sakura Matsuri* highlights the culture and traditions of Japan, and the products that are sold in J-Pop Land should reflect this.

DATE: Saturday, March 26, 2011
PLACE: Nashville Public Square 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.

- **The Nashville Cherry Blossom Festival Committee will decide the location for each vendor.**
- **Applications are due by February 15, 2011.**
- **You will be notified within 30 days after application whether you have been accepted.**
- **Space may not be available for applications submitted after February 15, 2011.**
- **The J-Pop Land Vendor participation fee is \$250 (or \$150 if you are providing your own tent).**
- **Products must be Japanese or Japanese-style. All products MUST be family friendly.**
- **Nashville Cherry Blossom Festival volunteers will not help exhibitors to set up or take down their area, equipment, and supplies.**
- **All exhibitors are requested to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, and decorations.**

► **Submit the attached 2-page application, together with (1) participant information; (2) participation fee, and your additional electrical requirements (if any) ◀**



J-POP LAND 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?	
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.	
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.

J-POP LAND VENDOR

APPLICATION FORM – PAGE 2

Affiliation/Organization Name:

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):*

EQUIPMENT: J-Pop Land Vendors are provided with one (1) 8 ft table and two (2) chairs free of charge. J-Pop Land Vendors requiring larger space and/or additional equipment, including sidewalls, must pay the extra cost. The Nashville Cherry Blossom Festival Committee will not order any special equipment for exhibitors other than tents, sidewalls, tables, and chairs.

Please indicate your needs:

TENTS: One 10x10 tent is included with your participation fee \$ 250 (or \$150 if providing own tent)

_____ Additional 10 x 10 tent (s) @ \$100 each \$ _____

_____ Sidewall(s) @ \$ 25 each \$ _____

TABLES: One 8 foot table \$ Free

_____ Additional 8 foot table(s) @ \$15 each \$ _____

CHAIRS: Two free chairs \$ Free

_____ Additional chair(s) @ \$5 each \$ _____

ELECTRICITY:

_____ Electrical assess @ \$50 each \$ _____

ADVERTISEMENT in Program (circulation 3,500):

Quarter page: \$50; Half page \$100; Full page \$125 \$ _____

▶ TOTAL COST ▶ \$ _____

Do you have any other requests / suggestions / questions?

Please return this 2-page form and fees (payable to JAST) by February 15th to:
 Japan-America Society of Tennessee
 P.O. Box 19046, Nashville, TN 37219

Email: 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 15th.*