



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

J-PopLand Vendor Guidelines

Attached is a 2-page application to join the 2012 Nashville Cherry Blossom Festival as a Vendor in J-Pop Land.

J-Pop Land: J-Pop Land draws a new, young audience. This is a great marketing opportunity for producers and retailers of Japanese-influenced products with a modern, youthful appeal. 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.

- **Commercial - Vendor:** Vendors who sell youth-oriented Japanese products.

Vendor Package: \$250.00 (Includes tent, table & chairs) Space Only: \$150.00 (Bring your own tent)

- **Exhibitor:** Vendors whose primary purpose is to exhibit/demonstrate youth-oriented Japanese products, but do not sell products or services.

Exhibitor Package: \$150.00 (includes tent, table & chairs) Space Only: \$50.00 (Bring your own tent)

DATE: Saturday, March 24, 2012

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 or Exhibitor.**
- **Applications are due by February 1, 2012.**
- **Vendors and Exhibitors will be notified within 15 days after receipt of their application whether the Festival may accommodate your participation. Space may not be available for applications submitted after February 1, 2012.**
- **Products must be Japanese or Japanese-style. All products MUST be family friendly.**
- **Nashville Cherry Blossom Festival vendors and exhibitors must set up and take 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 should include attractive 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) ◀

J-POP LAND VENDOR/EXHIBITOR

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.	

