



# Northwest Tea Festival

## Application, policies and Agreement

**Location:** Seattle Center: Northwest Rooms (just NW of the Fountain)

**Dates:** October 2nd and 3rd, 2010

**Show Hours:**

9:00am - 6:00 pm Saturday Oct. 2nd

9:00am - 4:00 pm Sunday Oct. 3rd

Mailing Address: Northwest Tea Festival  
1910 Post Alley  
Seattle, Washington 98101

**Exhibits contact:** Julee Rosanoff

E-mail: [juleerosan@hotmail.com](mailto:juleerosan@hotmail.com)

Tel: (206) 448-4054

Fax (206) 448-7187

### Join PSTea

- The NW Tea Festival is the production of the **Puget Sound Tea Education Association**, a not for profit organization composed of tea merchants and businesses in the Puget Sound Area.
- Membership in PSTea helps develop the tea community in the Northwest, it will further business and encourages the pursuit and consumption of tea.
- Membership also entitles members to help plan and organize the Festival and reduced booth rental fees. Dues are collected for the purpose of meeting organizational costs.
- Initial membership is \$250.00, thereafter; dues are \$50.00 per year. \$200.00 of the initial membership dues goes to the member's booth fee, and members receive a discounted booth fee reduced by \$100.00 each year thereafter
- Membership is limited to one per business. We invite all those interested in tea education and community to join us.

## **Application Deadlines and Fee Schedules:**

Registration fees are based on the date application is received at PSTea

**Join PSTea:** Initial membership is \$250.00, thereafter; dues are \$50.00 per year. \$200.00 of the initial membership dues goes to the member's booth fee, and members receive a discounted booth fee reduced by \$100.00 each year thereafter.

**Regular Booth Rates:** (single booth size – 10 foot x 10 foot)

### **PSTea Members Reduced Booth Fee -**

- New PSTea Members: \$300 if paid by August 1, 2010
- New PSTea Members: \$375 if paid after August 1, 2010
- Returning PSTea Members:  
\$400 if dues are current and if paid by December 31, 2009

### **Non-PSTea Members Booth Fee –**

- Non-PSTea members: \$500 if paid by August 1, 2010
- Non-PSTea members: \$575 if paid after August 1, 2010

### **Double booths can also be reserved at the following rates**

- Add additional \$300 to the above rates if paid by August 1, 2010
- Add additional \$400 to the above rates if paid after August 1, 2010

Cut off date for vendor applications is August 31, 2010.

Vendors will be assigned booth locations after September 1st.

- Booth location is based on sponsorship level and on a first come, first served basis for fully paid booths. Extenuating circumstances will be considered if presented in writing.
- *No space will be assigned until the booth payment is received.*
- The acceptable forms of payment are by check, money order, or credit card.

**Cancellation Policy:** No refunds for booth cancellations will be made after August 1, 2010.

This application is not a contract. Once you have been accepted into the Festival, a copy of this agreement signed by both parties will be returned to you

Exhibits must be of high quality and the products or services exhibited must be clearly related to tea and tea education. The Northwest Tea Festival is among a handful of leading shows in the northwest devoted to tea education and enjoyment. We go to great lengths to provide an educational and entertaining experience for persons interested in tea origins, history, consumption, and cultural idiosyncrasies.

Applicants are requested to include a description, samples, photos and/or literature about the products or services to be exhibited and an educational component to their sales efforts. Show management reserves the right to reject the application based on quality or appropriateness to the Show whether returning or new vendors. Furthermore any exhibitor who arrives for move-in with products different from what was stated in the application may be asked to leave and there will be no refund of booth payments. Management reserves the right to remove any unauthorized or inappropriate products during the Show.

**Exhibitor Categories:**

- Tea education materials
- Tea
- Tea ware
- Tea related products and services
- Other products and services

**Exhibit Regulations:**

- All Exhibitors are encouraged to have a significant educational component within their exhibit.
- Exhibitors must either have a Certificate of Liability Insurance (obtained from their broker) listing us as a named insured or pay a \$50.00 fee.
- The Show assigns exhibit space only for tea education and the promotion and sale of products and services specified in your application (including any subsequent modifications for which exhibitors have obtained approval before move-in). Exhibitors promoting or selling any other products or services will be required to remove them from their exhibit.
- Exhibitors are not permitted to exhibit or promote their products or services outside the boundaries of their assigned space or other approved spaces.
- Exhibitors are not permitted to play music or use any equipment that projects sounds, images or objects outside the bounds of their assigned space.
- Exhibitors are not permitted to place signage outside the bounds of their assigned space except in the case of Sponsors whose sponsor package includes such signage.
- Exhibitors are to remain open for business for the duration of the Show
- Exhibits are not permitted to be taken down until 4:01 pm on Sunday evening, after the Show closes. Any exhibitor violating this policy will lose seniority for booth placement for its next exhibiting year.
- The use of headset and hand-held microphones is prohibited.
- Restocking with handcarts/dollies must be done prior to the Show opening and after the Show closes each day, to ensure public safety.

- Any decoration or display item within 18 inches of an ignition source must be flame-proofed prior to the Show. Documentation must be submitted to the Exhibits Manager before move-in. Examples of "ignition source" are any electrical outlet and electrical extension cords. The Seattle Fire Marshal insists on strict compliance by every exhibitor.

- Casual, amateur photography is allowed, and encouraged, throughout the Show. For reasons of public safety the use of tripods is not permitted during Show hours.

#### Exhibit Height Regulations

- For standard Aisle and Corner exhibit space the maximum height of walls and the contents of your exhibit is 8 ft. 3 in., except for the front 5 ft. of your exhibit that connects with an aisle. In this front 5 ft. the maximum height of walls and the contents of your exhibit is 4 ft. The reason for this policy is to allow for good sight lines up and down the aisles into your exhibit and all other exhibits. In fairness to all exhibitors this policy is strictly enforced.

- Maximum Height of Booth Walls and Contents to Protect Sightlines

Note: Drape height is 3 ft. on the two sides (Aisle Exhibit) or the one side (Corner exhibit), and 8 ft. 3 in. at back.

- The specified amount of exhibit space (note, there are a variety of exhibit space sizes with the most common size being 10ft. x 10ft., 100 sq. ft.).
- One six foot draped table, 1500W electrical outlet, two chairs, and wastebasket .
- Exhibitor identification sign, 44 in. x 7 in.
- 24 hour perimeter security
- Exhibitor listing on the Show's website [www.nwteafestival.com](http://www.nwteafestival.com) with products and services included in search engine
- Link from Show website to exhibitor's website (if exhibitor has a website)
- Exhibitor listing in the Official Show Guide distributed on-site (exhibitors must submit accurate information at least 4 weeks prior to Show opening) if application and full payment is received by August 31st, 2010.
- The exhibit space price does not include decorations, storage, janitorial or other services.

#### Miscellaneous:

- **Storage** - There is no on-site storage other than within your booth and under you tables.
- **Welcome Bags** - Exhibitors have the opportunity and are encouraged but not required to provide something to put into the welcome bags that are given to all visitors.
- **City and State business licenses** –
  - Exhibitors are required to have both a City of Seattle Business License and a Washington State Unified Business Identification Number (UBI). Both of these numbers must be on the application form. These numbers are not the same.
  - Exhibitors who do not have a City of Seattle business license number must apply to the City of Seattle for a business license. You can apply on the web by going to: <https://dea.seattle.gov/self/Account/Login/selfHome.aspx>. or you can call 206-684-8402.
  - Exhibitors who do not have a State of Washington Tax Number can call 800-647 -7706 to get a free temporary registration tax number.

All orders are governed by the Puget Sound Tea Education Association Payment Policy and Limits of Liability & Responsibility.

**Please read carefully.**

1. PSTea and its subcontractors shall not be responsible for ordinary wear and tear in handling of equipment, damage to uncrated materials, materials packed improperly, glass breakage or concealed damage. Claims for loss or damage must be submitted to PSTea by the close of the show. No suit or action shall be brought against PSTea or its subcontractors more than six months after the cause of action accrues.

2. PSTea and its subcontractors are not responsible for the loss of, disappearance of, or damage to Exhibitor's freight after the same has been delivered to Exhibitor's booth, nor are PSTea and its subcontractors responsible for Exhibitor's freight before it is picked up from Exhibitor's booth for loading after the show. Exhibitors must submit a PSTea bill of lading for all outbound shipments. All bills of lading covering outgoing shipments submitted to PSTea or its subcontractors by Exhibitor will be checked at the time of pickup from the booth and corrected where discrepancies exist.

3. It is agreed that PSTea and its subcontractors are not insurers. Insurance, if any, shall be obtained by Exhibitor. Amounts payable by PSTea hereunder are based on the scope of liability as herein set forth and are unrelated to the value of the Exhibitor's property. It is further agreed that PSTea and its subcontractors do not provide for full liability should loss or damage occur. In the event that PSTea should be found liable for loss or damage to Exhibitor's equipment, the liability shall be limited to the specific article that was physically lost or damaged. Such liability shall be limited to a sum equal to \$.30 per pound/per article with a maximum liability of \$50.00 per item or \$1,000.00 per shipment, whichever is less, as agreed upon damages and exclusive remedy. Provisions of this paragraph shall apply if loss or damage, regardless of cause of origin, results directly or indirectly to property through performance or nonperformance of obligations imposed by the offering of services to Exhibitors, or from negligence, active or otherwise, by PSTea, its subcontractors or their employees.

4. At the close of show, if carriers fail to pick up or refuse to accept shipment, PSTea reserves the right to reroute such shipment or move shipment to our warehouse pending advice from Exhibitor who will be charged accordingly for this service. No liability will be assumed as a result of such rerouting or handling. Thus, in order to expedite removal of materials from the show site, PSTea shall have the authority to change designated carriers, if such carriers do not pick up on time. Where no disposition is made by Exhibitor, materials will be disposed of and Exhibitor agrees to be responsible for payment of charges relating to such handling. PSTea assumes no liability as a result of such rerouting or handling. PSTea will also have the authority to dispose of materials left behind and to charge the vendor.

5. PSTea and its subcontractors shall not be liable for shipments received without receipts, freight bills or bill of lading, such as UPS or van lines, these shipments will be delivered to booth without guarantee of piece count or condition. No liability will be assumed for such shipments. Shipments received on separate days will be treated as separate minimum shipments.

6. PSTea and its subcontractors shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues or for any collateral costs that may result from any loss, injury or damage to Exhibitor's materials or Exhibitor personnel which may make it impossible or impractical to exhibit same.

7. The Exhibitor agrees, in the event of a dispute with PSTea or its subcontractors relative to any loss or damage to any of the Exhibitor's freight or equipment, that the Exhibitor will not withhold

payment in any amount due to PSTea for freight handling services or any other services provided by PSTea or its subcontractors as an offset against the amount of the alleged loss or damage. Instead, the Exhibitor agrees to pay PSTea prior to the close of the show for all such charges and further agrees that any claim the Exhibitor may have against PSTea or its subcontractors shall be pursued independently by the Exhibitor as a completely separate transaction to be resolved on its own merits.

8. PSTea and its subcontractors shall not be responsible for any loss, delay, or damage due to events beyond their reasonable control which cannot be avoided by the exercise of due care and prudence, including without limitation, strikes, labor disputes, lockouts or work stoppages of any kind, fire, theft, windstorm, water, vandalism, acts of God, mysterious failure of power or utilities, and other events.

9. The Exhibitor agrees, in connection with the receipt, handling, temporary storage and reloading of its freight, that PSTea and its subcontractors will provide these services as Exhibitor's agent and not as bailey or shipper. If any employee of PSTea or its subcontractors shall sign a delivery receipt, bill of lading or other document, the parties agree that PSTea or its subcontractor will do so as the Exhibitor's agent, and the Exhibitor accepts the responsibility thereof.

# Exhibitor/Vendor Application and Registration Form:

\_\_\_\_\_  
Company/Organization Name to Appear on any Show Signage and Literature:

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: (on site at show) \_\_\_\_\_

Fax : \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Description of Products/Services:

Description of Educational Component of Your Exhibit:

Exhibitor Categories (please select all that apply)

- Tea education materials       Tea  
 Tea ware       Tea related products and services  
 Other products and services

My company has a WA State UBI No. \_\_\_\_\_

My company does not have a WA State UBI No. and will contact the Dept of Revenue for a temporary number.

My company has a City of Seattle Business License  
(this is not the UBI number) \_\_\_\_\_

My company does not have a City of Seattle License, and I will contact the City of Seattle for a license.

## Does your company have Liability insurance?

If Yes, please complete the following:

Liability Insurance: Company Name: \_\_\_\_\_

Policy No: \_\_\_\_\_

You must also request a **Certificate of Liability Insurance** from your insurance company naming the following as Certificate Holder:

**Seattle Center  
Northwest Tea Festival  
1910 Post Alley  
Seattle, WA 98101**

**Please forward a copy of this Certificate of Liability Insurance to:**

Julee Rosanoff, Exhibits Manager  
Northwest Tea Festival  
1910 Post Alley  
Seattle, Washington 98101

If No, the following applies:

If your company has no liability insurance, there will be an additional \$50.00 insurance fee to cover liability insurance that needs to be included on the next page totaling all fees.

### **Please read all accompanying information -**

Before completing and signing this application, please read carefully all the information accompanying this application including Exhibitor Categories, Exhibit Regulations, Miscellaneous Specific to the Northwest Tea Festival, Exhibit Payments, Cancellation Policy and the PSTea Payment Policy and Limits of Liability & Responsibility.

Please sign below to confirm that you have read and agree with the Exhibit Regulations, Exhibit Payment sections and the Limits of Liability & Responsibility.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Northwest Tea Festival Rep. Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

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**Additional Insurance fee –**

See previous page to see if this applies. If this applies add \$50,00 \_\_\_\_\_

Total of All Registration and fees to be paid: \_\_\_\_\_

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- Booth location is based on sponsorship level and on a first come, first served basis for fully paid booths. Extenuating circumstances will be considered if presented in writing.
- *No space will be assigned until the booth payment is received.*

E-mail, mail or fax this application and make payment using check, money order, credit card or Charge balance on date application accepted (Visa and MasterCard Accepted)

**Payment by Credit card:**

Credit Card No: \_\_\_\_\_ Visa \_\_\_\_\_ MC

Expiration Date: \_\_\_\_/\_\_\_\_ Name on Credit Card: \_\_\_\_\_

Billing Address of Credit card: \_\_\_\_\_  
\_\_\_\_\_

Three digit security code on the back of the card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment by Check or Money Order:**

Make checks and money orders payable to: Northwest Tea Festival

**Please make payment in U.S. funds drawn on a U.S. bank.**

You are advised to complete the application as soon as possible as it is anticipated the festival will sell out.

There will be a \$35 charge for returned (NSF) checks. Returned checks or declined credit cards will result in suspension of application. Late registration fee will apply after August 1st, 2010.

**Send all forms and payment to:**

Julee Rosanoff, Exhibits Manager  
Northwest Tea Festival  
1910 Post Alley  
Seattle, Washington 98101

Phone: 206.448-4054 Fax: 206.448-7187 Email: [julee@nwteafestival.com](mailto:julee@nwteafestival.com)