



Application, Policies and Agreement

Festival Location: Seattle Center Exhibition Hall - 299 Mercer St, Seattle WA.

Dates: September 23rd & September 24th, 2023

Show Hours:

10:00 am - 6:00 pm Saturday September 23, 2023

10:00 am - 4:00 pm Sunday September 24, 2023

Mailing Address: Northwest Tea Festival
11030 Evanston Ave N
Seattle, Washington 98133

Exhibits contact: Julee Rosanoff
E-mail: JuleeR@NWTeaFestival.com
Tel: (206) 291-7381

Summary of application Deadlines & Booth Registration Fee Schedules:

Registration fees are based on the date application is received by NW Tea Festival

Booth Rates:

Single Booth Rates: (booth size – 10 feet x 10 feet)

- If paid by August 1, 2023- \$600.00
- If paid after August 1, 2023 - \$675.00

Double Booth Rates: (booth size – 10 feet x 20 feet)

- If paid by August 1, 2023 - \$950.00
- If paid after August 1, 2023 - \$1025.00

Discount offers

Special early registration and special discount offers (one discount per Vendor):

Discount offer - Returning Vendors

- Vendors that had a booth at the 2019 festival
(If paid by April 15, 2023)
- \$100.00 returning vendor discount

Cut-off date for all vendor applications is August 15, 2023.

Booths can fill quickly, please consider applying as early as possible.

Booth Assignments and Regular Equipment Provided

- **Booth Location:** Vendors will be assigned final booth locations after September 1st
- **Booth Sizes** - Each single booth (10 feet x 10 feet) or double booth (10 feet x 20 feet) will have pipe and drape on the back and both sides defining the space. See Exhibit Height Regulations (page 5) for more specifics about pipe and drape heights.
- **Regular Equipment Provided in booth package** -
 1. One Table (30 inches wide by 6 feet long) – Covered with a table covering and draped with two chairs. (Double booths will have two tables, four chairs).
 1. One waste basket for dry waste and one for wet waste -
 2. **Electrical Service** - Each Booth will have electrical service with one 110 V 1800-Watt capacity line (Double booths will have two 110 V 1800-Watt lines).
 - Be sure to verify that you do not exceed the wattage of each electrical line's capacity. This capacity can easily be exceeded when using rapid heat hot water kettles or other special electrical equipment.
 - **If you need access to more power, additional lines can be ordered in advance – see below - please be sure to let us know in advance of the Friday setup day.**
 - Vendors must come prepared with additional electrical extension cord(s) & power strip(s) rated at a minimum of 15 amps to supply electricity to areas of the booth.
- **Additional Booth Equipment by special request**

Contact Julee Rosanoff, Exhibits Manager - (contact information at end of this packet) for more details.

 1. **Additional Tables** - Additional tables can be requested at a charge of \$10 each, - (these tables will not have table cloths or be skirted and are usually 30 inches wide by eight feet long in size). Table covering must be supplied by vendor. Other table sizes can be obtained by special request in advance and with fees specific to needs.
 2. **Additional chairs** - can be requested at no charge.
 3. **Electrical Service** - If you need access to more power than described above, please be sure to let us know well in advance of the Friday setup day. Additional lines cost \$65.00 for 110v 20 amp & \$180.00 for 240v 30-amp lines.
- **24-hour perimeter security will be provided**
- **Dedicated secure Wi-Fi will be available**

Advertising in Festival Show Guide - Open to all exhibitors and sponsors.

Festival Show Guide is given to all festival attendees

There are three Ad sizes available:

- **Full Page** - (5-inch-wide x 8 inch tall) for \$400
- **Half Page** - (5-inch-wide x 3.875 inch tall) for \$200
- **Quarter Page** - (5-inch-wide x 1.8125 inch tall) for \$100

Contact Julee Rosanoff, Exhibits Manager (contact information at end of this packet) if you would like to take advantage of this opportunity.

Business Licenses – Exhibitors are required to have both a **Washington State Unified Business Identification Number (UBI number)** and a **City of Seattle Business License**. Both of these numbers (if available) should be listed on the application form. These numbers are not the same. Contact Julee Rosanoff, Exhibits Manager for more information.

Washington State Unified Business Identification Number (UBI) -

- There are two types of business registrations in the State of Washington:
 1. Regular Registration for a business that routinely does business in the State of Washington. There is a fee for this - You can also register online at: www.dor.wa.gov or call 360-705-6741 to register.
 2. Temporary Registration for a business doing business one or two times only per year in the state of Washington. There is no fee for a temporary registration certificate. You can register online at: www.dor.wa.gov, in the search window type “temporary registration” and you will be taken to the appropriate form to complete, or call 360-705-6741 to register.

City of Seattle Business license -

- Exhibitors who do not have a current City of Seattle Business License
There are two types of business licenses available:
 1. If you plan to regularly conduct business in the City of Seattle -
Apply to the City of Seattle for a business license.
You can apply on the web by going to:
www.FileLocal-wa.gov.
or you can call 206-256-5416.
Note: You may not need pay for a full year’s license fee. There are reduced fee licenses if you need the license to be only valid for part of the year.
 2. If you plan to only conduct business in the City of Seattle during the Tea Festival -
Join the Tea Festival’s – Group Trade Show Seattle City License. The fee is \$20 payable to the NW Tea Festival with your vendor application. There is a place on the below registration form to do this.

Liability Insurance –

All Exhibitors should be covered by Liability Insurance while exhibiting at the Tea Festival –
Exhibitors should have liability insurance coverage that covers their business as it functions at the festival and that also covers the festival.

If you have liability insurance for your business, please provide the following

- **Certificate of Liability from your insurance company –**
A Certificate of Liability can be requested by you from your insurance company. This certificate should show NW Tea Festival (as shown below) as the certificate holder:

**NW Tea Festival
11030 Evanston Ave N
Seattle, WA 98133**

Note: There are not any specific limits required and should match your liability levels of your current policy. The usual amount is around \$1,000,000 (or more) each occurrence, etc. Usually, insurance companies will issue a Certificate of Liability Insurance at no charge.

Pallet and Freight Handling-

- The Tea Festival can help with the receiving, handling and pickup of palletized vendor materials shipped via motor freight to the show. Storage resources are very limited and careful coordination of any freight deliveries and pickups needs to be very closely coordinated with the festival staff. A handling fee of \$50 or more may be charged depending on the time required to provide this service.

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.

Booth Assignments:

Vendors will be assigned booth locations after September 1st.

- Booth location is based on sponsorship level and on a first come, first serve 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 31, 2023.

Hours of Operation:

- Booth setup can start on or after 1:00 PM on Friday September 22, 2023.
- Exhibitors are to remain open for business during festival operating hours 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.

General Booth Layout and Acceptable Products or Services to exhibit:

- 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.
- All Exhibitors are encouraged to have a significant educational component within 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 sound, images or objects outside the bounds of their assigned space.
- The use of headset and hand-held microphones is prohibited
- 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.
- The exhibit space price does not include decorations, storage, janitorial or other services.
- Additional services and/or supplies needed for your booth are all subject to show organizers discretion, must be arranged through show organizers before August 31, and all expenses will be the responsibility of the vendor.
- Restocking with handcarts/dollies must be done prior to the Show opening and after the Show closes each day, to ensure public safety.
- Storage - There is no on-site storage other than within your booth and under your tables.

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 and 8 ft. 3 in. at back.

Fire 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.
- Tea lights in the form of candles are permissible, Oil lights are not permitted by the Seattle Fire Marshal.

Photography is encouraged – with limitations:

- 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.

Vendor Listing on the festival's website and in the Festival Show Guide

- Exhibitor listing on the Show's website www.nwteafestival.com with products and services included in description text as supplied by exhibiter.
Please supply up to date electronic versions of the following for your listing on the NW Tea Festival's website. Please send the following to DougL@NWTeaFestival.com.
 - Your Logo – High resolution is best, at least 350pix minimum
 - Description – Provide a description of your business and its goods & services that best describe you to tea festival attendees.

All orders are governed by
**Northwest Tea Festival Payment Policy
and Limits of Liability & Responsibility.**

Please read carefully.

1. This application is not a contract.
2. NW Tea Festival 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 NW Tea Festival by the close of the show. No suit or action shall be brought against NW Tea Festival or its subcontractors more than six months after the cause of action accrues.
3. NW Tea Festival 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 NW Tea Festival 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 Bill of Lading for all outbound shipments. All bills of lading covering outgoing shipments submitted to NW Tea Festival or its subcontractors by Exhibitor will be checked at the time of pickup from the booth and corrected where discrepancies exist.
4. It is agreed that NW Tea Festival and its subcontractors are not insurers. Insurance, if any, shall be obtained by Exhibitor. Amounts payable by NW Tea Festival 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 NW Tea Festival and its subcontractors do not provide for full liability should loss or damage occur. In the event that NW Tea Festival 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 NW Tea Festival, its subcontractors or their employees.
5. At the close of show, if carriers fail to pick up or refuse to accept shipment, NW Tea Festival reserves the right to reroute such shipment or move shipment to a 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, NW Tea Festival 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. NW Tea Festival assumes no liability as a result of such rerouting or handling. NW Tea Festival will also have the authority to dispose of materials left behind and to charge the vendor.

6. NW Tea Festival 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.
7. NW Tea Festival 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.
8. The Exhibitor agrees, in the event of a dispute with NW Tea Festival 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 NW Tea Festival for freight handling services or any other services provided by NW Tea Festival or its subcontractors as an offset against the amount of the alleged loss or damage. Instead, the Exhibitor agrees to pay NW Tea Festival prior to the close of the show for all such charges and further agrees that any claim the Exhibitor may have against NW Tea Festival or its subcontractors shall be pursued independently by the Exhibitor as a completely separate transaction to be resolved on its own merits.
9. NW Tea Festival 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.
10. The Exhibitor agrees, in connection with the receipt, handling, temporary storage and reloading of its freight, that NW Tea Festival and its subcontractors will provide these services as Exhibitor's agent and not as bailee or shipper. If any employee of NW Tea Festival or its subcontractors shall be authorized to sign a delivery receipt, bill of lading or other document, the parties agree that NW Tea Festival or its subcontractor will do so as the Exhibitor's agent, and the Exhibitor accepts the responsibility thereof.
11. Pallet and Freight Handling-
The Tea Festival can help with the receiving, handling and pickup of palletized vendor materials shipped via motor freight to the show. Storage resources are very limited any freight deliveries and pickups needs to be very closely coordinated with the festival staff. A handling fee of \$50 or more may be charged depending on the time required to provide this service.

Festival Sponsorship Opportunities -

Increase your support of the Northwest Tea Festival by becoming a sponsor at one of the levels below. Your business will receive additional recognition throughout the festival. You can sign up as a sponsor as a part of your booth application registration that follows. Contact Julee Rosanoff, Exhibits Manager (contact information at end of this packet) if you have additional questions about this opportunity.

Festival Sponsor (\$10,000) (one available)	Platinum Sponsor (\$7,500) (two available)	Gold Sponsor (\$5,000) (four available)	Silver Sponsor (\$3,500)	Bronze Sponsor (\$1,000)	Patron Sponsor (\$500)	Supporter Sponsor (\$250)
Premium Booth Space	Premium Booth Space	Premium Booth Space	Premium Booth Space			
"FESTIVAL PRESENTED BY..." Listing On All Festival Advertising						
Keynote speaker & One other presentation "PRESENTATION PRESENTED BY" on signage and promotion material	One Presentation "PRESENTED BY" on signage and promotion material					
LOGO and "PRESENTED BY" On Main Festival Banner!	LARGE LOGO and "PRESENTED BY" on Workshop Area signage and promotional material	"PRESENTED BY" on Workshop Area signage and promotional material				
LARGE Logo on Event T-Shirt (if printed) Does not include Staff & Volunteer Shirts	LARGE Logo on Event T-Shirt (if printed) Does not include Staff & Volunteer Shirts	MEDIUM Logo on Event T-Shirt (if printed) Does not include Staff & Volunteer Shirts	SMALL Logo on Event T-Shirt (if printed) Does not include Staff & Volunteer Shirts	SMALL Logo on Event T-Shirt (if printed) Does not include Staff & Volunteer Shirts		
LARGE Logo in all advertising and promotional materials not otherwise listed	MEDIUM Logo in all advertising and promotional materials not otherwise listed	MEDIUM Logo in all advertising and promotional materials not otherwise listed	SMALL Logo in all advertising and promotional materials not otherwise listed	SMALL Logo in all advertising and promotional materials not otherwise listed		
LARGE Advertisement and Largest Sponsorship Listing In Presentation Schedule/Map	LARGE Advertisement in Presentation Schedule/Map	MEDIUM Advertisement in Presentation Schedule/Map	SMALL Advertisement in Presentation Schedule/Map	Sponsor Listing in Presentation Schedule/Map	Sponsor Listing in Presentation Schedule/Map	
Largest logo on top of sponsorship listing sign at festival	Large logo on sponsorship listing sign at festival	Medium logo on sponsorship listing sign at festival	Bold listing on sponsorship listing sign at festival	Bold listing on sponsorship listing sign at festival	Listed on sponsorship listing sign at festival	Listed on sponsorship listing sign at festival
Website Presence With link to sponsor's website	Website Presence With link to sponsor's website	Website Presence With link to sponsor's website	Website Presence With link to sponsor's website	Website Presence With link to sponsor's website	Website Presence With link to sponsor's website	Website Presence With link to sponsor's website

Individual Sponsorship Items Available		
Item	Sponsorship Amount	Benefits to Sponsor
Special Presenters	Cost of travel & hotel + \$250	Listing on all advertising and promotional materials corresponding to sponsorship value.
Hotel	50% off room rate	
Media Sponsor	Negotiable	
Airline	Discounts on Airline travel tickets	
Ask us about other sponsorship ideas and opportunities!		

Exhibitor/Vendor Application and Registration Form:

(Please complete pages 9 – 12 and return)

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

Contact: _____

Office Phone: _____

Cell Phone: (on site at festival) _____

Address: _____

E-Mail: _____

Website URL: _____

Listing on the NW Tea Festival website –

Please supply up to date electronic versions of the following for your listing on the NW Tea Festival's website. Please send the following to DougL@NWTeaFestival.com.

- Your Logo – High resolution is best, at least 350pix minimum
- Description – Provide a description of your business and its goods & services that best describe you to tea festival attendees. If you are planning special tea tastings or demonstrations during the tea festival, please provide details so these events can be publicized to festival attendees

Summary description of your Products/Services you will offer in Your Exhibit:

Description of Educational Component of Your Exhibit:

WA State UBI (Unified Business Identifier) and Seattle Business licenses:

Washington State and Seattle City requires that all vendors must have both to exhibit.

WA State UBI Number (please select one):

My Business has a WA State UBI Number. # _____

My Business does not have a WA State UBI Number and will contact the Washington State Dept of Revenue for a temporary number.

City of Seattle Business License (please select one):

My Business has a City of Seattle Business License:
License # _____ (NOTE: *This number is not the same as your UBI number*)

My Business does not have a City of Seattle License,
I plan to only conduct business in the City of Seattle during the tea festival and would like to join the Tea Festival's - Group Seattle City License for \$20

I plan to do other business in addition to the tea festival in the City of Seattle and will contact the City of Seattle for a regular business license.

Vendors will be assigned final booth locations after September 1st.

- Booth location is based on a first come, first served basis and sponsorship level for fully paid booths.
- Requests for specific booth locations, while not guaranteed, will be honored as space permits. Festival management reserves the right to adjust booth location assignments as required by existing conditions.
- Extenuating circumstances will be considered if presented in writing.

No space will be assigned until the booth payment is received.

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 NW Tea Festival 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: _____

Application Deadlines and Registration Fee Schedules:

Cut off date for vendor applications is August 15, 2023.

Registration fees are based on the date application is received by NW Tea Festival

Booth Rates:

Single Booth Rates: (booth size – 10-foot x 10 foot)

• If paid by August 1, 2023 \$600.00

• If paid after August 1, 2023 - \$675.00

\$ _____

Double booths: (booth size – 10-foot x 20 foot)

• If paid by August 1, 2023 - \$950.00

• If paid after August 1, 2023 - \$1025.00

\$ _____

Additional Equipment Fees (beyond what comes with the booth package):

Tables: 30-inch-wide x 8 feet-long - uncovered

\$10.00 each – number requested _____

\$ _____

Electrical:

110v 20-amp line - \$65.00 each – number requested _____

240v 30-amp line - \$180.00 each – number requested _____

Total for additional electrical:

\$ _____

City of Seattle Business Group license -

The option applies only for Exhibitors who do not have a current City of Seattle Business License and plan to only conduct business in the City of Seattle during the tea festival.

Join the Tea Festival's - Group Seattle City License for \$20

\$ _____

Advertising in the Festival Show Guide –

Open to all exhibitors and sponsors – a great value

- Festival Show Guide is given to all festival attendees

There are three Ad sizes available:

• **Full Page** (5-inch-wide x 8 inch tall) for \$400

• **Half Page** (5-inch-wide x 3.875 inch tall) for \$200

• **Quarter Page** (5-inch-wide x 1.8125 inch tall) for \$100

\$ _____

Sponsorship Opportunities–

(see separate sponsorship level outline at the end of this document for more details)

Circle desired sponsorship level:

Festival - Platinum - Gold - Silver - Bronze - Patron - Supporter

\$10,000 \$7,500 \$5,000 \$3,500 \$1,000 \$500 \$250

\$ _____

Discount Offer:

Returning Exhibitors

- For returning Exhibitors who had a booth at the 2019 festival:

If paid by April 15, 2023 -

Deduct \$100.00 -

\$ _____

Total of All Registration fees paid

(Including returning vendor discount if applicable):

\$ _____

Note: Any fees due for additional Equipment or Services not detailed above will be billed separately as appropriate.

E-mail or mail this application and make payment using check (preferred), money order, or credit card - balance will be charged on date application is processed (Visa and MasterCard Accepted)

Payment by Credit card:

Credit Card No: _____

_____ Visa _____ MC _____ AMEX _____ Discover

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 booth space will sell out early.

There will be a \$35 charge for returned (NSF) checks. Returned checks or declined credit cards will result in suspension of application.

Send all forms and payment to:

Julee Rosanoff, Exhibits Manager
Northwest Tea Festival
11030 Evanston Ave N
Seattle, Washington 98133

Phone: 206.291-7381
Email: JuleeR@NWTeaFestival.com