



2010 SPONSORSHIP

JapanFest, the Southeast's largest Japanese festival, invites you to become a promotional partner in elevating the awareness of your business as a sponsor. Sponsoring the festival will elevate the awareness of your business within the Japanese and American communities..

Please select your level of support as a Sponsor

[Click here to apply](#)

LEVEL	INVESTMENT	SPONSORSHIP (MARKETING BENEFITS)
PLATINUM	\$15,000	<ul style="list-style-type: none"> ❖ Premiere stage name recognition at Performing Arts Center (main stage) ❖ Premiere logo placement inside JapanFest program ❖ Logo placement in the official JapanFest poster distributed to general public (logo must received by July 1, 2010) ❖ Premiere company logo position on the official JapanFest website with link to your company's website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Premier positioning of your company's logo banner (4' x 6') at festival entrance (banner to be provided by sponsor) ❖ Hourly recognition as Platinum Sponsor in festival-wide announcements made throughout JapanFest weekend ❖ 10' x 20' booth space at JapanFest ❖ Logo placement on signage at every booth at festival ❖ Ticket Package including 240 one-day festival tickets
GOLD	\$10,000	<ul style="list-style-type: none"> ❖ Premiere stage/festival area name recognition at JapanFest ❖ Logo placement inside JapanFest program ❖ Logo placement in the official JapanFest poster distributed to general public (logo must received by July 1, 2010) ❖ Company logo listed on the official JapanFest website with link to your company's website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Positioning of your company's logo banner (4' x 6') at festival entrance (banner to be provided by sponsor) ❖ Hourly recognition as Gold Sponsor in festival-wide announcements made throughout JapanFest weekend ❖ 10' X 10' booth space at JapanFest ❖ Logo placement on signage at every booth at festival ❖ Ticket Package including 120 one-day festival tickets
SILVER	\$5,000	<ul style="list-style-type: none"> ❖ Logo placement on inside JapanFest program ❖ Logo placement in the official JapanFest poster distributed to the general public (logo must received by July 1, 2010) ❖ Company logo listed on the official JapanFest website with link to your company's website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Positioning of your company's logo banner (3' x 5') at festival entrance (banner to be provided by sponsor) ❖ Hourly recognition as Silver Sponsor in festival-wide announcements made throughout JapanFest weekend ❖ 10' X 10' booth space at JapanFest ❖ Logo placement on signage at every booth at the festival ❖ Ticket Package including 120 one-day festival tickets
BRONZE	\$3,000	<ul style="list-style-type: none"> ❖ Logo placement inside JapanFest program ❖ Logo placement in the official JapanFest poster distributed to the general public (logo must received by July 1, 2010) ❖ Company logo listed on the official JapanFest website with link to your company's website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Positioning of your company's logo banner (3' x 5') at festival entrance (banner to be provided by sponsor) ❖ Hourly recognition as Silver Sponsor in festival-wide announcements made throughout JapanFest weekend

		<ul style="list-style-type: none"> ❖ 10' X 10' booth space at JapanFest. ❖ Ticket Package including 60 one-day festival tickets.
FUJI	\$2,000	<ul style="list-style-type: none"> ❖ Logo placement inside JapanFest program ❖ Company logo placed on JapanFest website with link to your website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Hourly recognition as Fuji Sponsor during festival-wide announcements ❖ Positioning of your company's logo banner (3' x 5') at festival entrance (banner to be provided by sponsor) ❖ Festival Ticket Package including 40 one-day festival tickets
SAKURA	\$1,000	<ul style="list-style-type: none"> ❖ Name placed inside festival program ❖ Company name listed on JapanFest website with link to your website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Hourly recognition as Sakura Sponsor during festival announcements ❖ Festival Ticket Package including 20 one-day festival tickets
UME	\$500	<ul style="list-style-type: none"> ❖ Name placed inside festival program ❖ Company name listed on JapanFest website with <u>NO</u> link to your website ❖ Recognition in all press releases sent to TV, radio stations, daily, weekly and monthly regional publications ❖ Recognition in newsletters of The Japan-America Society of GA, The Japanese Chamber of Commerce of GA, Consulate General of Japan ❖ Hourly recognition as sponsor during festival-wide announcements

GENERAL RULES AND REGULATIONS

1. Each exhibitor must keep within the assigned booth space unless additional space has been purchased. It is not permitted to distribute pamphlets or other materials outside your booth. You may only give them guests who actually come to you looking for information.
2. If you have a sign or a banner with your organization's name on it, please bring it.
3. Booths must be neat in appearance and not distract from neighboring displays. Each space must be left clean at the end of the day.
4. The sale or distribution of food and beverages is strictly prohibited.
5. Booths must be manned at all times and exhibit their items for the entire festival day. Exhibitors may not remove their items until the end of the festival day.
6. Decorations, signs or banners may not be fastened to ceilings, painted surfaces, columns, or decorative walls. Helium balloons are prohibited. No duct tape, scotch tape or mailing tape is allowed. Messy items such as confetti, glitter, candle wax etc. are prohibited.
7. You may set up your area starting at 7:00 am on Saturday. You must be completely set up by 9:30 am. The festival ends at 6:00 pm on Saturday and 5:00 pm on Sunday. All organizations should have completed their load-out by 7:00 pm on Sunday.
8. Exhibitors and vendors are welcome to leave items inside the Gwinnett Center on Saturday evening, but do so at their own risk.
9. JapanFest accepts no responsibility for any lost, damaged or stolen property.

ELECTRICITY

1. For those exhibitors requiring electricity, you will have access to 20-amp 120-volt 1-phase outlet.
2. You must provide any electrical extension cords that are needed in your exhibit area.
3. Electrical extension cords should be heavy-duty types with a 3-wire grounded connection.
4. The cords used at JapanFest should be UL-approved devices and properly rated to the devices they will be used with.
5. Extension cords must be in good condition and covered with the proper insulation.
6. Any cords found to be frayed, spliced or damaged will not be permitted.
7. Extension cords used with individual displays should be secured so they do not become a trip hazard around your display.
8. Use extension cords of the appropriate length for the items contained at your display.
9. Please use tape or cable ties to secure the extension cords. Nails or tacks can damage the insulation of the cords.
10. Please be sure to bring materials to secure cords with you during set up!

WIRELESS INTERNET ACCESS

Wireless Internet access is offered throughout Gwinnett Center. Ensure that your wireless adapter is enabled and configured to access the wireless network. Your computer will alert you of the "gc" wireless network when you are in the coverage area. Select to connect to the "gc" network. You may see multiple listings for the "gc" network; please select the one with the strongest signal.

Open your Internet browser and follow the prompts for payment and connection. Rates are \$7.95 for 24 hours of access. If you experience technical difficulties, please call 1-800-216-8856.

SAFETY

If you will be displaying items that have moving parts, sharp blades, sharp edges, etc., please make certain that the appropriate safety guards are in place. Consider placing these types of items in areas of your exhibit that are not easily reached by small children. Be aware that you are responsible for assisting with the safety of your exhibits. If you have questions or concerns, please feel free to contact any JapanFest staff members for assistance.

DISPLAY OF VEHICLES

Vehicles with gasoline engines may be displayed with a maximum of two (2) gallons of gas remaining in the tank. A locking gas cap must be installed or the tank must be adequately sealed by tape or in some other appropriate manner. All battery cables must be disconnected and taped to avoid potential sparks.

SHIPPING ITEMS TO GWINNETT CENTER

You may ship items you will use at JapanFest directly to Gwinnett Center if you wish. Gwinnett Center will not accept items more than 48 hours in advance of the festival. All items must have the following information on the label:

1. Name of show (JapanFest)
2. Date of Show (September 18-19, 2010)
3. Name of Vendor
4. Name of person within company that will be accepting/signing for the shipment upon their arrival.

All shipments need to be picked up at the Gwinnett Center Security office on the back dock of the Convention Center. Items will not be delivered to a booth /vendor without proper signature from the exhibitor. The following rules apply when shipping items out at the end of the festival:

1. Item must be completely packaged by the exhibitor.
2. Shipment must be labeled with the appropriate shipping information and labels.
3. Shipment must be called in by the exhibitor for pick-up.
4. A Shipping Request Form must be filled out by the exhibitor and left with the shipment. This form can be obtained from the security office.
5. Shipment must be brought (by the exhibitor) to the security office to store until picked up.
6. All shipments must be picked up within 48 hours of the end of show.

Gwinnett Center Shipping Address: 6400 Sugarloaf Parkway, Duluth, GA 30096.

Gwinnett Center Shipping & Receiving Department Phone Number: (770) 813-7536 or 7540.

INSURANCE AND WAIVER

Please note that JapanFest's insurance only covers claims or suits made against JapanFest, Inc. by festival attendees, NOT festival participants such as vendors, performers, martial arts demonstrators, workshop leaders, exhibitors, etc.

Any accident where a JapanFest participant (i.e. your organization) is not participatory, JapanFest's general liability insurance acts as primary coverage. This would include accidents such as a trips & falls, or displays, riggings, stage parts, signage that may fall and injure someone attending the event (This injured person must be a third party not in any way involved with the management of JapanFest).

Any situation where someone attending is injured or incurs a medical condition whilst partaking in an exhibitor/vendor/performer sponsored event (this could be games, dances, demonstrations, or eating vendor prepared food) the participant's own general liability insurance acts as primary coverage and the JapanFest's general liability coverage acts as secondary (or excess) cover.

Therefore, it is best for you to have your own insurance, especially if you are a vendor or exhibitor of breakable items, as we will not be able to cover any damages.

If you have insurance for the items you will be selling or displaying, the certificate should show JapanFest, Inc. as the certificate holder and, if possible, show JapanFest, Inc. as an additional insured respects JapanFest. Please fax a copy to 404-240-4311 or email it to cork@cgjapanatlanta.org.

Furthermore, all JapanFest participants are required to agree to the following Release and Waiver:

For valuable consideration received (including the opportunity to participate in JapanFest), receipt of which is acknowledged, I (i) release each JapanFest Releasee from any Losses that the undersigned or any of its officers, directors, employees, agents, or

affiliates may sustain in connection with its or their participation in or attendance at JapanFest and (ii) agree to indemnify, defend and hold each JapanFest Releasee harmless from and against any Losses that may be imposed upon or asserted against any JapanFest Releasee as a result of, or in connection with, (1) my (or any of my officers, directors, employees, agents or affiliates) participation in or attendance at JapanFest or (2) any action or inaction by my officers, directors, employees, agents or affiliates. I am aware of the hazards involved in such participation or attendance and agree to accept all risk of property damage and personal injury (including death) related to such hazards. When used herein, (A) "Loss" shall mean and include any loss, liability, obligation, damage, claim, lawsuit, injury (including death) cost or expense whatsoever (including attorneys' fees) and howsoever and whenever arising and (B) "JapanFest Release" shall mean and include JapanFest, Inc., the Consulate General of Japan, the Japanese Chamber of Commerce of Georgia and the Japan-America Society of Georgia and each of their respective officers, directors, trustees, employees, agents, affiliates and successors. This Release and Waiver is binding upon the undersigned's successors, heirs, and personal representatives. I agree, and it is my intent, to sign this record/document and affirmation by clicking the "Yes" box and electronically submitting this record/document to JapanFest. I understand that my signing and submitting this record/document in this fashion is the legal equivalent of having placed my handwritten signature on the submitted record/document and this affirmation.

Basically, by agreeing to this Release and Waiver, you are saying that you realize that as a participant in JapanFest, you are not covered under JapanFest insurance, and that you assume all responsibility for any damages incurred to the items you are selling or displaying, or any injury you may sustain during the festival. Furthermore, you agree not to sue JapanFest or any of the three organizing bodies if something does happen to you or your items. However, if someone attending the festival is injured while inside your booth or participating in your workshop or demonstration, JapanFest's insurance will cover that person. Please note that the hold harmless agreement found in the Release does not prevent the participants or JapanFest, Inc. from being named in a suit by a third party, such as a guest at the festival. Should something happen in the booth of a participant that results in property damage or bodily injury that was attributable to the negligence of the participant, we would look first to that participant's liability insurance to respond. Should the participant not have general liability insurance, full responsibility would fall on JapanFest (and its liability carrier).

INJURIES

Any incident resulting in injury or property damage MUST be reported to the JapanFest Safety Coordinator. This includes any incident that occurs during the festival itself, or during the set up and takedown periods. Should an incident occur, please contact the JapanFest Safety Coordinator or ask any JapanFest committee member (wearing red t-shirts during JapanFest) or volunteer to notify the Safety Coordinator. Please do not leave the festival area until the JapanFest Safety Coordinator or a JapanFest committee member meets with you.

PETS

Pets are not permitted anywhere inside the festival area due to Health Department regulations. We must strictly enforce this policy due to the food sales associated with JapanFest.

SMOKING

Smoking is not permitted inside Gwinnett Center at any time. The facility has designated outdoor smoking areas.

REFUNDS

An application is a commitment to attend JapanFest. No refunds will be made for cancellation.

CANCELLATION OF JAPANFEST

JapanFest reserves the right to cancel or postpone the festival due to unforeseen circumstances.

IMPORTANT DATES

Application Deadline (including payment and all required materials):

August 30, 2010

*No refunds after this date

Exhibitor Setup

Saturday, September 18, 2010, 7:00-9:30 am

Sunday, September 19, 2010, 7:00-9:30 am

Festival Dates

Saturday, September 18, 2010, 10:00 am - 6:00 pm

Sunday, September 19, 2010, 10:00 am - 5:00 pm

Breakdown

Breakdown cannot begin until the majority of the crowd clears the festival area

No early departures allowed.

If you have questions, please call Jessica Cork at the Consulate General of Japan in Atlanta at 404-926-3020 or email cork@cgjapanatlanta.org.