



Cary Diwali 2016

Information and Handicrafts Booth Application Package

In order to make your participation in Cary Diwali as seamless as possible, please carefully read the information in this package. This applies to both for-profit and non-profit organizations/Vendors. **Failure to follow these procedures will result in forfeiture of deposit.**

Package Contents

- Booth Application Information
- Booth pricing
- Booth Application Form
- Booth layout map

Goal

- The **Handicraft booth** is to showcase miscellaneous items from the Indian subcontinent such as clothing, decoration articles, imitation jewelry, audio-video products etc. Sales should be limited to such items only
- The **Information booth** is for businesses and organizations to promote themselves by providing information to Cary Diwali attendees. Sale of any item is not permitted. Solicitation or collection of donation is strictly prohibited

NO ACTIVITIES, SUCH AS HENNA, FACE PAINTING ETC. ARE ALLOWED AT HANDICRAFT OR INFORMATION BOOTHS.

Schedule

- Cary Diwali – October 15th, 2016 at Cary Booth Amphitheater at Regency Park, Cary, NC.
- Deadline to submit the application: August 15th, 2016
- Check-in (Oct 15th, 2016) 7:00 am – 9:00 am
- Complete setup and Booth open 10:00 am
- Gates open for public 10:30 am
- Check-out 9:00 pm

Booth

- Each booth includes two tables set up in an “L” shape. Tables are of standard 30” x 72” size
- Vendor is restricted to the designated area. Encroachment beyond the designated area is strictly prohibited

- A standard sign with the organization's name will be provided for each booth. For additional signs in other areas, please explore the sponsorship packages
- Vendors are allowed to display their business banners in the booth
- Vendor is responsible for cleanup of their booth area after the event
- Power outlet is available for purchase at \$25 per outlet. Please bring at least a **100'** long extension cord

Booth Pricing:

- Premium - \$600
- Regular - \$500
- Non-profit activity booth - \$200
- Non-profit Information booth - \$100 (no selling is allowed)
- For-profit Information booth - \$350 (no selling is allowed)
- Half-page BW advertisement fee - \$200
- Full-page BW advertisement fee - \$300
- Half-page color advertisement fee - \$400
- Full-page color advertisement fee - \$600
- Each electric outlet - \$25

Participation and Payment

- A \$100 deposit (refundable) is required, in addition to the total Booth Fees.
- A \$25 payment per power outlet should be paid along with the payment/deposit
- Full payment with a **COMPLETE** application must be received before the booth can be reserved
- **"First-come, first-served"** is our order of priority
- Approved applicants will be notified by the end of August 2016. Un-approved applications will be returned along with the payment/deposit
- Once applications are accepted, no refunds will be made for withdrawing from participation in Cary Diwali
- Booth assignment is final and non-negotiable
- Hum Sub reserves the right to refuse participation by anyone without specifying a reason
- A \$50 late fee will be added to applications received after Aug 15th, 2016. This fee must be paid before a booth can be assigned

Guidelines and Restrictions

- Booths cannot be shared between multiples businesses/organizations
- **No activities, such as Henna, Face painting etc. are allowed at the Handicraft or Information Booths**
- **No sale of merchandise is permitted at Information Booths**
- No food or beverage of any kind (including water) can be sold at the Handicraft or Information Booths
- No precious jewelry (including, but not limited to Gold and precious stones based articles) can be sold. Please contact us for separate jewelry booth forms and guidelines

- Gathering, sharing and distribution of information at your booth is permitted. Distribution of any material outside the booth is prohibited
- Open audio systems are strictly prohibited. Headsets to sample music may be used
- **Small giveaways/souvenirs (no selling) is permitted at Information Booth**
- Booths can conduct raffles within their booth space and announce their raffle winners **VENDOR BOOTH RAFFLE WINNERS WILL NOT BE ANNOUNCED ON STAGE.**
- Booths **cannot have mobile characters or mascots in the venue.** They should be restricted only to the booth
- Failure to adhere to these guidelines will result in dismissal from Cary Diwali and forfeiture of deposit

Check-in/Setup Procedure

- Enter through the VIP Gate. The VIP parking area is only for unloading and loading. **PARKING IN THE VIP PARKING AREA IS NOT ALLOWED.**
- Prior to unloading, please sign in at the top of the steps at the check-in table. Vendors will then be directed to their booth location

Check-out Procedure

- Please be prepared to check-out by 9:00 pm, no exceptions
- A member of the Hum Sub Vendor Committee will come to inspect the booth area and amenities by 9:00 pm
- If the booth is not clean and not clear of trash at check-out inspection, it will result in forfeiture of deposit
- All vendors **must leave** the venue latest by 9:00 pm. Failure to do so will result in forfeiture of deposit

Application Process

- Please complete the application form online on <http://www.humsub.net/resource.php>
- Provide 3 preferred booth spots based on the layout below and your choice of advertisement for our program booklet
- Based on your choices, please send us the following **separate** checks:
 - Premium booth:
 - 1 check made payable to Hum Sub, Inc. for **premium booth fee (\$600) + advertisement fee** (if chosen) and
 - 1 check to Hum Sub, Inc. of **\$25 for each power outlet** requested and
 - 1 deposit check to **Hum Sub, Inc. of \$100**
 - Regular booth:
 - 1 check made payable to Hum Sub, Inc. for **regular booth fee (\$500) + advertisement fee** (if chosen) and
 - 1 check to Hum Sub, Inc. of **\$25 for each power outlet** requested and
 - 1 deposit check to **Hum Sub, Inc. of \$100**

- Non-profit Activity booth (Limit one):
 - 1 check made payable to Hum Sub, Inc. for **activity booth fee (\$200) + advertisement fee** (if chosen) and
 - 1 check to Hum Sub, Inc. of **\$25 for each power outlet** requested and
 - 1 deposit check to **Hum Sub, Inc. of \$100**
- Non-profit Information booth (no selling is allowed):
 - 1 check made payable to Hum Sub, Inc. for **non-profit information booth fee (\$100) + advertisement fee** (if chosen) and
 - 1 check to Hum Sub, Inc. of **\$25 for each power outlet** requested and
 - 1 deposit check to **Hum Sub, Inc. of \$100**
- For-profit Information booth (no selling is allowed)
 - 1 check made payable to Hum Sub, Inc. for **for-profit information booth fee (\$350) + advertisement fee** (if chosen) and
 - 1 check to Hum Sub, Inc. of **\$25 for each power outlet** requested and
 - 1 deposit check to **Hum Sub, Inc. of \$100**

NOTE: Booth spots will be confirmed within a few business days upon receipt of a complete application and a full payment by check, no need for businesses to send reminders or inquiries.

Please mail checks to:

Hum Sub Inc., C/O Madhur Mathur, 202 Midenhall Way, Cary, NC 27513.

For additional questions, please contact vendor@humsub.net

Deadline: Completed applications with full payment by check must be received by August 15th, 2016.

Booths:

1 to 8 – Premium; 9 to 11 – Town of Cary; 12 – Premium; 13 to 24 – Regular; 25 to 31 – Premium; 32 to 37 – Eating tables

Restroom

Restroom

