

# The 2012



**Produced by Hawaii Food Industry Association  
with**

**First Hawaiian Bank as Presenting Sponsor**

**August 17 - 19, 2012**

**Neal S. Blaisdell**

**Exhibit Hall & Arena**

# Hawaii Food Industry Association

1050 Bishop St., Box 235

Honolulu, HI 96813

P (808) 533-1292 Ext 3

F (808) 791-0702

[www.madeinhawaiifestival.com](http://www.madeinhawaiifestival.com)

Aloha Exhibitor:

We are proud to report that this will be our 18th Annual Made In Hawaii Festival and First Hawaiian Bank continues to be our Presenting Sponsor.

In spite of poor economic conditions during the past several years, the Made In Hawaii Festival continues to have record breaking attendance, higher sales and happy exhibitors. How is this possible?

It is a combination of the best of everything: product selection, price, quality, entertainment, management, sponsorships, and marketing. The Festival is a non-profit project for Hawaii with the theme "Made In Hawaii" as our core objective. Overseeing that the products sold at the Festival are in compliance with our theme is one of our greatest challenges.

We appreciate early application submission in order to avoid last minute complications.

Please remember that the deadline for applications and full payment for right of first refusal for returning exhibitors is **January 31, 2012**. The deadline for applications and full payment for all vendors is **March 1, 2012**. This year we will be requiring all vendors to fill out a valuation form and submit photos of their products with a singular price point. We have made these changes to ensure the credibility and viability of the festival. Feel free to call with any concerns.

Mahalo,

Made in Hawaii Festival Management

# The 2012 Made In Hawaii Festival

## Who? What? When? Where? How?

**Thank you for your interest in the 2012 Made in Hawaii Festival! Below you will find more information about participation in our 18th Annual Festival. Please read through the enclosed carefully and note all pertinent dates.**

The Festival is produced by the Hawaii Food Industry Association, and sponsored by First Hawaiian Bank. This year will be the 18th Annual Festival, and promises to be another great experience for exhibitors, sponsors, buyers and consumers. The Festival's offerings for 2012 includes food, books, gifts, fashions, plants, art, crafts, and more. We will also be showcasing Na Hoku Hanohano award winners on the Entertainment stage and Hawaii's top culinary artists in the Arena.

**Where?** Neal S. Blaisdell Center (Exhibition Hall and Arena)  
777 Ward Avenue, Honolulu, Hawaii 96814

**When?** Friday, August 17, 2012 through Sunday, August 19, 2012  
\*Move-in date is August 16, 2012. Specific move-in times will be conveyed via a confirmation packet when your application is received and accepted.

### **APPLICATION AND PAYMENT DEADLINES:**

- **Mail Application/Contract for booth space and payment in FULL is due no later than January 31, 2012 for First Right of Refusal for returning 2012 Exhibitors. For first-time exhibitors, the deadline is March 1, 2012.** If space is not available, you will be on a wait list. Your check will not be cashed unless you are confirmed as an exhibitor.
- The Information Form will be sent to you if your application is accepted.

### **STANDARD BOOTH PACKAGE:**

- (1) 6' draped table
- (1) 10' X 10' draped booth space\*\*\*
- (1) 8' X 10' back wall; (2) 3' X 10' side rails
- (1) 7" X 44" booth identification sign per booth
- (2) chairs
- (1) 30 qt. trash can

\*\*\* Exhibitors' booth display and merchandise must be contained within the confines of their booth space (this includes the sampling of products). Displays above and beyond booth boundaries will not be allowed. Banners and signs hanging over booths cannot be higher than 8'. For more information regarding booth set-up, please see the Made in Hawaii Festival 2012 Rules & Regulations included in this packet.

No tents allowed unless they meet fire code rules and regulations and do not create a reduction of light on neighboring booths.

### **EXHIBIT SPACE RATES:**

**Regular Booths: \$600 Corner Booths: \$650**

(Shared booths are subject to a \$215 surcharge per booth. Limited to two (2) exhibitors per contracted booth.)  
(Five parking passes for parking at McKinley High School will be provided each booth for the days of the show. Additional passes available for \$6 each for the three days of the Festival.)

### **FESTIVAL HOURS:**

Thursday, August 16, 2012	TBA	Move-in
Friday, August 17, 2012	7:30 a.m. 8:00 a.m. 8:00 a.m. - 10:00 a.m.	Early entry for Exhibitors only Blessing Main Concourse Buyers' Only Period (Subject to minor modification)
	10:00 a.m. - 9:00 p.m.	Festival open to the public
Saturday, August 18, 2012	8:30 a.m. 10:00 a.m. - 9:00 p.m.	Early entry for Exhibitors only Festival open to the public
Sunday, August 19, 2012	8:30 a.m. 10:00 a.m. - 5:00 p.m.	Early entry for Exhibitors only Festival open to the public

## **Who? What? When? Where? How?**

**Continued**

### **DISCLOSURE OF INFORMATION:**

Please fill in all the required fields on your application, as it provides us with the most current and relevant contact information. Your company's GE Tax ID# must also match the company name you have applied for booth space. The contact information you provide to us will be printed in 15,000 copies of the Festival Directory and on the Festival's website for a full year. For this reason, do not include home addresses and/or phone numbers if you DO NOT WANT them disclosed to the public. All approved exhibitors have the opportunity to review their contact information before it is released to the public through the **INFORMATION FORM that is sent along with your booth assignment and confirmation packet. It is your responsibility to make any changes on that form and return it by the deadline given at that time.**

### **PAYMENT OPTIONS:**

To apply for booth space in the 2012 Made in Hawaii Festival, the required **full payment** for space requested is required upon application. MIHF will accept your check or money order as a form of payment. You must indicate the business name on the document. All checks or money orders are to be made payable to Made in Hawaii Festival.

Important - Checks returned (i.e. insufficient funds, closed account, etc.) will be assessed a processing fee of \$30 in addition to monies overdue on booth space. No cash payments or post-dated checks will be accepted. Your cancelled check shall serve as your record of payment. If your application is rejected, your payment will not be processed and will be returned.

### **TRADE SHOW INVITATIONS:**

Each year over 1,000 buyers from wholesale and retail outlets are invited to attend the Festival via the Trade Show. Buyers who respond to our correspondence are given exclusive entry to the Trade-only portion of the Festival (Friday morning). If you wish to submit names of qualified buyers and/or retailers that should be invited, please download the "Buyers Invitation Request Form" at [www.madeinhawaiifestival.com](http://www.madeinhawaiifestival.com) or call our office to have one faxed to you. This portion of the show is not for family and friends but for qualified buyers. Entrance is by invitation only. The invitation along with the buyer's business card will be required for entrance. Exhibitors may refer people to the Hawaii Food Industry Association office if there is an interest in the VIP/Buyers portion is expressed and the individuals are qualified.

### **ADVERTISING, PROMOTIONAL GIVEAWAYS, AND PUBLIC RELATIONS:**

A large portion of your booth fees are used for advertising, marketing, and public relations services. Therefore, there is no additional cost for you to participate in any public relations activities or to have your products featured in any advertising. Our one request to exhibitors is to adhere to publicity and advertising deadlines. On the backside of the application form a number of questions appear regarding advertising and public relations. Although not mandatory, exhibitors are encouraged to become involved in the promotion of the Festival by providing promotional items, samples for media exposure, and being available for interviews by members of the press. Please attach photos for consideration for publicity and/or advertising purposes to your application. If you wish to donate any products to be given away during the Festival in exchange for promotion in the media or at the event, or to be included in promotional photos and in media exposure, please make prior arrangements to deliver your items to the Hawaii Food Industry Association by May 1, 2012. Make sure to attach your company name and product name, if any, to the item (s). Items will not be returned unless prior arrangements have been made. By providing these items, you are authorizing the use of their image for media reproduction. We cannot guarantee that your products will be used.

### **MADE IN HAWAII DEFINED:**

All products sold and/or shown at the Made in Hawaii Festival must qualify as "Made in Hawaii". The definition of this law is provided on the front page of the application form. If you have questions, please contact the Hawaii Food Industry Association office at 808-533-1292 ext. 3. We may require you to submit the products to the State Department of Agriculture for a determination as to whether the items meet the required definitions. Please note that the Department may not be able to provide this service during the weekend of the show. Any exhibitor found with products that in the opinion of show management appear to be in violation of the Made In Hawaii laws may be asked to either remove articles not in compliance or close the booth. Please note that each applicant must sign a statement agreeing that products sold in the Festival do in fact meet the State's legal requirements.

**SHARED BOOTH SPACE:**

Show Management allows parties to share their booth space with another exhibitor. However, we do not coordinate such endeavors through our office. Should you wish to share your booth space, it is your responsibility to find another party to share it with. ALL shared booth spaces are subject to a \$215 service charge. No more than two companies shall be allowed to share the same booth space. Thus, if two separate entities are sharing a corner space, the total booth fee would be \$865.00 (\$650 booth fee + \$215 shared booth charge). Each party must fill out separate applications. Paperwork for all shared booths must be sent jointly to the HFIA office. If Show Management observes shared booth spaces that have not been approved, booth space will be canceled.

**INSURANCE AND SECURITY:**

**IMPORTANT: Security is for the general premise only.** We strongly encourage exhibitors to maintain liability insurance for your protection. Ask your insurance company for a rider to your public liability policy, property damage and/or burglar insurance policies if you desire additional coverage throughout the duration of the Festival. You are responsible for yourself, your staff and your merchandise.

Made in Hawaii Festival's security services will begin on the move-in date (8/16/2012) and will end at close of Festival (8/19/2012). Your booth must be staffed at all times when the show is open to the public in order to prevent theft and damage to your merchandise. All exhibitors are required to secure and/or remove their merchandise (as you deem necessary) overnight at the close of each Festival day. Exhibitors are encouraged to cover their merchandise at the close of each day and theft-proof it. Exhibitor may not leave the premises until all visitors have left the building. Exhibitors will be held responsible for damage to the facility as determined by the Blaisdell Center.

**EXHIBITOR WRISTBANDS:**

Each exhibitor is entitled to 5 wristbands/day/booth. For each booth purchased, exhibitors will receive a total of 15 wristbands (5 for Friday, 5 for Saturday, and 5 for Sunday). A different colored wristband will be used for each day. Wristbands are nontransferable and must be shown at entry doors as they allow unlimited and easy entry and exit during the duration of the Festival. These wristbands must be worn at all times by Exhibitors while on the premises during the three day weekend. Exhibitors are responsible for getting wristbands to their staff members prior to the start of the show. Individuals who require additional exhibitor wristbands may purchase them upon check-in from Festival staff. Additional wristbands are \$4.00 each. EXHIBITORS ATTEMPTING TO ENTER INTO THE FESTIVAL WITHOUT A WRISTBAND WILL BE DENIED ENTRY AND REQUIRED TO PURCHASE A TICKET TO ENTER. These are Wristbands and should be worn on the wrist!!!! (Not pinned on to clothing or worn or attached to the leg.)

**FOOD SERVICE:**

Temporary Food Service Permit is required for certain food sales. If you are planning on sampling and/or selling food products that are not otherwise exempt from permitting, you are required to obtain a Temporary Food Permit from the State Department of Health. Exempt from this requirement are exhibitors that sell prepackaged non-potentially hazardous foods manufactured and packaged in an approved food establishment; exhibitors that offer whole, uncut fresh fruits and vegetables; and one that sells or serves only non-potentially hazardous foods. We have provided both the Food Sanitation Code, and the application at [www.madeinhawaiifestival.com](http://www.madeinhawaiifestival.com). A copy of the permit must be provided to Festival management, as well as posted in your exhibit space. For more information, call the Department of Health at (808) 586-8000. Please note it may take up to 30 days to obtain this permit. Without the required permit, you will not be allowed to provide samples of your products.

**TOOTHPICKS:**

If you plan to sample a product using toothpicks as your serving method, please note that only flat toothpicks are allowed for use during the show. In addition, your booth will need to provide additional trash receptacles to ensure that toothpicks do not end up in the aisles. The use of round head toothpicks is strictly prohibited. The presence of toothpicks around your booth area is evidence of your liability should an injury be reported.

**PORTIONS:**

If you plan to provide product samples during the show, please note that Exhibitors are prohibited from infringing on the rights of the Blaisdell Center's food concessionaire. Products sold cannot be in competition with the food concessions already present on the Blaisdell premises. Food samples should be no larger than single bite-sized pieces and beverage samples no more than two (2) ounces. Products sold must be for home consumption and in multi-packs, not in individual serving sizes.

**TEMPORARY LIQUOR LICENSE:**

If you plan to provide alcoholic beverage samples during the show you must obtain a letter of authorization from the Blaisdell concessionaire. This letter can be obtained by contacting them directly at (808) 768-5400. Please note that this should be done early as you will also need to secure a letter from the City and County of Honolulu Liquor commission. Copies of these documents need to be forwarded to the MIHF office no later than June 27, 2011.

**REFRIGERATION:**

Refrigerated and frozen storage will be available in Matson containers behind the Exhibition Hall and Arena on a first-come, first served basis. You are required to sign in and out with security to access any of your merchandise. Please clearly label all of your items in the containers. MIHF does not assume responsibility for lost or stolen product.

**STORAGE AND RE-STOCKING OF MERCHANDISE:**

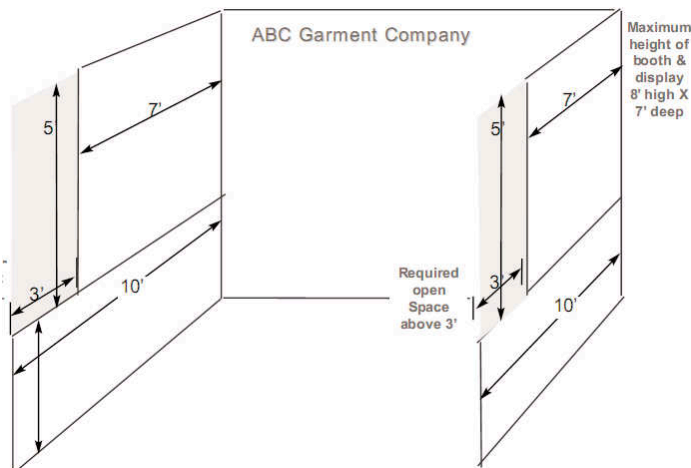
There will be no additional storage areas for exhibitors and their product at the 2012 Festival. Empty spaces behind or adjacent to booth spaces are prohibited from being used as they are considered fire hazards. Please take storage into consideration when designing your booth space. Exhibitors may not extend beyond their assigned booth space boundaries. Any replenishing of product during show hours must be done without the use of equipment such as luggage carts, dollies, flatbed carts, etc. Thus, if you must bring in product to restock your booth it must be done prior to or after Festival hours. The Blaisdell is extremely strict in enforcing this policy.

**SOME FINAL THINGS TO CONSIDER:**

- While corners are always desirable, there are not always enough to go around. Should you require more than one open display "front side" for your customers or need additional space to store your items, we STRONGLY encourage you to buy 2 booths instead of waiting for a corner to possibly open up.
- Booth space will be assigned based on meeting the definitions, compatibility, desirability, uniqueness of product, and on a first serve basis. We try not to assign booth with similar products in close proximity to one another. Please be sure to provide a detailed description and photograph of your products on your application form.
- Give careful thought to your display, as this will contribute to your success. Brainstorm what your display will entail prior to ordering equipment to determine if you will need extra lighting or rent additional tables. Also consider the way you set up your booth, especially with convenience and security in mind. Please refer to booth setup information noted on the second page of the Rules & Regulations under Arrangement of Exhibit. Call the HFIA office with any questions.
- Come prepared with enough merchandise for 3 days; given the popularity and advertising of the Festival, it is not uncommon for exhibitors to run out of merchandise early. You are required to have someone in your booth at all times till the end of each Festival Day. (Should you sell out of merchandise prior to close on any day, please advise an MIHF staff member in the Business Center located in the Kauai Room of the Exhibition Hall 2nd Floor, immediately.)
- Last year, more than 37,000 people attended the show.
- Order your additional equipment from ICES in advance or be subject to floor prices during the show.
- MIHF does not assume any liability for lost, stolen, or damaged product and any injury that may incur while accessing the storage container.

**The 18th Annual Made in Hawaii Festival  
August 17, 18, & 19, 2012**

**Rules for Booth Continuity**



In order to maintain an aesthetically desirable show without having the look of a flea market free-for-all. We prioritize openness and visibility of booths. We find that many exhibitors want every bit of space available for display of their products. Exhibitors are prohibited from displays that are higher than 3' high for the first 3' into the booth unless you have control of the booth next to you. This protects you and your neighbor from being boxed in. Therefore, the first 3' of space is limited to the 3' high railings to allow open space, avoiding hiding your neighbor's booth, or limiting their lighting. If you do not comply with this rule and we receive a complaint from your neighbor, you may face expulsion from the show. If your booth is designed to have a tent over the booth, it must meet fire code rules, and must not deflect lighting of 6 neighboring booths.

## **APPLICATION/CONTRACT FOR EXHIBIT SPACE**

Please type or print clearly to reduce the chance of errors:  
(Items marked with an asterisk "\*" must be completed)

\*Company Name: \_\_\_\_\_

\*General Excise Tax # \_\_\_\_\_

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

\*City: \_\_\_\_\_, \*Hawaii Zip: \_\_\_\_\_

\*Telephone: \_\_\_\_\_ \*Fax: \_\_\_\_\_

\*Contact Name: \_\_\_\_\_ \*Title: \_\_\_\_\_

\*E-mail Address: \_\_\_\_\_

Website www. \_\_\_\_\_

**Regular Booth \$600.  
Corner Booth \$650.  
Based on Booth Size  
10' x 10'  
or 100 Sq. Feet**

Exhibit spaces other than  
10' X 10' will be charged at the square  
footage rate of \$6.00 or \$6.50 per square  
foot, with a minimum fee of \$550.

**Note from Show Management:** Although we will make every effort to provide booth space based on prior year's reservations, there is generally a change in floor plans which may make this not possible. Booth space will be assigned on compatibility, type of products, and first-serve basis with special preference given to prior year exhibitors. Management reserves the right to refuse any applicant. ALL Exhibitors must comply with the Festival's Rules, Regulations, and laws (your copy is attached to this document). ANY EXHIBITOR FOUND IN VIOLATION WILL BE REQUIRED TO VACATE THEIR BOOTH AND WILL NOT BE ENTITLED TO A REFUND.

The show is limited to products that are Made in Hawaii. All products must meet all legal requirements of all applicable laws and rules relating to Made In Hawaii, including HRS §486-119 Hawaii Made products, which states that: "No person shall keep, offer, display, or expose for sale, or solicit for the sale of any item, product, souvenir, or any other merchandise which is labeled "Made in Hawaii" or which by any other means misrepresents the origin of the item as being from any place within the State, which has not been manufactured, assembled, fabricated, or produced within the State and which has not had at least fifty-one per cent (51%) of its wholesale value added by manufacture, assembly, fabrication, or production within the State."

Please reserve \_\_\_\_\_ \*booth(s) at the 2012 Made in Hawaii Festival for my company.  
I understand that I may not necessarily get my selection(s).  
Selection(s) \_\_\_ Exhibit Hall \_\_\_ Arena \_\_\_ Regular Booth \_\_\_ Corner Booth  
Special requests:  
\_\_\_\_\_  
\_\_\_\_\_

**\*\*Note:** Full booth payment is required per reserved booth space and must be remitted with this application. Rejected applications will be returned with payment.

**CANCELLATIONS:** Deposits per booth are refundable up to 30 days prior to show move-in date.

**PAYMENT OPTIONS:** Applications received without full booth payment will not be processed and will be returned. Please check the appropriate options below. Refer to the application packet for booth pricing.

\*Payment Type: \_\_\_ Check (No. \_\_\_\_\_) \_\_\_ Money Order (No. \_\_\_\_\_)

\*Amount Enclosed: \$ \_\_\_\_\_ (make checks payable to the Made in Hawaii Festival)

Made in Hawaii Festival  
1050 Bishop St., Box 235  
Honolulu, HI 96813  
Or faxed to (808)791-0702  
Attn: Made in Hawaii Festival

# Detailed Exhibitor and Product Information

NEW EXHIBITOR  RETURNING EXHIBITOR  If returning exhibitor, what was your booth number

**\*GENERAL INFORMATION:**

DESCRIBE ALL PRODUCTS to be sold, presented, and/or displayed at the Made in Hawaii Festival.  
If you require more space, attach an additional sheet(s) to this application and provide photos if available.

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PRODUCT CATEGORIES:  Apparel  Artwork  Crafts  Woodworking  Food/Beverage  
 Health & Beauty  Jewelry  Photography  Misc.  Sponsor

**\*CIRCLE ONE:**

Will you require refrigerated or frozen storage for your products?                      YES                      NO

**SHARING A BOOTH?**

Please indicate the company and contact name of the Exhibitor booth space is being shared with:

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**PUBLICITY-** Are you are willing to participate in our marketing of the Festival? YES                      NO

This can include television, talk radio, or newspaper interviews, providing products for media exposure, or product giveaways. Given the size of and participation in the Made in Hawaii Festival, items received from exhibitors to be used in various capacities will not be returned unless prior arrangements are made. For more information, call the HFIA office at 808-533-1292.

**AGREEMENT (application is not complete unless signed below!):**

I understand that the Hawaii Food Industry Association, Made in Hawaii Festival Executive Committee, and Festival Sponsors reserve the right to cancel this application/contract at any time. I also understand that my deposit is non-refundable 30 days prior to the show first move-in date (July 15, 2012).

I have read the contents of the exhibitor application packet and agree to the terms set forth, including the Made in Hawaii rules and regulations and definitions.

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Signature of authorized individual representing Exhibitor and Date

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Print name of authorized individual representing Exhibitor

Complete and Mail Applications with full payment to: Made in Hawaii Festival

Made in Hawaii Festival  
1050 Bishop St., Box 235  
Honolulu, HI 96813

Or faxed to (808)791-0702, Attn: Made in Hawaii Festival

Questions? Please call the Made in Hawaii Festival Management at (808) 533-1292 Ext. 3  
Email: [exhibitors@madeinhawaiifestival.com](mailto:exhibitors@madeinhawaiifestival.com)