



Sakura Days Japan Fair

www.JapanFairVancouver.com

Presented by the Japan Fair Association of Vancouver and the Vancouver Cherry Blossom Festival

Sakura Days Japan Fair 2023

Selling & Non-Selling Vendor Application Information

All applications must be submitted online at
<https://vcbf.ca/festival/sakura-days-japan-fair>

Sakura Days Japan Fair Event Details

Date: April 15 (Saturday) and April 16 (Sunday), 2023
Time: **10:00am - 5:00pm** (both days)
Location: VanDusen Botanical Garden www.vandusengarden.org
5251 Oak Street (37th and Oak Street), Vancouver, BC V6M 4H1
The garden is centrally located, has free parking and is convenient to public transit.

About Sakura Days Japan Fair

- Sakura Days Japan Fair (SDJF) is a family-friendly, two-day Japanese festival held at the spectacular VanDusen Botanical Garden.
- The festival showcases Japanese cultural and performing arts, cuisine and businesses.
- It is presented by the Japan Fair Association of Vancouver (JFAV) (www.JapanFairVancouver.com) as part of the Vancouver Cherry Blossom Festival (www.vcbf.ca) with the support of the VanDusen Botanical Garden (www.vandusengarden.org).
- In 2022, more than 10,000 people attended the event over two days.
- Along with individual vendor booths, Japanese cultural performances and hands-on activities (Experience Japan) will be featured inside the Visitor Centre and/or in the Garden to promote Japanese culture by introducing cuisine, arts and crafts, business, fashion and/or other such goods and services.
- Tickets are sold in advance ONLINE only. Visitors who have paid admission to Sakura Days Japan Fair will gain access to all vendor, performance, and Experience Japan areas in and near the Visitor Centre and inside the Garden.
- We are planning to utilize Floral Hall, outside of the Visitor Centre, as a part of Sakura Days Japan Fair this time.

Message from the Japan Fair Association of Vancouver

The SDJF is not just a cultural festival. The SDJF is an opportunity to be face to face with thousands of

people who are interested in Japan. Let's work together to maximize the enjoyment of attendees while maximizing your future opportunities. Things to think about:

- What will you convey and teach about Japan while creating an enjoyable experience for festival attendees?
- How will you use this unique opportunity to benefit your business or organization?

Vendor Fee (price is for two days)

- Selling Vendor **C\$250** (vendors who will sell and/or promote products and/or services).
- Non-Selling Vendor **C\$200** (vendors who will not sell or promote any product or service, but will provide information about a non profit organization)
- Vendor fee will be non refundable.

Vendor Criteria

- All booths should promote Japanese culture by introducing Japanese cuisine, arts and crafts, business, fashion and/or other such goods and services.
- The JFAV will choose vendors that highlight Japanese business and culture and contribute to the better understanding of Japanese culture in Canada.
- Participation in this event, including, but not limited to retail goods and services that are offered by each vendor, is subject to approval by the JFAV.
- Selling Vendors are vendors who will sell and/or promote products and/or services.
- Non-Selling Vendors are vendors who will not sell or promote any product or service, but will provide information about a non profit organization.

Vendor Booth Details

- SDJF 2023 is expecting to have approximately 15 Food Vendors and approximately 30-40 Selling/Non-selling Vendors.
- The location of all vendor booths at Sakura Days Japan Fair will be determined at the discretion of the JFAV. Vendor space will be one table size and maybe indoor or outdoor in an individual tent or grouped tent. The location of vendor booths will be indoor or outdoor of VanDusen Garden property including the Floral Hall Pavilion.
- The JFAV is expecting to utilize the Floral Hall Pavilion this year and some or all of the vendor booths may be located in the Floral Hall. In order to improve the experience of both vendors and guests, JFAV would like to decide the vendors' layout and details for 2023 once we know the approximate number of participating vendors.
- Subject to approval being granted by the JFAV, more than one party may share one booth.

Selling & Non-Selling Vendor Participation Details

Selling & Non-Selling Vendors will be provided with the following:

- one 6 ft. by 2.5ft. table and two chairs
- limited electrical power (one electrical outlet per table, 110 V 1500 Watt max total)
- subject to availability, additional power may be available at a cost of \$100 for each additional 1500 Watt circuit

Please note, all vendors must bring their own power bar(s) and additional extension cords if required.

Selling & Non-Selling Vendors MUST:

- Provide all materials and services necessary for booths, including tablecloths, decorations, additional lighting, signage, extension cords, etc.
- Purchase individual insurance coverage for this event
- Collect requisite taxes
- Participate for the full two days of Sakura Days Japan Fair 2023
- Have the booth fully set up by 9:45 am both days
- Make sure that the booth is returned to a clean pre-Festival state at the end of the event by 6:00pm on Sunday
- Minimize by all means possible the amount of garbage generated (the goal is for SDJF to be a zero waste event)
- Bring their own power bar(s) and additional extension cords if required
- Use only biodegradable or compostable containers and cutlery for selling to-go drinks.
- Comply with all Vancouver Coastal Health guidelines regarding selling food items.

Facilities and Services at SDJF

- There is a limit to the electricity supply available for each booth (110 V 1500 Watt max total). Subject to availability, additional power may be available at a cost of \$100 for each additional 1500 Watt circuit.
- On the application form, please make sure to provide the JFAV with a detailed description of electrical equipment and wattage, etc. that will be used during the event. All equipment use requests are subject to approval by the JFAV. Please note, only electrical equipment listed on this application form can be used during the event.
- Washrooms are located in the Visitor Centre, the Floral Hall and porta potties are near the Cherry Stage and Lath House.
- Although security will be onsite from 7:00 am to 1:00 am everyday, the JFAV will not be responsible in any way for any loss or damage that may be suffered as a result of participating in this event. We recommend vendors take all valuables to a secure place overnight.
- If, in the opinion of the JFAV or any other government, municipal or regulatory body that may genuinely exercise control over the safety of the public, participants or volunteers, conditions exist as a result of weather or other factors that may create potential hazards to the safety of the public, participants, or volunteers, it shall be at the sole discretion of the JFAV to close down an offending booth or booths, or even the entire event if deemed necessary.

Marketing and Promotion

- Due to the unique nature of this event, as well as the variety of activities, we expect that this event will get extensive media coverage. It will be featured in Vancouver Cherry Blossom Festival advertising and publicity including numerous community event listings, websites and mailing lists.
- By filling out this application, the vendor grants the JFAV and the Vancouver Cherry Blossom Festival the right to use the vendor's name and photographs, likenesses and biographies to advertise and promote the Event.
- Please be sure to indicate on the application form if you are willing to be interviewed by the media and your preferred language(s) for interviews.

Application Deadlines

January 15, 2022

Completed vendor application forms must be received by the JFAV. Early applications are encouraged and appreciated.

Applications must be submitted online at <https://vcbf.ca/festival/sakura-days-japan-fair>.

February 5, 2023

Vendors chosen to participate must submit cheques, made out to “Japan Fair Association of Vancouver”, and mailed to:

Japan Fair Association of Vancouver
% Kiyukai
P.O. Box 48494 Bentall Station
Vancouver, BC
Canada V7X 1A2

Please note vendor fees are non-refundable.

February 12, 2022

All vendors who are planning to sell to-go drinks and food sampling need a Temporary Food Service permit from Vancouver Coastal Health. The JFAV Selling/Non-Selling Vendor Recruiting Manager will have previously informed vendors as to which application form and details are required for this permit. The JFAV will then submit all vendor applications for this festival to Vancouver Coastal Health.

About the Japan Fair Association of Vancouver (JFAV)

The mission of the JFAV is to showcase Japan and Japan-Canada communities to the Canadian community at large, in an effort to facilitate better understanding and relationships. The JFAV was formed with the goal of enhancing relationships and encouraging the continued success of the Canada-Japan business community and it was founded by six of the leading Japan-Canada business associations in British Columbia:

- Kiyukai (Vancouver Japanese Business Association) www.kiyukai.org
- The Japan-Canada Chamber of Commerce www.jc-coc.com
- Vancouver Mokuyokai Society www.mokuyokai.bc.ca
- Japanese Business Association of Vancouver (Konwakai) www.konwakai.ca
- Japanese Women’s Business Association <http://jwba.ca>
- The Canada-Japan Society of British Columbia www.canadajapansociety.bc.ca

For more information regarding this event, or the application procedure please contact:

Takashi Tsukamoto
Japan Fair Association of Vancouver Chair

Email: jf@JapanFairVancouver.com

Web: <https://vcbf.ca/festival/sakura-days-japan-fair>