



# Asian Festival 2008

PECO Multicultural Festival Series

Hosted by: **Cultural Alliance International**

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[www.AsianFest.org](http://www.AsianFest.org)

**DATES:** SATURDAY JUNE 21<sup>ST</sup>, 2008  
**LOCATION:** PHILADELPHIA'S GREAT PLAZA AT PENN'S LANDING

## VENDOR APPLICATION

Organization/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**Food Kiosk:** \$500.00 (Includes a 10' x 10' size tent with two 8' tables). Vendors must provide own chairs, food handling certification and food handling license. The attached Special Event Fact Sheet, from the Department of Public Health, must be completed and returned to us with the full non-refundable rental fee.

**Vendor Booth:** \$500.00 (Includes a 10'x 10'size tent with two 8' tables). A discount of 30% off applies to Small Businesses and Nonprofit Organizations. "Small businesses" is defined as a business that has less than 10 employees or in business less than 3 years. Vendors must provide own chairs. All products and services sold, distributed, or promoted by vendors must be related to the Asian culture. Please complete description below.

**Corporate Booth:** \$1000.00 Includes a 10' x 10' size tent with two 8' tables, 2 chairs, 1 banner displayed on Chestnut Mall wall (banner dimensions should not exceed 2'x 5'), and 3 sponsor mentions by MC during event.



All Asian Festival vendors ("Festival Vendors") must comply with the following regulations as set by the Event Organizer, Cultural Alliance International ("CAI"), the Penn's Landing Corporation ("PLC"), and the City of Philadelphia ("City").

## Festival Vendor Guidelines

### A. Vendor Setup/Vendor Breakdown

1. Festival Vendors must be as self-sufficient as possible. All carts or dollies must be manually operated. Festival vendors will not be permitted to use motorized carts or vehicles on Penn's Landing site outside of designated parking areas. Festival Organizers are not under any obligation to provide assistance to vendors. No vendor will be allowed to set up without the presence of authorized Festival staff. Registration and set up time will be from 8:30am to 11:00am on the day of the Festival. No one will be allowed to register or load after 11:00am.
2. Festival vendors must begin to dismantle their operations and clean up site no later than 7:30 pm. Festival vendors must completely cease operations by 7:45pm. Festival vendors will be responsible for any staff overtime charges incurred as a result of not ceasing operations at the scheduled conclusion time.
3. As a matter of policy, PLC and festival organizer reserves the right to adjust the final placement of all festival booths, tents, tables, chairs, and signage located at the festival. Any disputes among festival vendors will be resolved by Festival Organizer and the vendor(s).
4. All food kiosk vendors must have an approved all purpose fire extinguisher on site. Extinguisher must be approved for oil fire as well as ordinary combustible fires. (A) and (B) Rating.
5. Location for the Festival is at the Great Plaza at Columbus and Chestnut Street. One parking voucher will be issued per Festival vendor. The parking lot entrance can be accessed on Columbus Boulevard at Walnut Street or at Chestnut Street.

### B. Vending Guidelines

1. Festival vendors will refrain from selling items that will cause excess litter and/or cause damage to PLC. Those items include but are not limited to confetti, silly string, snap pops, fire works, etc.
2. Festival vendors will refrain from selling items that are not indigenous to or representative of the Asian culture, generic items which are not culturally relevant or related to the theme of the event.
3. Festival vendors will refrain from selling items, which violate copyright, trademarks or items, which are of a carnival-like nature, such as games of chance, etc.
4. All vendors must comply with all City, State, County and Federal regulations. Additionally, all vendors must have on their person, all necessary documentation to prove their compliance with those regulations.
5. Festival Organizer reserves the right to eject festival vendors who sell illegal, counterfeit, and prohibited items as specified herein. Organizers reserves the right to confiscate prohibited items.
6. All signage is to be hung by authorized PLC personnel only. The hanging shall be done in such a way as not to cause damage to any structure. Signs may not be nailed, tacked, screwed, or attached in any other similar manner to any PLC structure without the express permission from authorized PLC personnel. Signage on booth must be UNIFORM AND NOT HANDWRITTEN.
7. All vendor uniforms and storage areas must be neat and presentable at all times.
8. All vendor booths must be ready for business at least one (1) hour prior to the start of the event.

9. All vendor locations must be kept neat and presentable at all times. Vendor must continuously clean booths throughout the event. PLC suggests that all food vendors bring their own equipment, e.g., brooms, to maintain the cleanliness of their location. Cardboard boxes should be broken down and stacked next the trash receptacles. All items must be stored inside the assigned booth area while in operation. All food kiosk vendors must have cardboard or wooden floor coverings under all areas where food is cooked and served.
10. No glass bottled beverages will be allowed on PLC grounds at any time. All beverages must be served to the public in aluminum cans or in paper or plastic cups.
11. All items must be stored inside the assigned space while in operation.
12. Festival vendors must sell or promote their products at their designated spaces only and will not be permitted to solicit customers at other plaza locations. Vendors may solicit a written permit to hang signs on other locations.
13. All food kiosk vendors must have current Health Department, business privilege license, and L&I certification, to be presented when asked by Festival Organizers, PLC, or the City.
14. All food kiosk vendors must actively follow all prescribed guidelines for handling, preparation, sale and storage of their food items.
15. Vendors must refrain from selling any items on the Core Vendors Food List...These are:

Fried Fish	Popcorn	Iced Tea
French Fries	Pretzels	American Brand Sodas
Fried Vegetables	Pizza	Smoothie
Cheese Steaks	Funnel Cake	Lemonade
Cheese Fries	Hot Dogs	Fruit Juices
Fruit Cups	Water Ice	

C. Requirements for Temporary Food Service Operations

1. Food Protection-Potentially hazardous foods must come from approved licensed facilities or be prepared on-site, subject to Health Department approval. All food items must be properly protected from contamination at all times.
2. All booth/food service areas must have overhead protection such as a canopy, tarp, tent, etc. Side protection/barrier or booth enclosure must be provided to prevent contamination hazards from weather or other conditions.
3. All cooking, heating, and hot-holding equipment such as chafing pans, hot plates must be located away from the public for safety or be provided with an approved physical barrier and proper sneeze guard protection. All foods that are unwrapped and on display or are subject to customer contamination during preparation or cooking must also be properly protected. The sneeze guard or physical barrier design and construction materials must be included with the submitted application.
4. Condiments for patron self service must be dispensed from an approved dispensing unit, or be prepackaged single serve portions.
5. Equipment must be provided to keep all food, ice, and food related items stored off the ground at all times.
6. All food items must be transported, stored, and served using approved food-grade container, utensils, and equipment.
7. Temperature Requirements-All food items must be kept at proper temperature at ALL TIMES (during transportation to the event site, during storage, and display at the event).
8. Refrigerated (Cold) perishable food items must be maintained at 41 degrees F or below. Frozen foods must be maintained at 0 degrees F or below. Hot foods must be maintained at 140 degrees F or above.

9. An approved thermometer must be provided to monitor the temperature of all food items and proper cooking temperature for foods must be checked using an approved accurate thermometer.
  10. Hot foods prepared and cooled prior to the event must be cooled in an approved manner.
  11. Prepared foods may only be used the same day is prepared.
  12. Hygiene Requirements-Personnel must wear clean outer garments and must keep their hands clean at all time while engaged in handling food, drink, utensils, or equipment.
  13. Personnel must wear a suitable head covering or hair restraint to protect the food from contamination.
  14. Hand washing facilities, equipment, or stations will be provided with running water and set up and used by food handlers before food preparation work. The use of pre-packaged towelettes may be acceptable for operations not involving the preparation of food, only when prior approval has been obtained.
  15. Connections to fire hydrants and other non-potable water supplies for food preparation, equipment washing, and hand washing purposed is prohibited.
  16. Ice-The use of block ice is not approved. All ice must be from an approved source, properly labeled with manufacturer's name and address.
  17. Refrigeration units (cooler, cans, bins) must be continuously self-draining to an appropriate waste water holding unit.
  18. Ice used in direct contact with food items, such as drinks, must not be used for any other purpose. Ice for beverages must be dispensed using a scoop or other approved means.
  19. Cleanliness-All equipment, utensils, personnel, and area must be kept clean at all times.
  20. Refuse container must be provided for the operation and for patron use.
  21. All equipment must be approved and designed for the type of use at the event function. The use of wood as a material for work tables or other uses where it is subject to food contact is prohibited.
  22. Extra food handling utensils must be available if approved equipment washing facilities are not provided.
  23. Provision must be made for the proper sanitization of all multi-use utensils. This will require that a three compartment sink or other means approved by this Department be available for use.
  24. The area/booth must be maintained clean and thoroughly cleaned before vacating the site.
- D. Damage to Festival Organizer and PLC property
1. Festival vendors will be held liable for any and all damage or theft caused by them or their agents to any of Festival Organizers and PLC's property, including the following: tents, tables, chairs, landscaping, masonry, booths, fountains, stage sound and equipment, radio equipment, fixtures, and dressing rooms, including furniture, carpet, plumbing therein.

CAI, Festival Organizers, PLC, City, PECO Energy, Independence Blue Cross, Philadelphia Redevelopment Authority, the Commonwealth of Pennsylvania, and their agents and/or employees are not responsible or liable for items or merchandise confiscated and/or revenues or deposits lost as a result of noncompliance with PLC or Festival guidelines.