



# FESTIVAL OF NATIONS

*A grand global gathering!*

**AUGUST 29-30, 2009** • TOWER GROVE PARK

## Marketing Booth

### Information & Application Packet

Includes: Policy & Procedures and Contract





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*Hello, nî háo & merhaba!*

Looking to introduce your brand to a wider, more diverse audience but uncertain about the best marketing approach? Dramatically improve your visibility by reserving Marketing Booth space at International Institute's Festival of Nations in 2009!

The Institute's Festival of Nations is our region's **premier multicultural event, annually drawing more than 100,000 visitors**. Our culturally diverse, upscale audience - more than 40% of whom come from immigrant and other multicultural households - hails from over 80 zip codes. Festival of Nations offers you **unparalleled access to these specialized and otherwise difficult-to-reach target markets**.

Contribute to strengthening your community by becoming a 2009 Festival of Nations supporter and reserving a Marketing Booth space. Meanwhile, associate your brand with a top quality, authentic event that features an unmatched array of ethnic music, dance, food, sports, and crafts for all ages. It is a cost-effective yet fun-filled way to:

- Promote your products and services to a wider audience;
- Expand your employee recruitment opportunities; and,
- Strengthen your brand's link to diversity and multicultural awareness.

**Let's talk about ways to get your organization involved.** After all, *Festival of Nations is everybody's party!*

Please read the contract very carefully since several changes have been made in 2009. And please note: we are requiring additional detailed information about the items you will be promoting -- to ensure that Festival of Nations maintains its high standards and authenticity.

Contracts will be accepted on a first come basis. For it to be accepted, **all contract pages must be filled in and returned along with full payment.**

We look forward to working with you in 2009! Thank you for your interest in Festival of Nations.

Sincerely,

Handwritten signature of Ann Rynearson in black ink.

Ann Rynearson  
Festival Director

Handwritten signature of Tim Niehoff in black ink.

Tim Niehoff  
Marketing Support Specialist

*PS - Please accept my apologies in advance. Some of the rules and regulations may seem unduly "picky" and minor to you, but it is necessary to state them. We have experienced more bending of the rules than any of us would like and we intend to start "cracking down" -- for all of our sakes! A smoothly operating festival is in ALL of our best interests.*



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**Only completed applications with full payment will be accepted.**

*The International Institute reserves the right to deny the privilege of participating in Festival of Nations to any individual or group for any reason whatsoever. No campaigning or political promotions of any nature are permitted on the grounds of the festival.*



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## GENERAL INFORMATION

### Festival of Nations DEADLINES

Festival of Nations Contracts Available .....	February 1
Booth must be paid in full.....	August 10
Festival of Nations.....	August 29-30

### International Institute of St. Louis

For 90 years, the International Institute has been connecting immigrants and refugees with the wider community. The Institute's nationally acclaimed programs feature economic development, social services, and cross-cultural events. With help from the Institute, more than 7,000 immigrants and refugees learn English, get jobs, apply for micro-loans to start businesses, buy homes and otherwise become integrated into St. Louis each year. Its Festival of Nations is the region's largest multicultural festival, drawing more than 100,000 visitors annually. The Institute is helping prepare immigrants and other St. Louisans for a *shared future*.

### Festival of Nations Committee

The committee is composed of staff, board and community volunteers who work together to coordinate Festival of Nations in Tower Grove Park. The committee has many sub-committees (Arts, Public Relations, Children Activities, etc.)

### Purpose of the Festival of Nations

The purpose of the International Institute's Festival of Nations (FoN) is to stimulate awareness and understanding of the ethnic cultures in our metropolitan region and states. It serves to strengthen ethnic group relationships as participating members work together toward a common goal.

Participation builds close friendships among people of diverse backgrounds as groups work side-by-side in a display of unity. This event promotes an appreciation of the pluralistic nature of our community.

The festival was conceived and remains a fund-raising event for participating ethnic groups and for the many service programs of the International Institute of St. Louis. It also offers major corporations, ethnic organization and other non-profits a chance to reach out to our increasing diverse population.

The Festival of Nations will make every effort to inform booth vendors of laws, regulations, procedures, etc., affecting their participation at the Festival at Tower Grove Park. Although we attempt to make all groups aware of regulations applicable to the City, County, State and Tower Grove Park, it must be understood these are government regulations and **every participating vendor must comply with them** including all individuals who will be working in the booth.



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## **Mission of Festival of Nations**

International Institute's Festival of Nations (FoN) serves as a cultural bridge between newcomers and long-time St. Louisans alike. It is an opportunity for all residents of the greater St. Louis area to take pride in their ancestors, neighborhoods and cultural traditions.

## **Goal of the Festival of Nations**

International Institute's Festival of Nations is the leader in multicultural celebrations. It showcases our City's many cultural traditions, both past and present, and preserves and promotes the diverse ethnic heritages of the St. Louis region.

## **Aims and Objectives of the Festival of Nations**

The FoN committee is committed to producing a high quality annual arts and cultural festival that:

- Is inclusive of and responsive to the ethnic communities.
- Supports and encourages all community activities it perceives as having cultural relevance within the community.
- Artistically directs the festival to maximize community involvement and promote a sense of pride, community identity, celebration and cultural diversity.
- Is committed to excellence and cost effective management with energetic artistic direction and content improvement.
- Educates the community to become aware of the wide cultural diversity in St. Louis.
- Is financially responsible.
- Ensures Festival of Nations is a major attraction in St. Louis.

## **Expectations of the International Institute**

International Institute staff will serve as festival coordinators to:

- Reserve festival space and serve as liaison between the Festival of Nations and Tower Grove Park, the City of St. Louis, and the St. Louis Police and other public entities;
- Seek underwriting support;
- Publicize and advertise the event;
- Recruit and coordinate ethnic group participation;
- Provide basic signage; and
- Coordinate logistics before, during and after the festival.



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## Who may participate?

- No priority is given to previous booth participants; it is on a first-come basis.
- Must be in good standing with the International Institute (All fees from the previous year including damage charges must have all been paid.)
- For-profit organizations

## Marketing Booths Information

To reserve a space, contracts must be completely filled out, including a list of items to be distributed from the booth, and submitted along with full payment. Contracts will be accepted until all spaces are filled.

Marketing booths are for for-profit businesses wishing to sell or advertise products or services to festival-goers. The space is 10'x10' and needs to be staffed by your company the entire operating time of the festival. Companies are required to carry their own Special Event Insurance Coverage, provide own tent, table, chairs and other setup materials.

## LEGAL ISSUES

The International Institute will make every effort to inform participating organizations of laws, regulations, procedures, etc. affecting their participation in the 2009 Festival of Nations. However, it must be understood that the regulations of Tower Grove Park, the City of St. Louis, and the State of Missouri supersede those established by the Festival of Nations Planning Committee. All festival participants must adhere to the regulations of the above-listed entities first and foremost.

We do not provide special parking for the vendors on the park grounds. Please arrange your parking accordingly. Observe park rules for parking and **DO NOT** Park on the grass or sidewalks! The Parks Department will ticket you, and we are not responsible for payment of any tickets you or other festival visitors receive.

## BOOTH FEES, MISCELLANEOUS & RULES

Vendors must provide the name of a contact person for each booth reserved. **Applications for booths are on a first-come basis. They must be accompanied with full payment and 100% complete.**

The FoN Committee reserves the right to deny an application for participation to any organization or to cancel any organization's participation without explanation or recourse. Also, on the festival weekend, the festival director reserves the right to close any booth for non-compliance with festival rules or for disruptive behavior, as defined solely by the director. Such cancellation will be without recourse, and depending on the circumstances, the rental fees may or may not be refunded. Abuse of the festival rules and regulations may also result in denial of an application for participation the following year.



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Booth rental fees cover only a portion of the total cost of renting the festival area, setting up and dismantling the booths, and providing basic electrical service. The festival planning committee expects to underwrite the balance of expenses through underwriting by sponsors. Groups can help ensure the festival's success and continuation by providing names of possible underwriters and advertisers to the Festival Planning Committee.

## General Rules

- There are no rain checks. Rain or shine, the festival will go on. There is no refund if it rains on either or both of the festival days.
- Each participant is asked to publicize the festival by distributing flyers. Take them to work, display them at your ethnic market or local grocery store, send them to school with your children, take them to church, and put flyers on windshields in nearby parking lots. The greater our distribution network, the better attendance we'll have. Be sure to mention Festival of Nations in your promotions, newsletters and at your meetings.
- The International Institute hires security for Friday and Saturday night to watch over the festival site.
- Participants will be turned away without refund if the content of their booth was inadequately described or misrepresented on the application or inappropriate for general Festival of Nations audience.



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## Marketing Booth Rules

- Each space is 10' x 10'.
- Absolutely no driving on the grass will be permitted.
- Set up times are Friday, August 28 – 4-7:30 pm and Saturday, August 29 – 8-10 am. All booths must be ready by 10:00 am.
- No water or electricity will be provided. If you use a generator for electricity, it must be very quiet. If we receive any noise complaints, you will be asked to turn it off.
- Exhibitors are to promote only those products approved by festival management.
- If you are handing out samples of food that is prepared on site, a temporary health food permit is required.
- No music is to be played in booth and no announcements made with a microphone/megaphone.
- No solicitation for business shall be permitted outside of exhibitor's space. Samples, catalogs, publications, etc. may only be distributed within the confines of the exhibitor's space.
- All exhibits are to be open by posted opening times (10:00 a.m. Sat / 11:00 a.m. Sun) and stay open until posted closing times (6:50 p.m Sat / 5:50 p.m. Sun).
- Exhibitors must agree to keep an attendant in their booths during all festival operating hours.
- Do not use the trash cans in front of your exhibit for large or bulky items. These types of items should be taken to one of the dumpsters provided.
- No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed once it is in place. There will be a fine of \$100 if you are found by staff or volunteers to be packing up before 5 pm on Sunday. If you do not pay the fine, you will not be invited back.

## PROHIBITIONS ON THE FESTIVAL GROUNDS

Festival of Nations is above all a cultural event, not a political or commercial one. In producing this festival, the International Institute is trying to abide by our American national motto, "Out of Many, One." We must avoid things which divide us or may antagonize other groups, including maps, names of countries and flags. Everyone's sincere cooperation is necessary to ensure a harmonious event that will showcase our rich cultural heritages.

The following regulations have been established in order to maintain the purpose of Festival of Nations for the welfare of all participants as well as the general public.

- **No maps, flags, or names of countries** should appear on signage or booth decorations, including reproductions on clothing or objects, are to be displayed. Only the name of the culture from a given area may be used, e.g. "Irish," not "Ireland."
- **No symbols or logos of a political or provocative nature** may be displayed.
- **No political slogans** of any kind may be displayed.



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- **No materials of a political nature**, advocating any political stand, orientation, etc., shall be distributed or displayed anywhere on the Festival of Nations site.
- **No materials which promote any particular religious belief** or practice may be displayed or distributed.
- **No music** can be played in any booth; music will be provided by the Festival of Nations' performances and tapes.
- **No lotteries, drawings or similar games** of chance, except those operated by the International Institute, is permitted for participating groups. One exception: Marketing Booths can have attendance prize drawing for no fee.
- **No drug symbols or drug paraphernalia** can be displayed.
- **No fortune telling**, palm reading or activities of such nature are permitted at Festival of Nations.
- **No booth can exceed the limits of its defined space**; that is, items for display and volunteers may not spread outside the designated booth area into the festival common space. After one warning, an offending booth will be closed for the duration of the festival.
- **No vehicles are permitted on grassy areas, paths, or closed streets of the festival grounds and park.** (As a courtesy, automobiles will be admitted to the grounds on certain roadways during certain periods. However, automobiles, for such delivery purposes, will not be admitted to the festival grounds before the published time and must be removed from the grounds by the removal deadline. Each automobile being admitted to the grounds must display a valid and filled out delivery permit.) The Park will ticket vehicles parked on the grass.
- **No campaigning or political promotions** of any matter will be allowed during the festival.

If the aforementioned rules are violated during the festival, the FoN Committee will ask the organization or individual to comply immediately. Failure to comply in a timely manner could result in a group's eviction from the Festival of Nations and suspension from future participation. If a vendor is evicted, no fees will be returned.

The International Institute reserves the right to deny the privilege of participating in Festival of Nations to any individual or group for any reason.

# 2009 FESTIVAL OF NATIONS PARTICIPATION CONTRACT

between the  
INTERNATIONAL INSTITUTE OF METROPOLITAN ST. LOUIS  
and

\_\_\_\_\_  
(Official Name of Participating Organization)

On behalf of the above-listed organization, I have carefully reviewed this contract and the Policies and Procedures of the 2009 Festival of Nations (dated February 1, 2009) and will make those involved in my organization that are involved in Festival of Nations aware of them.

I recognize that, as situations change, some revisions in policies and procedures may become necessary as planning continues. My organization will make its best effort to comply with such changes. In addition, I understand and give the International Institute permission to publish any photographs or video footage in which I, other members of my booth, or my booth itself appear.

I understand that if we violate a festival policy or procedure, a member of the Festival of Nations Committee will ask us to correct the situation immediately. If we fail to honor this request, I understand that the non-complying booth will be shut down immediately for the duration of the festival and that we will forfeit any related booth rental fees. I also understand that failure to comply with such a request in a timely manner could result in our group's suspension from participation in future Festival of Nations.

I understand that the relationship between my organization and the International Institute is that of an independent contractor and that under no circumstances shall the Institute have the right to direct the activities of my organization except to enforce compliance with this contract.

My organization agrees to indemnify and hold harmless the International Institute of Metropolitan St. Louis, St. Louis City, and Tower Grove Park from any and all loss or damage to any and all festival co-sponsors, my organization or its employees/members, other vendors, or any other person attributable to any act or omission by my organization.

Festival of Nations takes no responsibility for the appliances or any other booth items brought into the festival or for any needed repairs on said appliances during or after the actual operating hours of the festival.

I understand that this contract will not be in effect until it is received, accepted and signed by the International Institute of St. Louis and until payment in full is received by the International Institute.

I further agree to forward all the enclosed information to each booth coordinator/contact person and to review the Festival of Nations prohibitions with each coordinator in detail.

*By signing this form, I/we agree to distribute only the items listed unless an amended list is approved by the festival coordinators in writing by July 15. Further, I/we have read, understand, and agree to adhere to the rules and regulations governing participation in Festival of Nations, which appear on the reverse of this form and in the Festival of Nations general contract.*

Signed: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Tel: (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Amount of Booth Fee Enclosed: \$ \_\_\_\_\_

<p><b>Mail completed contract to:</b> International Institute Attn: Tim Niehoff 3654 S. Grand Blvd. St. Louis, MO 63118</p>
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Please make check payable to "International Institute".

(Please read and complete the other side.)

## 2009 Festival of Nations Marketing Booth Contract (Cont.)

What items/material do you plan to distribute (briefly but thoroughly describe; attach second sheet if necessary)

\_\_\_\_\_ **Yes, our organization will be willing to help promote Festival of Nations!** We are able to promote this event in the following ways (check all that apply):

- |   |   |
|---|---|
| _____ Post information on our website                           | _____ Send information to our e-mail contact list |
| _____ Include information in our newsletter or bulletin         | _____ Distribute flyers                           |
| _____ Send information in a regular mailing to our contact list |   |

The International Institute will provide promotional information based on your responses above.

2009 Festival of Nations Booth Rentals Fees

Name of Organization \_\_\_\_\_

Space Rental Fees	Fee Per 10' X 10' Booth Space Only	No. Booths	Amount Due
Marketing Booths	\$750	X _____	_____

**Total Amount Due:**

Please note: we are NOT renting tents, tables or chairs in 2009.

**Please return the contract along with your full payment. Contracts will only be accepted if completely filled.** Make check payable to the "International Institute". Sorry, no telephone or fax reservations. Contract will not be considered accepted by the International Institute until you receive written confirmation. Final booth locations and numbers will be assigned just prior to the Festival. The committee can reassign spaces at any time up to the festival start time.



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**What?** The region's *most* fantastic annual multiethnic celebration! Join us for a fun-filled weekend of dance, music, food, cultural exhibits, folk art demonstrations, and gift booths. Produced by the International Institute of St. Louis and 125 community organizations.

**Where?** Tower Grove Park on the City's South Side, with convenient access to I-44, I-55 and Highway 40. The event is located at S. Grand and Arsenal St. For parking, use our **complimentary** shuttle service.

**How much?** Admission and entertainment are **free**; food and gifts are individually priced.

Take a trip around the world right here in St. Louis!

## The International Institute's FESTIVAL OF NATIONS

### BY THE NUMBERS

2006 - 60,000 visitors  
2007 - 80,000 visitors  
2008 - 100,000 visitors  
2009 - The sky's the limit!

Fast-  
growing  
attendance!



### IN 2008

40% of visitors were of ethnic or racial minorities  
70% of adults with college degrees & +\$50,000/yr income  
20% were 18 or younger  
90% resided in STL city or county  
55% were first time visitors  
In all, visitors came from 80 zip codes!

**About the International Institute St. Louis:** Celebrating its 90<sup>th</sup> Anniversary in 2009, the International Institute has a long history of connecting immigrants with the wider St. Louis community through events like Festival of Nations. The agency is a catalyst for economic development in St. Louis, with a small business center for immigrant entrepreneurs and extensive language translation services. Top notch education and social services are also available. Learn more about the International Institute at [www.iistl.org](http://www.iistl.org).