



## Exhibitor/Vendor Information

Event Title: JAPAN! Summer Festival  
Event Date: Saturday, August 20, 2011, 3:00pm-8:30pm  
Estimated Attendance: 4,000 people  
Location: Jacobson Park, Shelter 6 (in the back of the park, near Camp Kearney)

Description: The Japan/America Society of Kentucky (JASK) has supported cultural exchange between Japanese and Americans in Kentucky since Toyota's arrival in 1987. This summer, our fourth annual Summer Festival will bring Japanese and Kentuckians together for a large-scale summer program showcasing Japanese games, music, activities, cuisine and culture.

JASK has over 200 corporate members in Kentucky, most of which are in Central Kentucky. From membership alone, we expect over 500 visitors at our event. However, last year nearly 3,000 Kentuckians joined our event altogether. The allure of Japan for kids and adults has drawn the attention of many Kentuckians over the years. The Summer Festival promises to grow year after year.

Along with exhibitors and vendors, food vendors sell traditional Japanese 'summertime' foods and displays provide crafts for adults and activities for kids.

Request: **That your company sell or exhibit goods at the Summer Festival.**

Exhibitor: An "Exhibitor" is a non-profit organization or cultural organization that is not selling anything at JAPAN!Summer Festival. JASK will provide tent-space, tables and chairs. No electricity provided. It is free to be an exhibitor.

Vendor: A vendor sells or displays Japan-related merchandise or services. Vendors prepare their own products and determine their own pricing. Vendors bring their own equipment and supplies to sell their merchandise from 3:00pm through 8:30pm. A tent (10x10) is recommended and can be rented at cost from JASK for \$150. Electricity is available for \$50. Otherwise, it is free to be a vendor. Vendor fees are waived if the vendor becomes a sponsor of the Summer Festival (inquire for pricing). Vendors will bring more traffic to their displays if they feature some kind of cultural activity or attraction.

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