



Cary Diwali

Information and Handicrafts Booth Application Package

In order to make your participation in Cary Diwali as seamless as possible, please carefully read the information in this package. This applies to both for-profit and non-profit organizations/Vendors. **Failure to follow these procedures will result in forfeiture of deposit.**

Package Contents

- Booth Application Information
- Booth pricing
- Booth Application Form
- Booth layout map

Goal

- The **Handicraft booth** is to showcase miscellaneous items from the Indian subcontinent such as clothing, decoration articles, imitation jewelry, audio-video products etc. Sales should be limited to such items only
- The **Information booth** is for businesses and organizations to promote themselves by providing information to Cary Diwali attendees. Sale of any item is not permitted. Solicitation or collection of donation is strictly prohibited

NO ACTIVITIES, SUCH AS HENNA, FACE PAINTING ETC. ARE ALLOWED AT HANDICRAFT OR INFORMATION BOOTHS.

Schedule

- Cary Diwali –scheduled at Cary Booth Amphitheater at Regency Park, Cary, NC.
- Deadline to submit the application: August 15th
- Check-in (on the day of the event) 7:00 am – 9:00 am
- Complete setup and Booth open 10:00 am
- Gates open for public 10:30 am
- Check-out 9:00 pm

Booth

- Each booth includes two tables set up in an “L” shape. Tables are of standard 30” x 72” size
- Vendor is restricted to the designated area. Encroachment beyond the designated area is strictly prohibited
- A standard sign with the organization’s name will be provided for each booth. For additional signs in other areas, please explore the sponsorship packages
- Vendors are allowed to display their business banners in the booth
- Vendor is responsible for cleanup of their booth area after the event
- Power outlet is available for purchase at \$25 per outlet. Please bring at least a **100’** long extension cord

Booth Types:

- o Premium - \$600
- o Regular - \$500
- o Non-profit activity booth - \$200
- o Non-profit Information booth - \$100- (no selling is allowed)
- o For-profit Information booth - \$350 - (no selling is allowed)
- o Each electric outlet - \$25

Advertisement in the booklet:

- o Half-page BW advertisement fee - \$200
- o Full-page BW advertisement fee - \$300
- o Half-page color advertisement fee - \$400
- o Full-page color advertisement fee - \$600

Filling out Application and making Payment

- Please complete the application form online at the link below (click the link or copy and paste the link on browser):
<https://humsub.org/vendor/>
- Select your choice of advertisement for our program booklet.
- **Step 1** – Enter the application on Hum Sub Vendor portal. If this is the first time you are using the new portal please select ‘**No**’ for the question ‘**Already Existing Vendors**’. Enter the information about your business, select the type of Vendor, type of Booth, Number of electrical outlets, Booklet Ad, and submit the transaction.
Note – Do not send any payment until you receive an email from Vendor Committee.
- **Step 2** – Once you get an email from Vendor Committee to make the payment, you will have 2 choices to make the payment:
 - o **Pay via Paypal** – This option will charge the amount that Paypal charges but will make sure that the payment reaches us on time and we can assign the booth quickly. Send a separate refundable check of \$100 payable to : **Hum Sub Inc** and mail it to **Poonam Gupta, 703 Angelica Cir., Cary, NC 27518**
 - o **Pay via Mail** – Send 2 checks. Check #1 with the amount that includes the cost of booth, power outlet, Advertisement. Check #2 with the amount of \$100 (refundable). Checks should be Payable to : **Hum Sub Inc** and mail it to **Poonam Gupta, 703 Angelica Cir., Cary, NC 27518**
- **Step 3** – Once the payment has been received by Hum Sub you will receive an email with the information on the booth number(s) assigned to you.

Assignment of booths will be done by the Vendor Committee.

Guidelines and Restrictions

- Full payment with a **COMPLETE** application must be received before the booth can be reserved
- **“First-come, first-served”** is our order of priority
- Approved applicants will be notified no later than end of August. Un-approved applications will be returned along with the payment/deposit, if applicable.
- Once applications are accepted, no refunds will be made for withdrawing from participation in Cary Diwali
- Booth assignment is final and non-negotiable

- Hum Sub reserves the right to refuse participation by anyone without specifying a reason
- A \$50 late fee will be added to applications received after Aug 15th. This fee must be paid before a booth can be assigned
- Booths cannot be shared between multiples businesses/organizations
- **No activities, such as Henna, Face painting etc. are allowed at the Handicraft or Information Booths**
- **No sale of merchandise is permitted at Information Booths**
- No food or beverage of any kind (including water) can be sold at the Handicraft or Information Booths
- No precious jewelry (including, but not limited to Gold and precious stones based articles) can be sold. Please contact us for separate jewelry booth forms and guidelines
- Gathering, sharing and distribution of information at your booth is permitted. Distribution of any material outside the booth is prohibited
- Open audio systems are strictly prohibited. Headsets to sample music may be used
- **Small giveaways/souvenirs (no selling) is permitted at Information Booth**
- Booths can conduct raffles within their booth space and announce their raffle winners **VENDOR BOOTH RAFFLE WINNERS WILL NOT BE ANNOUNCED ON STAGE.**
- Booths **cannot have mobile characters or mascots in the venue.** They should be restricted only to the booth
- Failure to adhere to these guidelines will result in dismissal from Cary Diwali and forfeiture of deposit

Check-in/Setup Procedure

- Enter through the VIP Gate. The VIP parking area is only for unloading and loading. **PARKING IN THE VIP PARKING AREA IS NOT ALLOWED.**
- Prior to unloading, please sign in at the top of the steps at the check-in table. Vendors will then be directed to their booth location

Check-out Procedure

- Please be prepared to check-out by 9:00 pm, no exceptions
- A member of the Hum Sub Vendor Committee will come to inspect the booth area and amenities by 9:00 pm
- If the booth is not clean and not clear of trash at check-out inspection, it will result in forfeiture of deposit
- All vendors **must leave** the venue latest by 9:00 pm. Failure to do so will result in forfeiture of deposit

For additional questions, please contact vendor@humsub.net

Booths:

1 to 8 – Premium; 9 to 11 – Town of Cary; 12 – Premium; 13 to 24 – Regular; 25 to 31 – Premium; 32 to 37 – Eating tables

Restroom

Restroom

