

Sri Lanka Day 2015

Information Brochure for Vendors

Saturday, August 15th 2015

9.00 AM to 9.00 PM

Paseo Colorado

Pasadena, California



Hosted by

Sri Lanka Foundation 501 C (3) Non-Profit Organization

1930 Wilshire Blvd. Suite 1100, Los Angeles, CA 90057

Tel: (213) 483-0126 Fax: (213) 484-9645 E-mail: shirani@srilankafoundation.org

www.srilankafoundation.org www.slday.com



About Sri Lanka Day

Sri Lanka Day is an annual one-day event presented by Sri Lanka Foundation. This year it will be held at the famous Paseo Colorado in Pasadena, California showcasing Sri Lankan musicians, dancers, food and businesses. Since the first event in 2006, Sri Lanka Day has grown to become the largest event promoting Sri Lanka and Sri Lankan culture in U.S.A. In 2012, Sri Lanka Day attracted more than one hundred thousand visitors.

Located at the base of the San Gabriel Mountains, Pasadena is just 15 minutes north of downtown Los Angeles in sunny Southern California. Pasadena offers the business and recreational traveler a surprising combination of sophisticated charm, culture, history and fun. Paseo Colorado is adjacent to famous Old Pasadena.

A stage at the Garfield Courtyard has performances from 9.00 AM to 9.00 PM, while more than fifteen booths along the courtyard offer the best and most unique Sri Lankan foods, goods and services to the visitors attending Sri Lanka Day. At 4.30 PM, the "Pageant of Lanka" parades through the Courtyard with beautifully dressed Sri Lankan performers and theatre elephants. There will be a fashion show with traditional and colorful Sri Lankan clothing.

This year, Sri Lanka Day will be held on Saturday, August 15th 2015 from 9.00 AM to 9.00 PM at Paseo Colorado in Pasadena, California.

Retail Vendors

Vendor Information

Retail vendors are allowed to sell goods and services that are not food. Booths are limited and the best booth locations are given to those who make their payments first. You will need to complete the "Retail Vendor" application and submit with payment to reserve your booth. Please choose your booth location by using the "Retail Vendor" map provided.

Retail vendors will be in the "Garfield Courtyard" between Colorado Boulevard and Green Avenue and

Retail vendor booth rates:

Non-profit organization rate is \$400. (You must provide proof of non-profit status)

Other Organization rate is \$500.

Booth Information

Each booth is 10 feet x 10 feet.

Each booth will have a table (table dimensions: 8 feet x 3 feet), two chairs and one 110 volt power outlet.

Food Vendors

Vendor Information

Food vendors are allowed to sell food. You have to be of Sri Lankan origin or selling Sri Lankan food products or a Sri Lankan company/individual providing food services. Food vendor booths will be on the "Garfield Courtyard" between Colorado Boulevard and Green Street..

Booths are limited and the best booth locations are given to those who make their payments first. You will need to complete the "Food Vendor" application and submit with payment to reserve your booth. Please choose your booth location by using the "Food Vendor" map provided. All food vendors must have license/permit issued by the relevant authorities to handle, serve and sell food to the public.

Food vendor booth rate: Each food vendor booth is \$750.

Booth Information

Each booth is 10 feet x 10 feet with one 110 volt power outlet, 1 table (8 feet x 3 feet), two chairs and a cooking area next to the booth. You will also have access to a common kitchen, sink and freezer to store your food items.

SRI LANKA DAY 2015 VENDOR GUIDELINES

1. General information

Sri Lanka Day Expo 2015 will be held on Saturday, August 15th 2015 from 9.00 AM to 9.00 PM at Paseo Colorado in Pasadena.

For more pictures and videos of Sri Lanka Day please visit www.slday.com.

Garfield Courtyard is located on Garfield, an open-air pedestrian only street.

Booths are provided on first come first served basis. Booths will be reserved on receipt of payment.

2. General layout of Sri Lanka Day at Paseo Colorado in Pasadena.

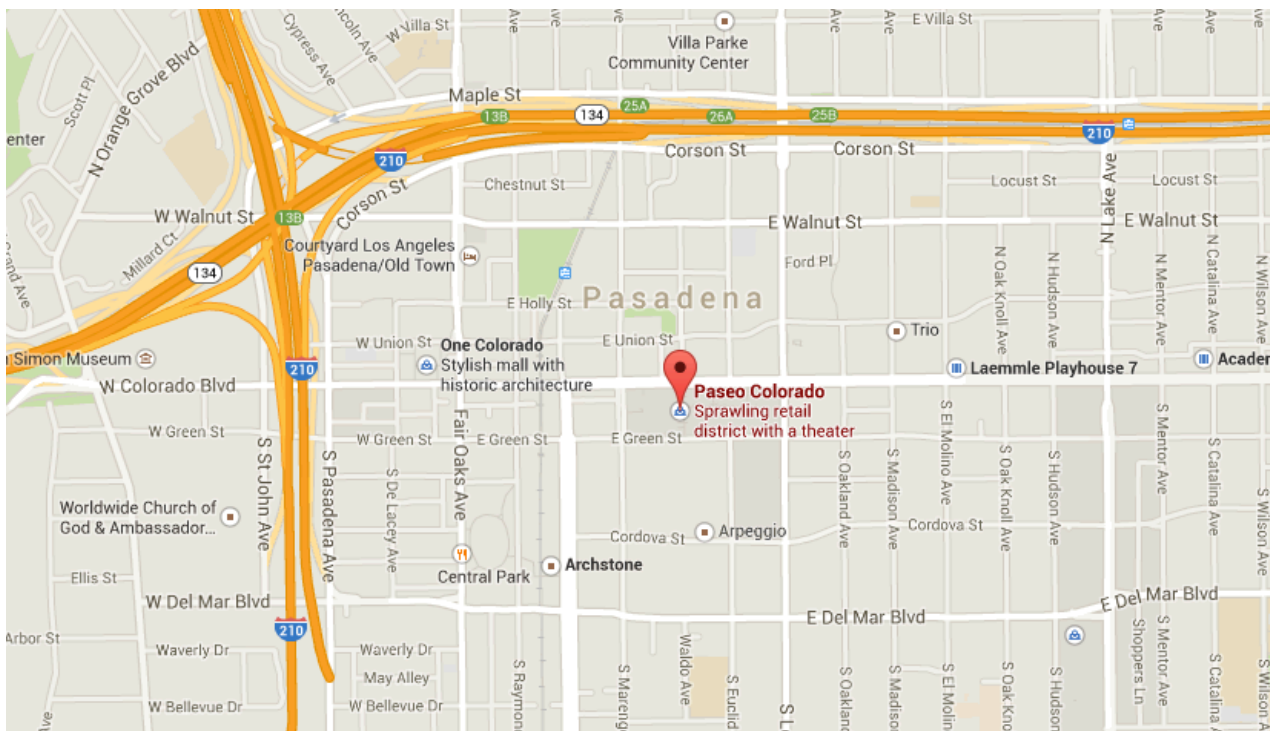
Food vendor booths will be on the Green Street side of Garfield Courtyard.

Retail vendors booths will be on the Colorado Boulevard side of Garfield Courtyard .

Please note the names of the streets that run across Garfield Courtyard (from North to South) are Colorado Blvd, Los Robles Avenue, Green Street and Marengo Ave. There is ample parking around the area.

3. Notes on map provided

When you look at the map, please note the compass. Colorado Blvd. is the northern border of Garfield Courtyard, while Green Street is the Southern border.



GENERAL INFORMATION

- Do not block handicap ramps
- DO NOT attach any signs, rope, displays, etc, on any public structure, including (but not limited to) garbage cans, light poles, trees, benches, chairs, water fountains, fire hydrants, etc. SIGNS CAN ONLY BE PLACED ON YOUR RENTED CANOPY.
- Street performers and cart vendors are an everyday part of the Courtyard and will continue to operate during the event.

PRE-EVENT UNLOADING (6am – 8am)

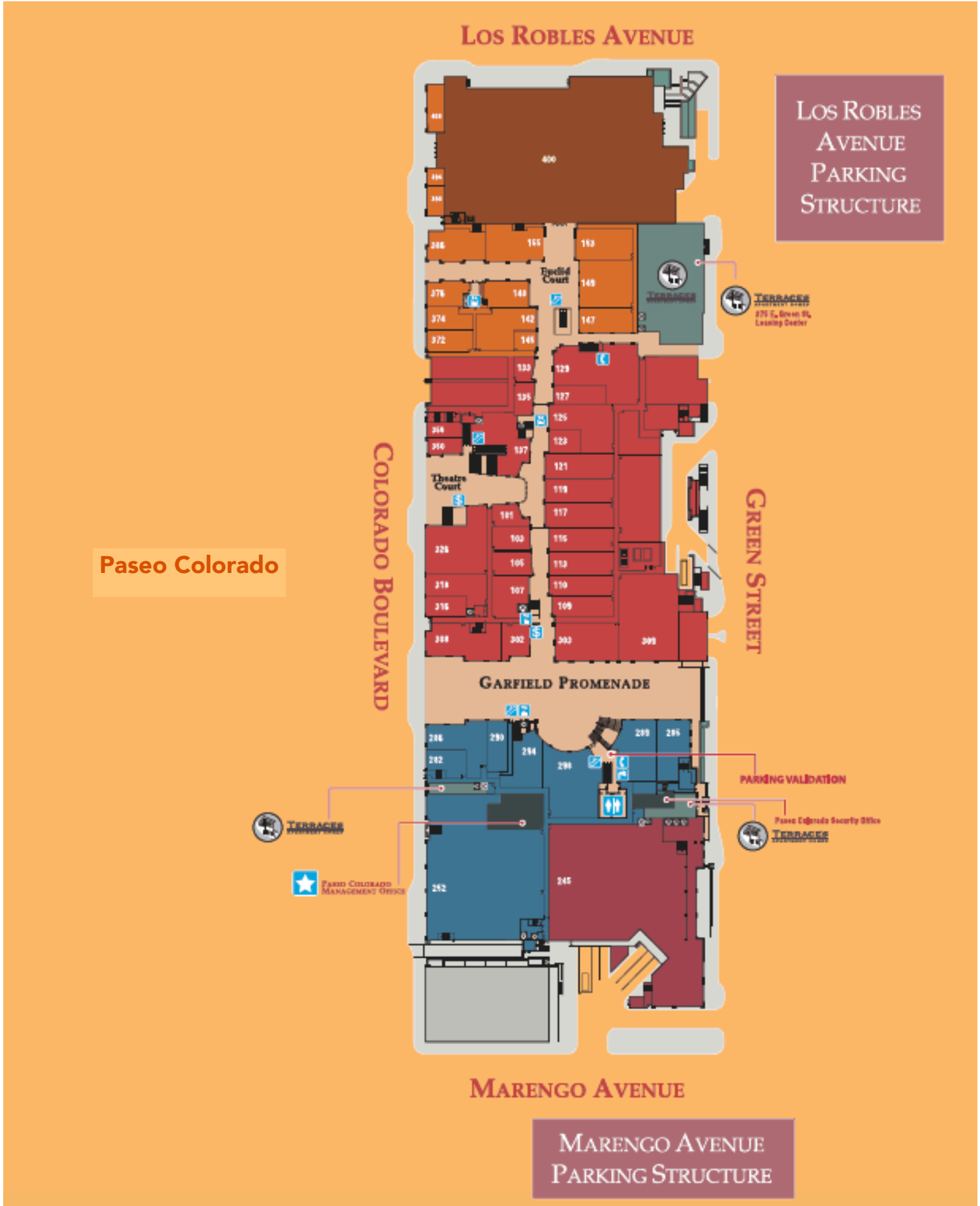
- Driving on the Courtyard is STRICTLY PROHIBITED.
- Food and retail vendors may unload their belongings in the designated unloading areas of the Courtyard (either at the Green end or the Colorado end or at the parking garage), and then afterwards must park their vehicles in a parking garage.
- Booth set up must be complete no later than 8.00 am on the day of the event.

PARKING

Parking Structures:

- It is \$6.00 for the entire day with validation or \$9.00 for the entire day. Please check applicable rates when parking. Please see map for validation machine location.
- Read hours of operation carefully when parking.
- There are two parking garages close to Paseo Colorado. The Marengo Ave parking structure has entrance from Marengo Avenue and is the closest to the Garfield Promenade. The Los Robles Avenue parking structure is located off Los Robles Avenue.

Parking Locations



ITEMS PROVIDED BY SRI LANKA FOUNDATION FOR EACH BOOTH

- ONE (1) booth (10' x 10')
- ONE (1) table (8' x 3')
- TWO (2) chairs
- ONE (1) 110 volt plugs.

*** If you need any additional items, please Shirani at Sri Lanka Foundation 14 days before Sri Lanka Day by calling (213) 483-0126. There is a small fee for an additional items requested.

ITEMS PROVIDED BY SRI LANKA FOUNDATION FOR COMMON USE BY FOOD VENDORS

- OVEN
- GRIDDLES
- FREEZER
- BARRICADES
- PROPANE HOSES
- BLUE TARPS FOR COOKING AREAS
- TALL REFRIGERATOR
- GENERATORS
- FIRE EXTINGUISHER

ITEMS THAT YOU MAY NEED IN YOUR BOOTH

- A banner measuring 10' x 2' with the name of the booth. If you bring anything larger, you will be asked to remove it. You are required to send a sample of the artwork of any banners you wish to display to Sri Lanka Foundation. This is to ensure Sri Lanka Day Expo has a standard. You are not allowed to display any material outside of the booth. If you wish to display any additional banners in other locations at Sri Lanka Day Expo please contact Sri Lanka Foundation at (213)-483-0126.
- A roll of clear packaging tape
- A pair of scissors
- A roll of twine
- A plug adapter and outdoor extension cords
- A cash box (remember to bring change).
- Receipt book
- Business cards
- Decorative table cloth (measuring a bit more than 8' x 3')

Sri Lanka Day Expo

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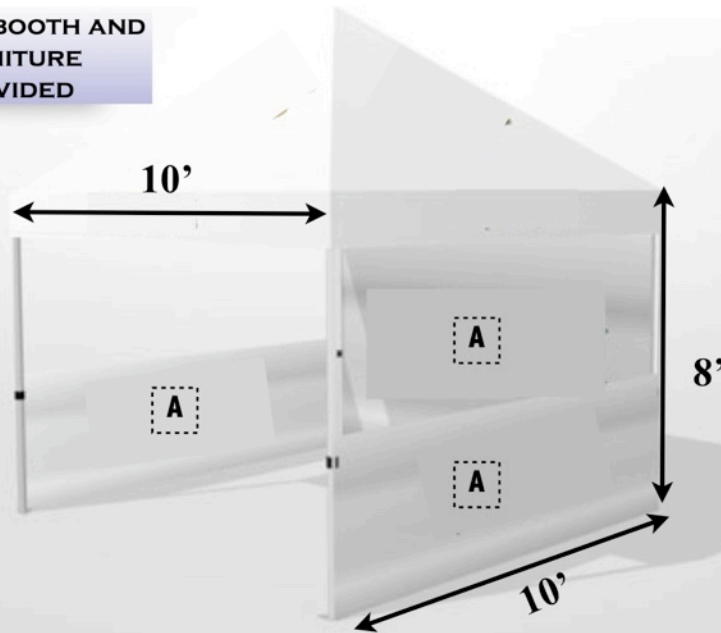
Sri Lanka Foundation

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Contact

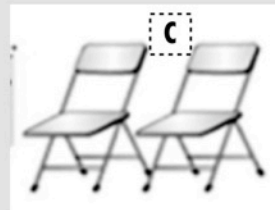
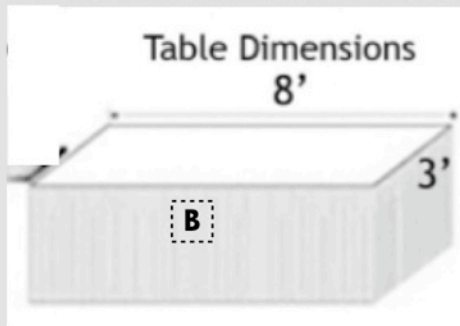
Tel: (213) 483-0126 Fax: (213) 413-1233 E-mail: shirani@srilankafoundation.org
www.slday.com

**VENDOR BOOTH AND
FURNITURE
PROVIDED**



Booth dimensions: 10 feet width x 10 feet length x 8 feet height.

Table dimensions: 8 feet width x 3 feet length x 30 inches height.



Note:

- A** Cloth partition
- B** One table (without skirt-you must bring own skirt)
- C** Two folding chairs

Each booth will have one 110 volt power outlets and one hanging light.

APPEARANCES COUNT!

Both you and your booth must look neat, organized, and appealing. Consider the following suggestions for a more inviting appearance.

BOOTH

- Make sure all your signs/banners are printed in a font that is clear and easy to read.
- Decorate your booth with images of Sri Lanka, the flag of Sri Lanka, or Sri Lankan cloths.
- Vendors will NOT be provided with a tablecloth. Please bring your own decorative tablecloth to dress up your booth. Remember not to have any fabric near open flames.
- We will provide you with flowers garlands to hang on the sides of your foot. The garlands are approximately 8 feet in length.
- We will be selling Sri Lanka flags at the Foundation's Info Booth at the price of \$5 if you wish to purchase a few for decoration of your booth.
- Bring extra stock of the item(s) that you are selling. In the past, vendors have had to close early because they sold out of their product. Don't miss out on a good sales opportunity – so come prepared with extra goods!

YOU (AND YOUR STAFF)

- Must wear name tags.
- Standardize everyone's outfit so that each one of you presents the look of a salesperson.
- When wearing caps/hats, make sure that everyone helping in your booth wears the same caps/hats (color, markings, etc). Try not to wear caps/hats that promote brands, teams, companies, etc. A plain color is preferred.
- Dress in traditional Sri Lankan attire.

LITTER REMOVAL

Trash cans are located all along the Courtyard. All vendors are responsible for keeping the area within and around their booth clean and litter-free.

FOOD VENDORS

ITEMS THAT YOU WILL NEED

***If you fail to have the below-mentioned items ready on the day of the event, you will NOT be allowed to sell your food items under any circumstance.

- A small stand/table/shelf (in addition to the table we are providing you with) on which you can place the food you are selling. You are REQUIRED to keep all food items SIX INCHES ABOVE the ground.
- Gloves and Hairnets.
- Hand-washing station. This can easily be made by purchasing a 2.5 gallon water container WITH A SPOUT from your local grocery store or water store. *Pictured below* Place a bucket under your 2.5 water gallon, keep a bottle of liquid soap next to it, along with a few rolls of paper towels, and you have a full hand-washing station.



ADDITIONAL ITEMS THAT YOU MAY NEED IN YOUR BOOTH

- A poster displaying the names and prices of the food(s) you are selling. Perhaps a short and appealing description of the food as well.
- Pictures or a sample dish covered in plastic wrap that shows what the food you are serving looks like.
- An ice chest to store drinks. (This needs to be raised six inches off the ground).
- Clear plastic bags or clear plastic containers to keep unused utensils (forks, spoons, knives)
- Napkins
- Sturdy paper plates and/or plastic boxes to serve food in.
- Tongs, large serving utensils, etc.
- Ice chest w/ ice (if serving drinks). Ice chest must have a plastic liner and must stand six inches above the ground. Moreover, the ice chest must be leak-proof.
- A mini fire extinguisher.

RULES AND REGULATIONS

- In the booth, all food/drink items and serving utensils must be kept six inches above the ground, in properly covered containers so as to avoid contact with dust, insects, and customers.
- Clothing must be kept clean, hair must be tied back (in a hair net or under a cap), and gloves must be clean and worn whenever handling food.
- Food vendors and staff should avoid direct handling of food even when wearing gloves. Use serving utensils, tongs, etc.
- Food vendors and staff must wash hands each time they leave and re-enter the booth and after using toilet facilities.
- Cold food items must be stored at 45° and hot food items must be stored at 135°
- Smoking in the booth is prohibited.
- Eating and drinking utensils must be disposable, and are approved only for single-service use.
- Food vendors and staff may not serve unwrapped or unpackaged pre-cooked items unless the food items are served from a covered chafing dish.