

11TH ANNUAL HAWAIIAN AIRLINES MADE IN MAUI COUNTY FESTIVAL

MAUI ARTS & CULTURAL CENTER ● NOVEMBER 1 & 2, 2024

PRODUCT VENDOR INFORMATION PACKET



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PRESENTED BY:



SUBMISSION CHECKLIST

Mahalo for your interest in submitting a 2024 Hawaiian Airlines Made in Maui County Festival (MIMCF) Product Vendor Application. Below are step-by-step instructions to assist you with this application process.

The Hawaiian Airlines Made in Maui County Festival is the premier Maui platform to showcase Made in Maui County products to wholesale buyers and distributors and national and statewide attendees.

The application deadline is **June 28, 2024 at 4:30pm HST**. Even at full capacity, event space is limited. While every effort will be taken to honor your selection and booth location preference, that cannot be guaranteed.

1. Please read **ALL MIMCF Product Vendor Information** carefully.
2. Complete the **Product Valuation Form(s)** for all of your products.
3. Complete the online **MIMCF Application/Contract for Exhibit Space** no later than **June 28, 2024** with the attachments noted below. Please keep a copy of your completed application for reference. *Payment is only collected after approval.*
4. Include with your online application: pictures of your products, packaging, manufacturing process, videos, and your company logo. If you have trouble uploading in the online application, photos and videos can be emailed to Office@MauiChamber.com.
5. If you did not receive a confirmation email that your application was received within ten (10) business days of submitting it, please email Office@MauiChamber.com or call the Maui Chamber of Commerce at (808) 244-0081. Please first check your email junk box.

For Product Vendor Application questions, please email
Office@MauiChamber.com or call (808) 244-0081

MADE IN MAUI COUNTY FESTIVAL PRODUCT VENDOR INFO.

The 11th Annual Hawaiian Airlines Made in Maui County Festival (MIMCF) will be held at the Maui Arts & Cultural Center on November 1 and 2, 2024. This is an opportunity for your business to showcase your made in Maui County products. Presented by the Maui Chamber of Commerce, this two-day event is the largest products show in Maui County. This event was created to:

- Showcase our local businesses who produce “Made in Maui County” products.
- Help to grow our islands’ businesses by providing opportunities for participating vendors to meet with prospective retailers and wholesalers and connect with new customers.
- Help strengthen our community by encouraging job creation and diversification of our economy.

WHO IS ELIGIBLE TO PARTICIPATE:

Local businesses who meet the following criteria are eligible to apply as a Product Vendor:

- Business is based in Maui County (must have a current GET license).
- All products offered for sale must be made, manufactured, grown and/or created in Maui County. Products may include source materials made and/or found in the State of Hawaii.
- All products must meet a minimum 51% “Made in Hawaii” product valuation. Refer to Product Valuation Form in Step 2.

APPLICATION PROCESS:

ALL APPLICATIONS MUST BE RECEIVED NO LATER THAN JUNE 28, 2024 BY 4:30PM (HST).

Businesses will be notified of the MIMCF Selection Committee’s decision on or before July 26, 2024.

Only completed applications will be reviewed. Please refer to the Submission Checklist for the items you’ll need to submit.

Product Vendor Applications will be evaluated on the following criteria:

- Products for sale must be made, manufactured, grown and/or created in Maui County. Although, products may include source materials made/found in the State of Hawaii (minimum of 51% “Made in Hawaii” product valuation). ***Please be sure to complete a Product Valuation Form for each product category.***
- Other judging criteria may include branding, packaging, website/online presence, and an interest in and readiness to export.

By signing the online application, applicant agrees that products sold in the Festival do in fact meet the MIMCF requirements. Vendors found with unapproved product(s) or products that appear by show management to not meet the Made in Hawaii valuation requirement will either be excluded from the show or be required to remove the non-conforming item(s).

Applicants will be able to indicate their preferred booth areas on the application. However, even at full capacity, space is limited. Applicants may meet the qualifications, but may be offered a space on the waitlist.

PAYMENT DEADLINE / REFUND POLICY

If selected to participate in the 2024 MIMCF event, your vendor booth payment is due **within 10 working days upon receipt of your acceptance email. Failure to submit payment within 10 working days will forfeit your booth and it will be offered to another vendor.** Payment can be made via credit card or by check payable to "Maui Chamber of Commerce." Checks returned (i.e. insufficient funds, closed account, etc.) will be assessed a processing fee of \$30 in addition to monies overdue on booth space. No cash payments or post-dated checks will be accepted. Your cancelled check shall serve as your record of payment.

Booth fees are refundable up to September 9, 2024. No refunds after this date.

MANDATORY TRAINING SESSIONS

Mandatory Vendor Training Sessions will be held for in-person and virtual participating vendors (dates to be announced). Attending one (1) meeting is a requirement of your participation. Meetings will be held virtually via Zoom. A penalty fee of \$50 will be assessed if you do not attend any of the scheduled mandatory training sessions and you will be required to attend a make-up training. Event logistics (final vendor schedule, set-up/take-down, storage/re-stocking of merchandise, parking, name badges, Dept. of Health permits, etc.), virtual booth set-up and promotional opportunities will be covered.

WHOLESALE BUYERS / DISTRIBUTORS EVENT

Wholesale buyers and distributors (Buyers) will be invited to attend the in-person "Buyers Preview" on Friday, November 1, 2024 from 1:30pm-6pm and the Saturday event from 8am-4:30pm.

Buyers must register online and their Buyer's Preview admission is complimentary once approved. If you wish to submit names of qualified buyers that should be invited, please submit their contact information on your online application or invite them to attend and register on our website. Please note that a limited number of attendees from the general public will also be allowed to purchase "Exclusive Shopping Day" tickets via the MACC Box Office to attend the in-person Friday event.

ADVERTISING, PROMOTIONS, AND PUBLIC RELATIONS

Participating Product Vendors have an opportunity to increase their visibility during the Festival via sponsorship and/or advertising in the 2024 Festival Directory Program Booklet. If interested in sponsorship opportunities, please visit www.MadeInMauiCountyFestival.com/sponsors, or email Office@MauiChamber.com.

Although not mandatory, we do encourage all participating MIMCF Product Vendors to become involved in the promotion of the Festival by providing promotional items, samples for media exposure, and being available for interviews by members of the press when opportunities arise.

IN-PERSON EVENT—PRODUCT VENDORS' SCHEDULE

Product Vendors who are selected to participate in the in-person event will be required to participate in **BOTH** the Friday, November 1 and Saturday, November 2, 2024 MIMCF events. The schedule is as follows:

Friday, November 1, 2024:	7am-12pm	Set-up at MACC (must be set up by 11:30am)
<i>*Schedule subject to change</i>	7am-10am	Vehicle supplies/equipment unloading
	12:30pm-1pm	Vendor meeting (in Yokouchi Pavilion)
	1:30-6pm	Buyers Preview / Exclusive Shopping Day
Saturday, November 2, 2024:	6:30am	Early entry for vendors only
<i>*Schedule is subject to change</i>	8am-4:30pm	The BIG Festival Day!
	4:30-6pm	Clean up & breakdown

You are required to have someone in your booth at all times until the end of each Festival day. You are not allowed to break down your booth before 4:30pm on Saturday under any circumstance.

IN-PERSON VENDOR INSURANCE AND SECURITY

Security will be provided for the MACC's general premise only. We strongly encourage exhibitors to maintain liability insurance for your protection. Ask your insurance company for a rider to your public liability policy, property damage and/or burglar insurance policies if you desire additional coverage throughout the duration of the Festival. You are responsible for yourself, your staff and your merchandise. **The Hawaiian Airlines Made in Maui County Festival, Maui Chamber of Commerce, Maui Arts & Cultural Center, sponsors, staff and volunteers shall not be held liable for any lost, missing or stolen merchandise.**

MIMCF's security service will begin on Friday, November 1 at 6pm and will end at close of the Festival on Saturday, November 2 at 4:30pm. **Your booth must be staffed at all times when the show is open to the public in order to prevent theft and/or damage to your merchandise.** All vendors are required to secure and/or remove merchandise (as you deem necessary) overnight and/or cover merchandise at the close of each day and theft-proof it. Security will be on the premises overnight, but all vendors should take appropriate precautions.

FOR ALL IN-PERSON FOOD VENDORS

All in-person food vendors who are approved to participate in the festival will be required to secure a Hawaii State Department of Health "Special Event Food Establishment Permit."

Please start this application process as soon as you receive an acceptance letter from the MIMCF Selection Committee.

All in-person food vendors will also need to have a State of Hawaii Department of Health Food Handlers certification card. During the two-day Festival, one food handler per vendor must be on premise at all times.

HEALTH AND SAFETY RULES

All areas are subject to change. The Hawaiian Airlines Made in Maui County Festival will abide by all State and County rules and restrictions. Should any additional health and safety rules be required, vendors will be notified and will be required to follow all rules and regulations.

SELECTING YOUR VENDOR BOOTH AREAS

Booths will be awarded based on vendor selection criteria, product quality and category. Even at full capacity, space is limited and some vendors may be placed on a waitlist.

Please read through this page carefully to fully understand the details of each booth area before making your selection. You will be asked to select your top three preferences for booth placement in the online application and answer questions about your electricity needs and product sensitivity.

If you are approved, every effort will be taken to assign your booth space based on your preference. However, you may be offered a location outside of your preferences based on availability, electricity, and product sensitivity. Your approval email will contain your booth location placement as that determines your vendor fee, but your exact booth number will be

Please note:

- Booths will be awarded based on vendor selection criteria, quality, and category. Vendors who are approved, but not awarded a booth will be placed on a waitlist and offered a booth if another approved company drops out.
- Although we will make every effort to provide booth space based on your selections, there may be changes in the event layout where this may not be possible. Booth space will be assigned based on compatibility and type of product, and electrical needs. Management reserves the right to refuse any applicant.
- Please be sure to provide a detailed description of your products on your application form along with photos of your products and manufacturing process.
- Booth sharing is not allowed, unless the applicant is an approved trade organization, association, or guild; with the exception of Molokai and Lanai vendors.
- If you have heat-sensitive and/or wind-sensitive products, we recommend you bring appropriate refrigeration/cool storage and/or shade/wind protection to prevent damage to your merchandise.
- Include on your application whether you require electricity. There are only a limited number of booths that have access to electricity and not all booth locations have access. Preference will be given to those who indicate a need on their application.
- Please take storage into consideration when designing your booth space and staffing.
- Refrigerated/frozen storage and individual trash cans will not be provided.

BOOTH SPACE / EXHIBIT DETAILS

Please indicate your **top three (3) booth location preferences** on the online application. Refer to the Maui Arts & Cultural Center (MACC) Event Map* for locations of the various booth areas.

*Map, booth numbers and placement of booths are subject to change.

Booth Location	Booth Space* (width x depth)	# of tables and chairs provided	Booth Fee
Central Lawn—Premium (Tent)	10'x10'	8' table + 2 chairs	\$550
Central Lawn (Tent)	10'x10'	8' table + 2 chairs	\$440
Outer Lawn (Tent)	10'x10'	8' table + 2 chairs	\$440
Collectors Corner (indoors, no tent)	8'x7'	6' table + 2 chairs	\$385
Artisan Showcase (indoors, no tent)	8'x7'	6' table + 2 chairs	\$385
Arcade (covered walkway, no tent)	8'x6'	6' table + 2 chairs	\$365
Gallery (covered walkway, no tent)	8'x6'	6' table + 2 chairs	\$365
Yokouchi Pavilion (covered, no tent reserved for sponsors and liquor vendors)	9'x8'	8' table + 2 chairs	\$440

**Booth spaces/tent sizes are approximate dimensions and may be a few inches off once installed.*

Central Lawn Premium—corner tents with 2-3 open sides and premium locations.

Central Lawn—inner tent locations with shared walls and 1-2 open sides.

Outer Lawn—individual tents with approximately 1-3ft between each tent. Please note that several outer lawn spaces must be double tents with a connected side wall due to tent availability on island.

Collectors Corner—enclosed room that is locked at night and is good for high-end products and products that are sensitive to sun and wind; door to room must remain open during all public hours of the festival to ensure attendee flow.

Artisan Showcase—enclosed room that is locked at night and is good for high-end products and products that are sensitive to sun and wind; door to room must remain open during all public hours of the festival to ensure attendee flow.

Arcade—table under the covered walkway with approximately 2-3 inches between booth areas.

Gallery—table under the covered walkway with approximately 2-3 inches between booth areas.

Yokouchi Pavilion—area between the stage and bar for alcohol manufacturers and sponsors.