



Spring Festival Participant Guideline

狗年 春節聯歡會

SPRING FESTIVAL
YEAR OF THE DOG

SATURDAY : FREE
ADMISSION
02.24 : 免費入場
12PM-4PM



750 KEARNY ST, 3rd Floor
(Inside the Hilton)
SAN FRANCISCO, CA 94108
www.cccsf.us / 415.986.1822

2月24日 星期六 上午12點至下午4點
750號乾尼街, 三樓 (希爾頓酒店內)

 CHINESE
CULTURE
CENTER
OF SAN FRANCISCO
舊金山中華文化中心

Event:

Annual Spring Festival

Event Objective:

CCC celebrates the beginning of the Year of the Dog with a range of modern and traditional performances highlighting Chinese culture in addition to various art and interactive activities. The Spring Festival is the first major program of the year and kicks off CCC's programming season. The festival aims to build engagement with the Chinatown community through cross-cultural activities. Performances typically include martial arts, opera, contemporary and pop music, lion dance, modern dance, ballet and more. Interactive activities typically include art-making and learning games.

Date:

Saturday, February 24th 2018

Time:

12pm to 4pm

Location:

Chinese Culture Center

750 Kearny Street 3rd Floor SF, CA 94108

The event will occupy the entire 3rd floor – auditorium, foyer and Visual Art Center

Cost:

Free to the public

Participant Guidelines

- The Spring Festival welcomes all kinds of participants especially in the arts and culture
- Priority will be given to exhibitors who showcase some aspect of Chinese culture from traditional to contemporary
- Due to the venue, food vendors who will need to cook onsite will not be accepted
- Exhibitors who wish to sell pre-packaged foods such as candy or granola will be accepted
- CCC will also support exhibitors that are community-based organizations
- All other exhibitors will be considered by CCC on a case-by-case basis
- Exhibitors will be allowed to share a table (2 exhibitors maximum per table)
- All exhibitors should provide an attractive appearance to their space. This should include printed signs, posters, and decorations.
- All exhibitors should make their table as interactive with the crowd as possible by including an educational element.
- 6 foot tables and chairs will be available for all exhibitors
- Power to each table will be made available upon request
- All exhibitors will be responsible for their own setup and breakdown
- CCC will decide the location of each exhibitor
- Exhibitors may arrive at 9am the day of the event with setup complete by 11am.
- Parking is available inside the Hilton Hotel where CCC is located at a weekend rate of \$8 per day. There are other parking lots around Chinatown available as well – [Portsmouth Square](#), [Golden Gateway](#) & [550 Kearny](#)
- Applications are due by February 9th, 2018
- Online applications are located [here](#).
- Applications will be considered on a rolling basis
- Exhibitors will be notified on a rolling basis
- All accepted exhibitors will be expected to help promote the Spring Festival on their social networks and email lists

Participant Fees

- Table Fee = \$50 per table + \$25 for each additional table
- Revenue Share = 10% of proceeds (applies to exhibitors with sales only)
- Strongly encourage the use of either Square, Paypal or other POS system to provide a daily sales report (vendors only)

Payment Instruction and Cancellation Fees

- Table fees due on or before February 9th via check or credit card. Checks can be mailed to CCC offices (750 Kearny Street 3rd Floor San Francisco, CA 94108). Please call in for credit card payment.
- Refunds will be given to exhibitors that are not accepted
- Revenue sharing fees due by the end of the event via check or credit card
- Cancellations must be made prior to February 10th in writing and submitted by mail or [e-mail](#)
- Refunds will not be awarded for cancellations after February 10th or a no-show