

HafLa San Diego

San Diego's Favorite Annual Belly Dance Event!

PO Box 15085
San Diego, CA 92175
www.HafLaSanDiego.com
877-682-5873

Dear Vendor

We would like to invite you to be a part of our upcoming 2006 event scheduled for January 20-21-22, 2006.

The details of HafLa San Diego 2006 include:

- 15,000 sq ft of event space in 5 rooms (basically the entire conference center) at the Handlery Hotel in Mission Valley, San Diego.
- Not one, Not two, Not three...but MULTIPLE International Stars have already been contracted for workshops and performance:
 - Morocco from NY, possibly the world's leading historian on Middle Eastern Dance.
 - Sahra Saeeda, one of the TOP International stars in demand in the US, Europe AND the Middle East.
 - Jill Parker, Tribal Fusion creationist extraordinaire who literally wrote the book on stepping outside the ATS box into belly dance style dance theater.
 - Zaina Hart, a returning visiting favorite, entrepreneur, publisher, promoter and incredible performer & instructor.
 - Princess Farhana from Hollywood, CA with her incredible sassiness and accessibility, by far one of the top Southern California based performers & instructors.
 - Kami Liddle, a performer with the Belly Dance Superstars who combines Jazz, Hip Hop & Bhangra styles with American Tribal Fusion styles of dance.
 - Heather Stants, our local entrepreneur and creator of a Tribal Fusion legacy that belies our small town feel.

In all, we are planning on 15 workshops and Master Classes in Egyptian Raks Sharki, Folkloric AND Tribal Fusion styles with supporting topics such as "Preparing for Competitions", "What to Know BEFORE You Book That Gig" and more!

- Multiple rooms of events, including the HafLa Room, the Gala Room, the Chill Room, a Foyer and a room just for Master Classes.
- Two days of Showcase Performances.
- A Saturday Evening Gala Show.
- Friday Night DJ Ethnic Ambient Groove Chill night hosted by Urban Tribal Dance and featuring Jill Parker and Heather Stants offering us their SPARK Tour material.
- Friday night and Saturday & Sunday lunch buffets for package attendees to keep them local and wandering throughout our event.
- REDUCED PARKING RATES (only \$1/day)
- The ease for out of town visitors to take one shuttle to/from the airport, with the entire event in one complex.
- DRINK SPECIALS to keep the party going!
- National advertising in major dance magazines begins June 1st.
- Only \$5 Admission for the General Public, with Admission FREE to attendees of workshops that day.
- FREE PARKING to local attendees who purchase a Full Package.
- Attendee packages are currently being decided, but we are looking at \$195-225 for a full weekend early bird event package for attendees which includes admissions to all shows & vending, t-shirt/tank, buffet lunches, etc – Definitely affordable to out of town guests!
- Hotel rates are \$95-\$110 for our event, STILL affordable for our out of town guests!
- Full 4 color flyers
- Banners in Every Room
- High Quality Program, suitable for collecting.
- T-shirts & Tanks!

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As always, we are keeping our vendors limited in the types of merchandise so that we don't have large amounts of crossover and overselling. Your success as a vendor is important to the success of the event overall, in addition to offering our attendees a wide range of quality products.

There are currently 3 rooms to choose from for vending, although we are in negotiations for a 4th. The possibilities are:

- The Foyer – Offers direct visual impact to attendees upon entering the site. However, table spaces are smaller in this area, approx 6'x8' at this time.

****The Vendor area of the Foyer will not be able to be secured overnight. Vendors will need to break down their setups each night. We will have a room available for overnight storage of vendor merchandise. Vendors will need to be on hand first thing Sat & Sun morning to remove their items by 9am from the storage area. It is, however, the most visible vendor space. Please keep these things in mind when choosing this option.*

- The HafLa Room – Will offer workshops in morning and early afternoon, and then the HafLa Showcase Saturday afternoon and Sunday afternoon and evening.

- The Gala Room – Will offer workshops in morning and early afternoon, and then the Saturday night gala show.

- The Chill Room (we are in negotiations for this one) – Will house the bar, lunch buffets and tables. If you choose this as your primary choice, please be sure to indicate a second choice.

HafLa hours when all rooms are open to the public are 4:30-11:30 Friday, 3:30-11:30pm on Sat and 3:30-9:00pm Sun. Note that the Gala Room will close for a brief time to allow Gala attendees seating. Regular HafLa rooms may be open to General Public during this time, but we are currently undecided. We may consider offering Foyer and non-workshop spaces to be available to the general public during workshop hours.

The entire event begins Friday afternoon January 20th and runs until late Sunday night January 22nd. Vendors will be expected to attend from the beginning to the end – we do not offer 'day rate' tables.

We make no guarantees on the traffic in each room. Offering this kind of multi-room/labyrinth event is new. However, please be assured that we offer a number of opportunities to assure the visibility of your booth:

- Program Advertising – Programs are FREE to all participants and will flow freely, including maps and listings of vendors.
- Sponsorship – Get your logo on our t-shirts and advertising!
- A vendor-involved scavenger hunt, pitting the Tribals vs the Cabarets vs the Folklorics in a tongue-in-cheek game.

We are currently offering vending space on a 'real estate' type of basis:

- A one Table space, which will be approximately 6'x6' with only one guaranteed side is \$150.
- An area approximately 8'x10' which will have at least two guaranteed sides is \$250.
- You will receive a further \$25 discount from the early bird rates if you stay at the host hotel (please make your reservation under the group name HafLaSanDiego. Rates start at \$95/night double occupancy)
- A wall outlet for electricity is a surcharge of \$25 to cover our Tylenol bill in preparing the layout.
- Any other requirements (door, window, not be next to an evil vendor) will also carry a \$25 surcharge.

Please note that this is on a first come/first served basis. Multiple spaces will be allowed only after waiting list is fulfilled approximately 90 days out from the event.

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Also this year we are offering a Sponsorship program if you wish to assist in funding the event in exchange for advertising.

\$75 Sponsor Level 1 - Friend

Name in Program on Sponsor Page
Flyers prominently displayed on Sponsor-Only Flyer Table
Full Page Program Ad
2 T-shirts or tanks

\$150 Sponsor Level 2 - Cohort

Everything the Level 1 Receives PLUS:
Name Usage (as opposed to Logo)
Name on Banners on both Hafla & Gala Show stages & Throughout Event
Name on official Event T-shirt
Flyers on Main Registration Table

\$250 Sponsor Level 3 - Partner

Everything Level 1 and 2 Receive PLUS:
Logo Usage (as opposed to Name)
Logo on Program Front Cover
Name announced during performances
Flyers on Sponsor-Only Flyer Table replenished by Hafla Staff

Enclosed is a Vendor Application for your review. If you choose to be a part of Hafla San Diego 2006, please fill out the forms and return with full payment. We will review your application and notify you within 30 days, or by Nov 1. If you have any questions, please do not hesitate to contact us at 619-203-4596.

Thanks again for your interest in Hafla San Diego. We look forward to the opportunity of working with you.

- Jim Boz

& the Hafla San Diego Staff

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Vendor Application: Please fill out this form completely and return with full payment to apply for your vendor space.

Name: _____ Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Other Contact: _____

Products you will be vending: _____

Description of company and products for website (Business Bio): _____

Vendor Space:

6'x6' One Table or Rack Space – Price: _____

8'x10' Area - Price: _____

(# of Tables to set up _____; # Racks being brought _____)

**Any alternative setups must be approved no later than 90 days before event date.*

Select Room Preference (location is not guaranteed and offered on a first come/first served basis):

HafLa – Gala – Foyer (only 6'x6' spaces at this time) - Would prefer Chill/Lunch/Bar room but selecting second choice above.

Request Wall Power - \$25 Surcharge

Discount for staying at host hotel - \$25

Hotel Confirmation Code: _____

Total Vendor Space: _____

Raffle Donations:

Donating (Describe Item here): _____

(You will receive 50% off one full page ad for donating a raffle item, in addition to mention on the raffle page and during announcements. Raffle donation item must be delivered to Event Promoter by January 5, 2006 for inclusion in raffle page & announcements.)

Ads:

Ads: # _____ x \$50 - (7.5" wide x 10" Tall @\$50)

Add'l Ad services:

(Scanning \$10, Inside Front or Inside Back \$5 surcharge, Outside Back \$10 surcharge)

(call for availability)

****Ads MUST be received by January 5, 2006 for inclusion*

Total Ads: _____

Sponsorship:

Friend \$75, Cohort \$150, Partner \$250 *Partner Sponsorship must be received by 11/1/05 for inclusion on T-Shirts.*

Total Sponsorship Pgm: _____

Additional Meals:

Friday Buffet \$15

Saturday Lunch Buffet \$15

Sunday Lunch Buffet \$15

Total Meals: _____

Grand Total Enclosed:

I hereby release Jim Boz, HafLa San Diego, the Handlery Hotel and all workers from any liability for any loss or injury incurred in association with the HafLa San Diego event, workshop, performances and related events. I have read and understand the policies for the HafLa and agree to abide by any and all instruction by event promoter and his volunteers and workers. Failure to follow documented procedure or abide by the decisions of the event promoter and his volunteer staff may result in forfeiture of consideration for vending and forfeiture of any monies paid. Upon Acceptance by promoter of Vendor Application, all payments are considered non refundable. Payments are not transferable to another vendor without payment of a \$50 transfer fee and any/all differences in fee schedule and subject to application review and approval.

Signed: _____ Date: _____

Make checks & money orders to Jim Bosnyak. Mail payment and completed form to:

*HafLa San Diego
ATTN: Vendor Registration
PO Box 15085
San Diego, CA 92175*