

# TIKI KON

JULY 11-13, 2014

## MYSTERIES OF THE DEEP

RED LION AT THE QUAY  
VANCOUVER, WA

VENDOR KIT



# TIKI KON

## VENDING AT TIKI KON

**...A GREAT OPPORTUNITY TO PROMOTE YOUR WORK, DRIVE SALES AND INTERACT WITH CUSTOMERS IN A NEW AND EXCITING WAY!**

Tiki Kon vending offers small artists and businesses a relaxing and intimate environment to sell their best products, and a fun shopping experience for our guests. But it's about more than just making sales. It's an exciting single-day vending event that provides a great venue for meeting your customers in person, enhancing your image, and introducing yourself to a new audience! Since we've compressed a weekend's worth of vending-shopping into one day, our guests and vendors are free to relax and enjoy the rest of the weekend's activities.

We seek unique, high-quality artists and products that fit our themes of tiki culture, tropical climates, nautical ephemera, and vintage fashion & design. Space is limited, so vendor selection is based on uniqueness, high standards of product quality and tiki culture relevance.

This year we're adding more vending options and free events, such as a tiki art show and our Mod-Rod car show to draw shoppers. Each year we strive to increase our reach with expanded marketing and more social media integration, and we're open to creative ideas for attracting customers to your booth. If you don't already have a Washington State business license, we can help with state and local business licensing and collecting sales tax.

We want you to have a fun and profitable experience working with us, and for our guests to have fun shopping with you! Please feel free to drop us a line if you have any questions or special requests at [VENDORS@TIKIKON.COM](mailto:VENDORS@TIKIKON.COM).



*Illustrations by Van Tiki  
Photos by David Bales*



### TIKI KON IS AN ANNUAL CELEBRATION OF EXOTIC TROPICAL DESTINATIONS AND THE VINTAGE TIKI BARS, FASHION & MUSIC THEY INSPIRED

The vision for Tiki Kon comes from the highly-stylized Polynesian-themed restaurants and lounges that were popular in the decades after World War II. With that aesthetic as guide, Tiki Kon creates an elegant weekend in a unique, mid-century venue, featuring local and regional artists and performers. What began as a private home bar crawl twelve years ago has grown to become the Pacific Northwest's most enjoyable weekend gathering.

### SAMPLE WEEKEND LINEUP

#### FRIDAY

The weekend kicks off with legendary surf band **SATAN'S PILGRIMS**, plus Seattle band Lushy, dancers, DJ, and cocktails at the historic Star Theater in downtown Portland. Shuttles provided round trip service from the Tiki Kon hotel beginning early in the day so visiting guests may explore the city.

#### SATURDAY

All the action is on-site at the Red Lion at the Quay on Saturday, including vending, symposiums, cocktail classes, art show, vintage car show, catered luau dinner, bands, fire dancing, room parties and an after-hours dance party, plus special features:

- **"Fishtails & Cocktails"** symposium featuring MeduSirena Marina, presented by Vintage Roadside
- **Iron Tikitender Mixology Showdown & Classes**, presented by B.G. Reynolds syrups
- **Tiki Kon VIP Lounge** presented by Hale Pele

#### SUNDAY

The weekend finale is an all-day VIP tour of Portland's most amazing home and commercial tiki bars. One hundred guests, colorfully attired, climb aboard big yellow "School of Rum" buses for an exciting excursion to the watering holes and hideaways of Portland's most passionate tiki and lounge culture aficionados. Tour includes buffet brunch, lunch, and expertly crafted cocktails at every stop.



*The Ding Dong Devils from Los Angeles perform on the River Deck at the Red Lion at the Quay, Tiki Kon 2013.*



*Tiki Kon bar tour guests at Hale Pele are greeted by owner Blair Reynolds, Tiki Kon 2013*

# TIKI KON

# GUESTS & FANS

## ATTENDANCE

Tiki Kon draws guests from all around the West Coast and beyond, with the highest concentrations from the Portland and Seattle areas. Some stay for the entire weekend, while others come just for the day to enjoy the free activities, or for hard-ticketed events such as seminars and shows.

<u>Weekend Attendance</u>	2012	2013	2014
Total Guests	225	450	675

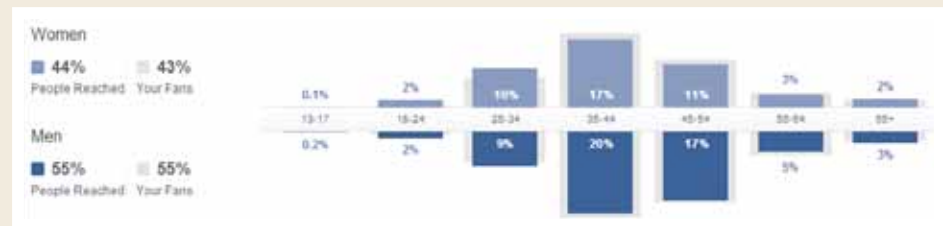


Guests aboard one of the "School of Rum" bar tour buses, Tiki Kon 2013



## SOCIAL MEDIA/ FACEBOOK

Tiki Kon has a popular and lively social media presence that includes email subscriptions, Facebook, Twitter and Instagram. New management of the event's online properties has dramatically built its audience and will continue its growth in 2014 with new promotions and expanded outreach to not only promote and communicate about the event, but also to promote our sponsors and partners. Tap into this audience as a Tiki Kon sponsor!



<u>Email Marketing</u>	2012	2013	2014 projected
	--	4,185 views	6,500 views
<u>Facebook Likes</u>	2012 event	2013 event	2014 projected
	832	1,284	2,000
<u>Facebook Weekly Reach</u>	2012 peak	2013 peak	2014 projected
	9,357 views	16,695 views	25,000 views
<u>Facebook Weekly Impressions</u>	2012 peak	2013 peak	2014 projected
	78,716	88,902	100,000
<u>Facebook Friends of Fans</u>	2012 peak	2013 peak	2014 projected
	380,951	520,519	700,000



## VENDING OPTIONS

The primary theme of Tiki Kon is “tiki” of course, but that means different things to different people. We see it as an appreciation for exotic tropical destinations and the art, music and fashion they inspire. But it also extends into nautical ephemera, classic cars, vintage housewares and fashion, lounge culture, and more. We will consider any vendor application, but priority is given to original arts and crafts, small batch artisan products, and independent businesses that are a good fit for our tiki-loving audience.

### ISLAND MARKETPLACE SATURDAY, 10AM - 5PM

The Island Marketplace is held in the hotel ballroom and is free and open to the public. The room is open and well-lit, with power and free wi-fi, and a stunning full-length picture window view of the Columbia River. Adjacent to the vending area, shoppers will find the Tiki Kon Lounge, serving tropical cocktails, beer and wine, allowing customers to “sip and shop.”

### OUTDOOR VENDING SATURDAY, 10AM - 5PM

The newest addition to the Tiki Kon lineup is the Mod-Rod Car Show, featuring vintage autos from the 50s and 60s. The show is held in the hotel parking lot and is a great spot for vendors of car-related art and ephemera.

### MOBILE VENDING SATURDAY, DAY + NIGHT

If your product is easily carried, such as jewelry, clothing, or small trinkets, you can register for mobile vending. This option allows you to work the crowd and sell your product during all Saturday events. We only ask that mobile vendors be tasteful in their presentation.

### ROOM VENDING SATURDAY, DAY + NIGHT

The outdoor venue for the Saturday shows (5pm - 11pm, weather permitting) is ringed by 19 premium hotel rooms, with windows and doors that open directly onto the action! These rooms are in a prime location and will be highly sought after. They provide an excellent opportunity for vending during performances.

#### VENDOR PERKS

*Based on availability and level of participation*

- Website and event program listings
- Social media shout outs
- Inclusion of your card or flyer in VIP gift bags
- Event admission

If you wish to be a room vendor, you must let us know before these rooms sell out. We are holding a limited number, so sign up early! Registered room vendors may place signage outside their rooms and in the Marketplace, and actively solicit business throughout the day.

### VENDING + SPONSORSHIP = SYNERGY

Create some serious synergy for your business with a cash or product sponsorship. It's a great way to launch a new product or enter the Portland tiki scene with a splash! We'll include your product in our gift bags, or put your company's name on one of our signature events. Check out our Sponsorship Kit for details:

<http://www.tikikon.com/SponsorKit.pdf>



**OUR GOAL IS TO GIVE YOU THE BEST POSSIBLE VENDING EXPERIENCE AND PRESENT OUR GUESTS WITH A FUN, INVITING SHOPPING EXPERIENCE**

## IMPORTANT DATES

<i>Application deadline:</i>	<i>May 15, 2013</i>
<i>Approval notification:</i>	<i>June 1, 2013</i>
<i>Fee payment deadline:</i>	<i>June 14, 2013</i>
<i>Vending day:</i>	<i>July 12, 2013</i>

## APPLICATION AND APPROVAL

Space is limited, so apply early! Approval and space assignments are made by a panel of Tiki Kon organizers. Our criteria include relevance to the event themes, quality, uniqueness, presentation, vendor history, and limited duplication.

We'll contact you with payment instructions as soon as your application is approved. If payment is not received by the payment deadline, we reserve the right to release your reserved space to the next vendor in the waiting list. Vendor fees are non-refundable.

## ARRIVAL

When you arrive, please check in with the on-site Vendor Coordinator in the Red Lion ballroom, as there may be last minute loading instructions. The timing of many aspects of our event is finely tuned. We ask that you observe load in/out times and consider the ease and speed of your booth set-up and break-down. If you have a large vehicle or trailer to maneuver, please plan to arrive early.

## SPACE SPECIFICATIONS

Booth spaces will be measured and marked prior to your arrival on Saturday morning. Displays, equipment or products must fit within the space provided in order to keep walkways clear and respect the other participants.

## SAFETY AND SECURITY

Improper and/or inadequate booth stabilization may result in loss of merchandise and create potentially unsafe conditions. The event and/or hotel staff reserves the right to ask any vendor to make immediate necessary adjustments.

Please report any unsafe, disruptive or suspicious behavior to event staff immediately!

## SERVICES

Vendors are requested to remain open for business for the full duration of vending hours. Break-down of booths should not begin until the Island Marketplace is closed.

Tables, chairs and electricity for booths and tables will be provided upon request, but vendors must bring their own extension cords, lighting, etc., for use inside the booths. Please indicate your needs on the application form.

Vendors are responsible for cleaning their area of trash, leftovers and waste.



**OUR ON-SITE VENDING COORDINATOR WILL BE ON HAND TO ENSURE YOUR LOAD-IN AND LOAD-OUT GOES SMOOTHLY AND THAT YOU HAVE AN ENJOYABLE TIME**

## LOAD IN/OUT DIRECTIONS FOR BOOTH VENDORS

Please check in with the on-site Vendor Coordinator when you arrive, and be set up and ready for operation by 9:30 to ensure a prompt opening of our Island Marketplace.

**LOAD-IN TIME:  
8:00 AM - 9:30 AM**

**VENDING HOURS:  
10:00 AM - 5:00 PM**

**LOAD-OUT TIME:  
5:00PM - 6:30 PM**

Vendors must remain open for business during the full duration of the vending hours.

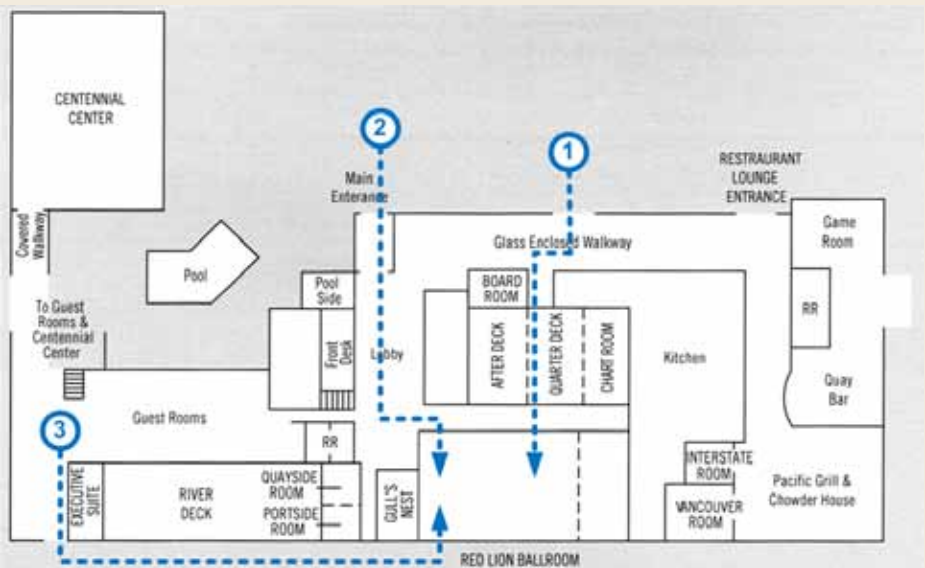
The primary load-in route (#1) starts in the front parking lot, through a service entrance, through the Quarter Deck room, and into the Red Lion ballroom. If the Quarter Deck room is in use on the day of vending (TBD), route #2 through the lobby may be used. Vendors staying at the hotel may also enter using route #3 from the guest rooms, across the River Deck and into the ballroom through the outer door.

Please load out using the same routes used for load in. Since the ballroom may be used as the primary Saturday night performance space in the event of inclement weather, we request that all vendors break down their booths and load out promptly.

This information is subject to change. Additional instructions will be provided as needed.

### Hotel address:

Red Lion at the Quay  
100 Columbia Street  
Vancouver, WA 98660



## VENDING IN WASHINGTON IS AS EASY AS 1-2-3!

Washington State requires out-of-state vendors to apply for a temporary business license and collect tax on all sales made in the state. We've provided the steps and the links below to make it easy! These URLs are case-sensitive, so click them or copy them exactly.

### 1. BEFORE THE EVENT...

**First**, apply for your temporary Washington State business registration. You can file online or by phone. You will receive a UBI tax number, which you will need for the next step. The state will also send you a tax return form.

Temporary Business Registration  
<http://1.usa.gov/YbLbWR> or call 1-800-647-7706

**Next**, register with the City of Vancouver. Businesses that do less than \$12,000 of business within city limits do not need a business license but must apply for an exemption at least 14 days prior to the event. Use the "Determination of Exemption Checklist."

Vancouver Business Licensing  
<http://bit.ly/160M1yP> or call 1-360-487-8410 ext 3

### 2. AT THE EVENT...

The simplest approach to collecting sales tax is to include it in your prices and adjust accordingly. Calculating tax to the penny is really not worth the effort in this environment. Use the link below to find out the current tax rates for Vancouver:

Tax Rate Lookup Tool  
<http://1.usa.gov/YqZV7b>

### 3. AFTER THE EVENT...

Finally, file your taxes with the state. You should have received a blank return when you filed for your Washington temporary business registration, with instructions how to file, or you can download a new one or file online.

Excise Tax Return Forms  
<http://1.usa.gov/WsofFp>

## ROOM VENDING

This year we're offering in-room vending as an exciting option for sellers who want to maximize sales hours and vend from their rooms during and after our evening shows. This option is only available to guests staying in River Deck rooms, which open onto our Saturday party space.

Registered room vendors may advertise, use signage outside their rooms, and actively solicit business from Tiki Kon guests. All on-site advertising materials must be tasteful and suitable for our event. Due to hotel policy, no signage may be affixed to the hotel structure or furnishings without approval by event staff.

You may serve refreshments in your room, but the hotel doesn't allow outside alcohol in the common areas. All cocktails served in your private guest room must be consumed in the room only. Cocktails from guest rooms may not be taken out of the rooms. This is to protect the hotel's liquor license and comply with state law.

Due to the liquor restrictions, we ask that room vendors provide an additional staff member to monitor the door when serving alcohol.

# TIKI KON VENDOR APPLICATION

Please complete this form, sign it, and return it to us, or just send us an email with all of the requested information, then and bring a signed copy on vending day. Once we've approved your application, we'll provide a link for online payment of your vendor fees via PayPal or make alternate payment arrangements. To speed up approval, send product and booth design photos to vendors@tikikon.com.

Sandy Bottom Productions  
10333 NE Russell Ct  
Portland, OR 97220

vendors@tikikon.com  
1-503-985-TIKI

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

Describe the product(s) you wish to vend at Tiki Kon:

Do you need electricity?  Yes  No      Do you need a table & chairs?  Table  Chairs, qty \_\_\_\_\_

## SELECT YOUR VENDING OPTIONS:

	12x12 booth \$75	10x10 booth \$60	6x10 table \$50	Mobile vending \$50	Room vending \$75	Booster option +\$45
Booth/table in vendor marketplace	X	X	X			
Program credit/listing	X	X	X	X	X	
Program print ad, quarter page						X
Website credit/listing	X	X	X	X	X	
Website homepage spotlight						X
Social media shout outs	3	2	1	1	3	+3
Product/media in VIP gift bag	X	X	X	X	X	
Fri or Sat Night Pass	2	1	1	1	2	

SELECT:

# TIKI KON VENDOR APPLICATION

Please complete and sign this page and return it with your application form, or bring the signed form with you on the day of the event. This agreement must be signed before you may open for business at Tiki Kon.

## HOLD HARMLESS AGREEMENT

This HOLD HARMLESS AGREEMENT is entered into by and between Sandy Bottom Productions LLC, and

\_\_\_\_\_,  
[vendor name]

hereafter referred to as "Vendor."

In consideration for being permitted to participate at the 2014 Tiki Kon event as a product vendor or exhibitor, Vendor agrees to indemnify, save and hold harmless Sandy Bottom Productions LLC, the 2014 Tiki Kon event organizers and principals, and the Red Lion at the Quay hotel and its holding company, from any and all claims which may occur to Vendor or Vendor's property from any cause whatsoever, or any and all claims from a person(s) purchasing or evaluating Vendor's goods or services.

## VENDOR AGREEMENT

By signing below, Vendor agrees to comply with and accept the instructions provided in the Tiki Kon 2014 Vendor Kit, instructions provided by event staff prior to and during the event, such other rules or operating procedures as Sandy Bottom Productions LLC or event staff may reasonably require for the orderly and timely conduct and dismantling of the event, hotel policies, local and state laws, and the above Hold Harmless Agreement.

Sandy Bottom Productions LLC shall have full power in the interpretation and enforcement of all rules and regulations contained herein, and the power to make such reasonable amendments thereto and such further rules and regulations as it shall consider necessary for the proper conduct of the Tiki Kon 2014 event, provided same does not materially alter or diminish the contractual rights of Exhibitor.

Signed:

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Name

Date