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EXPLORE  
ASIA  
FEST

LUNAR NEW YEAR 2026  Year of the Horse

### EXPERIENCE ASIAN CULTURE!

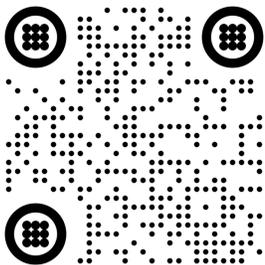
- Asian Food Vendors Galore
- Pop Up Vendors
- Keiki Zone
- Collectible Village
- Live Entertainment & Performances!
- Anime Culture - K-Pop - Cosplay

 Saturday, February 28, 2026

 9:00 AM - 07:00 PM

 Palama Settlement  
810 N. Vineyard Blvd  
Honolulu HI 96817

For more information  
please contact us at  
[pacificexpos.com](http://pacificexpos.com)  
808 732.6037



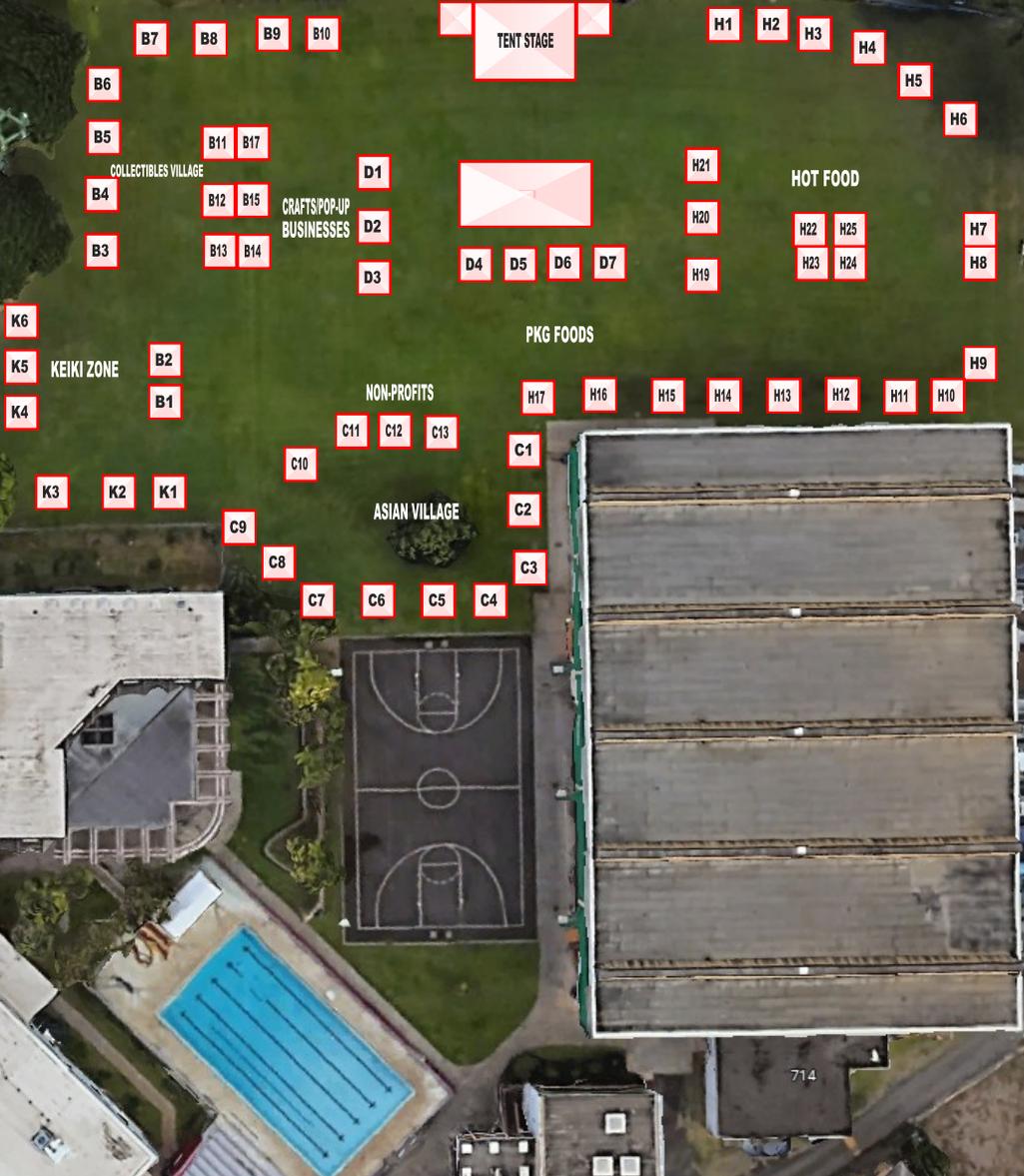
# EXPLORE ASIA FEST

LUNAR NEW YEAR 2026 Year of the Horse

Swim Lessons Hawaii  
Masters Swimming Club

Affordable Housing  
Alliance - Food

Palama Settlement





LUNAR NEW YEAR 2026  Year of the Horse

**PROMOTE YOUR  
BRAND AND BUSINESS  
TO THE ASIAN COMMUNITY**

Explore Asia Fest will celebrate the Lunar New year with culture. Vendors, Food, entertainment, features, and more!

February 28, 2026

Expected Attendance:  
5-7,500 est.

# SPONSORSHIP OPPORTUNITIES



## *Presenting Sponsor*

**\$10,000**

**1 ONLY**

The PRESENTING SPONSOR package is the title sponsor of the show.

- Highly Visible 20' X 20' space in Prime traffic area of the floor.
- Banner Placements throughout high traffic area of the floor
- Exclusive Product or Service (based on products)
- Logo and Mentions in all print advertising
- Mentions in all radio advertising
- Media advertising
- Social media advertising: Facebook and Instagram

## *Co-Sponsor*

**\$5,000**

**2 ONLY**

The CO-SPONSOR package will be in a highly visible premier area on the Showroom Floor and are mentioned in all the Advertising for the Show:

- Highly Visible 10' X 20' space in high traffic area.
- (Banner Placement – Hung on rafter in venue
- Logo and Mentions Promotion in all online and advertising
- Banner Display In Venue
- Marketing and Promotions in campaign

## *Zone Sponsor*

**\$3,000**

**4 ONLY**

The ZONE SPONSOR Package are in highly visible areas on the Showroom Floor and are mentioned in all the Advertising for the Show.

- Highly Visible 10'x20' space in high traffic area.
- Banner Display in venue
- Logo Placement and Zone Promotion in all print, online, radio and media advertising
- Social Media tags & feature

## *Stage Sponsor*

**\$2,000**

**1 ONLY**

The STAGE SPONSOR Package will be in a highly visible area on the Showroom Floor and are mentioned in all the Advertising for the Show:

- Highly Visible 10' X 10' space in high traffic area.
- Banner Placement on Stage and name of entertainment zone.
- Exclusive Item in the Show Logo and Zone Promotion in all online and advertising
- Banner Display In Venue
- Marketing and Promotions in campaign



## **PRIMARY FOOD RULES AND TENT GUIDELINES FOR EVENT:**

### *ADDENDUM TO GENERAL TERMS*

1. NO SALES OF BOTTLED WATER.
2. HOT FOODS SERVING VENDORS:
  - A. ONE ITEM ON YOUR MENU NEEDS TO BE A **\$3-5 MINI PLATE**. THIS WILL ALLOW OUR ATTENDEES TO TRY DIFFERENT FOODS AS MANY AS POSSIBLE. IF THE PLATE HAS TO BE SMALL, SO BE IT. THIS WILL STRICTLY BE ENFORCED AS OUR MARKETING WILL INCLUDE SUCH.
  - B. YOU MUST PROVIDE A SPECIAL EVENT FOOD PERMIT AND INSURANCE.
  - C. PLEASE OBSERVE PROPER HYGIENE AND CLEANLINESS WHEN HANDLING FOOD.
  - D. YOU MAY COOK ON PREMISES BUT NEED TO ENSURE A MAT COVERING THE LAWN AREA WHERE YOU ARE COOKING AS TO AVOID DAMAGING THE GRASS.
  - E. FOR FOOD TRUCKS, YOU WILL ASSIGNED AN AREA OUTSIDE BUT CLOSE TO THE FESTIVAL GROUNDS AND YOU WILL NEED TO TRANSPORT THE FOOD TO YOUR DESIGNATED TENT.
  - F. YOU MUST HAVE 2 TYPES OF FIRE EXTINGUISHERS PRESENT IN YOUR COOKING AREA – K CLASS (SILVER) AND ABC CLASS (RED).
  - G. ALL PROPANE TANKS NEED TO IN A PLASTIC MILK CRATES.
3. TRASH, SPILLS, AND MISHAPS MUST BE TAKEN CARE OF BY THE VENDOR.
4. ALL VENDORS MUST TAKE CARE OF THEIR OWN PARKING FEES.
5. PLEASE CONVEY THESE RULES TO YOUR STAFF AND EMPLOYEES AS TO NOT TO HAVE ANY CONFUSION ON EVENT DAY.

MUCH MAHALO!

# OWN TENT GUIDELINES

Decorate your tent with a Chinese New Year Theme Or Your Culture Theme.

## Examples



**White Top  
Commercial Grade**

**OR**



**Logo  
Tent**

## REQUIREMENTS

MUST BE 10'X10' ONLY (NO MORE, NO LESS)

MUST HAVE STRAIGHT LEGS

MUST BE WHITE TOP ONLY

OR MUST BE A LOGO TENT (ANY COLOR)

MUST HAVE WEIGHTS FOR TIE DOWN (20LBS FOR EACH LEG)



**Tent Weights**



**No Slanted Legs**



**FEBRUARY 28, 2026**  
**SPONSORSHIP & VENDOR APPLICATION FORM**

Company/Organization Name \_\_\_\_\_  
 Contact Name and Title \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_  
 GENERAL EXCISE TAX LICENSE#: \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_ Website \_\_\_\_\_

<b>SPONSORSHIP</b> <i>(Sponsorship Package on a separate sheet)</i>	
<input type="checkbox"/> Gold Sponsor - \$10,000.00 <input type="checkbox"/> Silver Sponsor - \$5,000.00 <input type="checkbox"/> Bronze Sponsor - \$2,500.00 <input type="checkbox"/> Please accept \$ _____ as our donation to support the festival event.	
<b>OPEN FOOD VENDOR:</b>	
<b>HOT OR OPEN PLATE AND SPECIALTY DRINKS; FOOD TRUCKS</b>	
<input type="checkbox"/> Concession Tent - <b>\$340.00</b> <i>(with your own 10'x10' tent. See attach Tent Guidelines)</i> <b>List Packaged Food Item:</b> _____ 10' x 10' individual tent. No Selling Water.	
<b>PACKAGED FOOD VENDOR:</b>	
<b>SNACKS AND DESSERTS</b>	
<input type="checkbox"/> Concession Tent - <b>\$325.00</b> <i>(with your own 10'x10' tent. See attach Tent Guidelines)</i> <b>List Packaged Food Item:</b> _____ 10' x 10' individual tent. No Selling Water.	
<b>BUSINESS VENDOR:</b>	
<b>GIFTS, CRAFTS, PRODUCTS, SERVICES</b>	
<input type="checkbox"/> <b>Business Own Tent \$340.00</b> <i>(with your own 10'x10' tent. See attach Tent Guidelines)</i> <b>List Items/Service being sold:</b> _____	
<b>COLLECTORS ALLEY VENDOR:</b>	
<b>TRADING CARDS, COLLECTIBLES, GAMES, TOYS</b>	
<input type="checkbox"/> <b>Collectors Own Tent - \$285.00</b> <i>(with your own 10'x10' tent. See attach Tent Guidelines)</i> <b>List Items being sold:</b> _____	
<input type="checkbox"/> <b>Group Liability Insurance Buy - \$100.00</b> <i>Not Available for Hot Food &amp; Concessions</i>	
<b>Sub-Total Amount</b>	
\$ _____	
<b>HI State General Excise Tax (4.712%)</b>	
\$ _____	
<b>Total Amount</b>	
\$ _____	

Check enclosed. *(Please make checks payable to Pac-X Eventsition Corp.)*

Visa or  MasterCard \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ 3 Digit Sec Code \_\_\_\_\_

Billing Address \_\_\_\_\_ *I have read the terms and conditions and will abide by them.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## GENERAL AGREEMENT AND TERMS & CONDITIONS

The Terms and Condition is between nPACIFIC EXPOSITION CORP. (“Pac-X Events”) whose business address is 900 N. Nimitz Highway Suite 209 Honolulu HI 96817, and the Vendor identified above. As used in this agreement, Vendor shall include Vendor’s contractors, employees, agents, and any other party acting at Vendor’s direction.

WHEREAS, Pac-X Events is producing *Explore Asia Fest* (“Event”) and Vendor is desirous of participating as Vendor has outlined in their completed and signed application form attached hereto and incorporated herein.

THEREFORE, in consideration of the agreements herein, the parties agree as follows:

**1. Pac-X Events’ responsibilities.** Pac-X Events will provide the Exhibitor with the following: (a) Items listed in the application form and (b) The Pac-X Events has the sole and absolute discretion to determine (1) the placement of the sponsor logo; (2) the participation of other sponsors; and (3) whether any sponsor’s activities and property are not in the best interest of the Pac-X Events, the Event and/or other sponsors.

**2. No Warranty, Guaranty, or Indemnity.** Pac-X Events’ *Explore Asia Fest* does not warrant, guaranty or indemnify the Vendor for any claims that may be raised by anyone arising from this Agreement, the Vendor’s participation in the Event, including without limitation, any taxes and other government requirements. Nor will Pac-X Events’ *Explore Asia Fest* be liable to fulfill this Agreement if the Event is postponed or cancelled due to fire, Act of God, strike, authority of law, or any case beyond Pac-X Events’ control, in which case the Pac-X Events has the sole and absolute discretion to determine whether it will return any refunds.

### **3. Vendor’s responsibilities.**

- a. The Vendor has paid the non-refundable fee as per application.
- b. Vendor acknowledges Pac-X Events does not have the insurance covering Vendor’s property or people in Event. It is Vendor’s sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other applicable insurance necessary to cover any losses, risks, or contingencies it might suffer at event. Pac-X Events shall not be held responsible for any losses Vendor may suffer prior, during, and immediately after Event.
- c. The Vendor will be open for show by designated time and will remain open until the close of the event.

d. The Vendor will clean up its space and remove all of its property from the event site no later than 10 PM. (Clean up and removal of property is not permitted prior to 9 PM).

e. The Vendor will comply with all Government statutes, rules, and regulations, including without limitation, the payment of all taxes. The Vendor will not interfere with the Event or other vendors by the use of excessive noise, bothersome lighting or other uses by Vendor. At Pac-X Events’ request, Vendor will immediately remedy the offending situation.

f. For Food Vendors Only, in addition to the Vendor’s responsibilities listed above, food vendors shall provide the following:

- i. Insurance. The Vendor will provide to Pac-X Events a legible copy of the certificate of liability insurance naming Pac-X Events as additional insureds.
- ii. Permit. The Vendor will apply for a temporary food establishment permit (Permit) with the State of Hawaii Department of Health. The Vendor will provide Pac-X Events a legible copy of the Permit.
- g. Failure to comply with the provisions of the Vendor’s Agreement shall affect your consideration for inclusion in future events.

4. The parties agree that nothing contained in this Agreement shall constitute either party as an agent, legal representative, partner, subsidiary, joint venture or employee of the other party.

**5. Authorization to Use Marketing Materials.** I hereby authorize Pac-X Events and its agents to usage of the provided logos and photographs at the Event, and Vendor name and likeness, for use in print, online and video-based marketing materials, as well as other publications promoting the Event.

This Agreement constitutes the entire, full, and complete agreement between the Pac-X Events and the Vendor concerning the subject matter hereof, and supersedes any other agreements or understandings, oral or written, with respect thereto that may ever have existed between the parties hereto. No amendment, change, or variance from this Agreement shall be binding on either party unless executed in writing. The Vendor has had the opportunity to have this Agreement reviewed by counsel of its own choosing.

**This Agreement shall be governed by the laws of the State of Hawaii both as to interpretation and performance.**

**This Agreement must be accompanied by the completed and signed Application Form with payment.**