



PACIFIC EXPOS™



FOOD & NEW PRODUCT SHOW 2025

OCTOBER 10-12, 2025
BLAISDELL EXHIBITION HALL

SPONSORSHIP & VENDOR PACKET

- * FOOD COURT
- * FOOD SAMPLES
- * SHOPPING FRENZY
- * POP UP VENDORS
- * GIVEAWAYS & PRIZES
- * ENTERTAINMENT



pacificexpos.com

808 732.6037 sales@pacificexpos.com



BLAISDELL EXHIBITION HALL



PACIFIC EXPO™

Entrance



PROMOTE YOUR BRAND AND BUSINESS THROUGH OUR SHOW!

The Food & New Product Show celebrates 63 years. Be a part of this popular event with sponsorship opportunities .

Expected Attendance:
12-15,000

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.
- (250) Event One Day Passes to your clients and guests
- (50) Vendor Bands
- Banner Placements throughout high traffic area of the floor
- Exclusive Product or Service
- Logo and Mentions in all print, radio and Media advertising
- Social media advertising: Facebook and Instagram
- 3 Months Full Page ad in our Dine & Deals Magazine

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.
- (100) Event One Day Pass – Complimentary Tickets
- (25) Vendor Bands
- 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
- 3 Months Half Page ad in our Dine & Deals Magazine

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.
- (50) Event One Day Pass – Complimentary Tickets
- (25) Vendor Bands
- Banner Display in venue
- Logo Placement and Zone Promotion in all print, online, radio and media advertising
- Social Media tags & feature
- 3 Months 1/4 Page ad in our Dine & Deals Magazine

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.
- (20) Event One Day Pass – Complimentary Tickets
- (25) Vendor Bands
- 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 FOR SHOW: ADDENDUM TO GENERAL TERMS

1. PACIFIC EXPOS WILL BUY OUT THE FOOD CONCESSIONS FOR THIS SHOW. THIS MEANS YOU WILL NOT BE ASSESSED A % OF YOUR SALES.
2. HOT FOODS SERVING:
 - A. YOU MUST PROVIDE A SPECIAL EVENT FOOD PERMIT AND INSURANCE.
 - B. HOT FOODS WITH STERNO WILL BE PLACED AGAINST THE WALLS ONLY (*FIRST COME, FIRST SERVE ON LOCATION*).
3. FOR COOKING OUTSIDE THE EXHIBITION HALL: ABSOLUTELY NO COOKING INSIDE THE EXHIBITION HALL INCLUDING ADDING INGREDIENTS
 - A. EACH HOT FOOD VENDOR WILL BE LIMITED TO ONE PARKING STALL FOR COOKING. **IF YOU NEED AN EXTRA STALL, YOU WILL BE ASSESSED ANOTHER \$100.** (*THIS IS TO BE FAIR WITH ALL HOT FOOD VENDORS*). FIRST COME, FIRST SERVE.
 - B. YOU MUST HAVE 2 TYPES OF FIRE EXTINGUISHERS PRESENT IN YOUR COOKING AREA – K CLASS (SILVER) AND ABC CLASS (RED).
 - C. ALL PROPANE TANKS NEED TO IN A PLASTIC MILK CRATES.
4. FOOD CONCESSION RULES:
 - A. SODA – COKE PRODUCTS ONLY. NO COMPETITORS.
 - B. WATER – DASANI ONLY. NO COMPETITORS.
 - C. SPECIALTY DRINKS ARE ALLOWED SUCH AS LEMONADE, BUBBLE TEA, ETC.
5. FOR DRINK BEVERAGE CONCESSION VENDORS: NO GLASS JARS.
6. TRASH, SPILLS, MISHAPS MUST BE TAKEN CARE OF BY THE VENDOR. \$100 WILL BE CHARGED IF PACIFIC EXPO OR THE BLAISDELL HAS TO INTERVENE TO CLEAN MESS.
7. BLAISDELL DOES NOT PROVIDE THE USE OF THEIR FACILITY OR UTENSILS, PAPER PRODUCTS, ICE, STORAGE, ETC. BRING YOUR OWN.
8. ALL VENDORS MUST TAKE CARE OF THEIR OWN PARKING FEES, PACIFIC EXPOS DOES NOT PROVIDE ANY PARKING NOR PAY FOR YOURS.
9. PLEASE CONVEY THESE RULES TO YOUR STAFF AND EMPLOYEES AS TO NOT HAVE ANY CONFUSION ON DAYS OF SHOW. MUCH MAHALO!

October 10-12, 2025
APPLICATION & CONTRACT

Company Name _____ Contact's Email Address _____ Company Website _____ Mailing Address _____ OTHER-Contact Name _____	First and Last Name _____ PH: _____ Cell: _____ GE Tax License (required for vendors selling on show floor) _____ City _____ State _____ Zip _____ OTHER Contact Cellular Number _____ OTHER Contact Email _____
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CHECK OFF THE MOST APPROPRIATE CATEGORY YOUR EXHIBIT (x) WOULD APPLY:

☐ FOOD
 ☐ CLOTHING
 ☐ GIFTS
 ☐ JEWELRY
 ☐ CRAFTS
 ☐ HEALTH & BEAUTY
 ☐ SPORTS
 ☐ APPLIANCES
 ☐ ELECTRONICS
 ☐ TOYS
 ☐ SERVICES
 ☐ OTHER

PRODUCT DESCRIPTION:

<p>Venue: Neal Blaisdell Center Exhibition Hall 777 Ward Avenue, Honolulu, Hawaii 96814</p> <p>Move-in: Thursday, 10/9/25, 5pm to 8pm Friday, 10/10/25, 8am to 1pm</p> <p>Expo Days: Day 1, Friday, 10/10/25 2pm to 7pm Day 2, Saturday, 10/11/25 10am to 7pm Day 3, Sunday, 10/12/25 10am to 5pm <i>*Exhibitors may enter at 8am on show days</i></p> <p>Move-out: Sunday, 10/11/25, 5:30pm to 8pm <i>*All Exhibitors must be out by 10 pm; No Exceptions.</i></p> <p>*Booth includes: 10'x10' space w/ 3' side rail, 8' back drape 1 - 6' Skirted Table and 2 - Chairs</p> <p>Booth does not include: carpet, electricity including overnight electricity (all these items can be rented from ICS if needed). An exhibitor packet will be sent out to you prior to show date. *Overnight security on Friday & Saturday night only.</p> <p>Parking: Vendors responsible for fees.</p> <p>Decorators: ICS is the show decorator. Please contact at 808-832-2430 for your show needs, including FORKLIFT SERVICES. Vendor will be invoiced for these services.</p> <p>Vendor Bands: 5 issued per day per booth. Bands must be worn before entry granted on show days. Bands will be distributed on Friday and must be worn before entering on show days.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">BOOTH TYPE</th> <th style="text-align: left;">PRICE PER</th> <th style="text-align: left;">TOTAL</th> </tr> </thead> <tbody> <tr> <td>_____</td> <td>Corner 10'x10'</td> <td>x \$750.00 =</td> <td>\$ _____</td> </tr> <tr> <td>_____</td> <td>Inline 10'x10'</td> <td>x \$650.00 =</td> <td>\$ _____</td> </tr> <tr> <td>_____</td> <td>Non-Profits</td> <td>x \$450.00 =</td> <td>\$ _____</td> </tr> <tr> <td>_____</td> <td>Banner Printing 30"x8'</td> <td>\$75 =</td> <td>\$ _____</td> </tr> <tr> <td>_____</td> <td>Social Media Post</td> <td>\$25 =</td> <td>\$ _____</td> </tr> <tr> <td colspan="4"><i>(First come First Serve Basis at PE's discretion)</i></td> </tr> <tr> <td>_____</td> <td>Grp. Liability Insurance Add \$85</td> <td></td> <td>\$ _____</td> </tr> <tr> <td colspan="4"><i>(Except for Non-Packaged Foods)</i></td> </tr> <tr> <td colspan="3" style="text-align: right;">SUBTOTAL</td> <td>\$ _____</td> </tr> <tr> <td colspan="3" style="text-align: right;">4.712% Hawaii GE Tax</td> <td>\$ _____</td> </tr> <tr> <td colspan="3" style="text-align: right;">TOTAL DUE</td> <td>\$ _____</td> </tr> <tr> <td colspan="4" style="text-align: center;"><i>**Note: All CC payments will be charged a 3.1% fee.</i></td> </tr> <tr> <td colspan="4">BOOTH CHOICES (Not guaranteed):</td> </tr> <tr> <td>1st _____</td> <td>2nd _____</td> <td colspan="2">3rd _____</td> </tr> </tbody> </table>	QTY	BOOTH TYPE	PRICE PER	TOTAL	_____	Corner 10'x10'	x \$750.00 =	\$ _____	_____	Inline 10'x10'	x \$650.00 =	\$ _____	_____	Non-Profits	x \$450.00 =	\$ _____	_____	Banner Printing 30"x8'	\$75 =	\$ _____	_____	Social Media Post	\$25 =	\$ _____	<i>(First come First Serve Basis at PE's discretion)</i>				_____	Grp. Liability Insurance Add \$85		\$ _____	<i>(Except for Non-Packaged Foods)</i>				SUBTOTAL			\$ _____	4.712% Hawaii GE Tax			\$ _____	TOTAL DUE			\$ _____	<i>**Note: All CC payments will be charged a 3.1% fee.</i>				BOOTH CHOICES (Not guaranteed):				1st _____	2nd _____	3rd _____	
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PAYMENT METHODS:

☐ CHECK (payable to Pacific Expos) in the amount of \$ _____
☐ CREDIT CARD CARDHOLDER NAME: _____
 CREDIT CARD # _____ EXP _____ / _____
 Amount to be charged \$ _____ Sec.Code _____ Billing Zip Code _____
☐ CASH. Amount \$ _____

I have read and agree to this Contract's Terms & Conditions as reflected on pages 2 & 3:

Signature _____ Date _____

OFFICE USE ONLY:

☐ Application
☐ Contract
☐ Insurance
☐ Payment
☐ Sales Logged
☐ Finance Logged
 Sales _____

Booth # _____

GENERAL AGREEMENT TERMS & CONDITIONS

IMPORTANT: READ ALL YOUR MATERIAL CAREFULLY
YOUR SIGNATURE ON THE CONTRACT INDICATES THAT
YOU ACCEPT ALL THE TERMS OF THIS CONTRACT, PACIFIC
EXPOS POLICIES, AND ANY FINES THAT MAY BE ISSUED.
WE WILL NOT BE RESPONSIBLE FOR EVENTS THAT MAY
OCCUR DUE TO LACK OF KNOWLEDGE OF POLICIES &
PROCEDURES INCLUDING FAILURE TO OBTAIN INSURANCE.

1. APPLICATION FOR SPACE: Except by written consent from Pacific Exposition Corp. dba Pacific Expos (herein Management), Exhibitor will not sublet the exhibit space contracted for and shall not exhibit or permit any merchandise other than specified on the Exhibitor Contract. No sharing booth space, advertising, promoting outside companies, or selling any product or service not provided by company occupying booth space. Management reserves the right to designate where exhibitors may present their displays. Booth space is only confirmed after full payment and all necessary paperwork has been received. No set-up allowed if balance is owed. Pacific Expos reserves the right to terminate any exhibitor contract for just cause. All payments are non-refundable, non-transferable.

2. PARKING. Exhibitors are responsible for parking fees and will adhere to the parking rules of the venue. Overnight parking requests must be made with parking management.

3. CHECK-IN & EXHIBITOR WRISTBANDS: Check-in at show office before setting up exhibits. Wristbands to be worn by all Exhibitors staff snugly on wrist for identification purposes. Entry not granted without wristband. FIVE (5) colored bands per booth, per day will be provided. Bands will be distributed at check-in on Friday. Additional bands will not be issued.

4. ANIMALS: Pets and/or other animals are prohibited unless service animal with proper identification or animals used within exhibits and must be preapproved and conform to additional rules and regulations.

5. FORCE MAJEURE: Neither Management nor Exhibitor shall be liable for any costs or damages due to delay or nonperformance under this Agreement arising out of any cause or event beyond such Party's control, including but not limited to Acts of God, fire, flood, explosion, earthquake, or other natural forces, war, civil unrest, accident, work stoppage, power or other mechanical failure, governmental action, or communication disruption, including a pandemic. A Party claiming the benefit of this provision shall, as soon as reasonably practicable after or during the occurrence of any such event, (a) provide written notice to the other Party of the nature and extent of any such Force Majeure condition; and (b) use commercially reasonable efforts to remove any such causes and resume performance under this Agreement, as applicable, as soon as reasonably practicable.

6. GENERAL LIABILITY INSURANCE: In accordance with the terms of the Exhibitor Contract, all exhibitors must submit a certificate of insurance. Must be received BEFORE start of show. Please name PACIFIC EXPOS, Pacific Exposition Corp., c/o Pacific Exposition Corp. 1414 Dillingham Boulevard Suite 203 Honolulu HI 96817 as additional insured. If needed, the following information can be forwarded to your insurance agent: "Said policy shall not contain less than the following limits of liability: for bodily injury

liability or loss sustained in one occurrence, \$1,000,000; for personal injury liability sustained in one occurrence, \$1,000,000; for damage or loss of use of property in each occurrence, \$1,000,000."

Failure by vendor to provide proof of insurance may automatically be charged a One-time general liability coverage available for \$80.00 subject to approval by insurance company 3 weeks prior to show. Failure by exhibitor to obtain insurance shall be at exhibitor's own risk. Call Pacific Expos' office for more information or email sales@pacificexpos.com One-time coverage, subject to approval, requires the following information: Legal Business Name, owner(s), business address, business phone, and authorization to charge \$80 to your credit card. *NOTE: Alcohol companies, food establishments, and any product or service demonstrations that include physical involvement with the public or sale of firearms or as determined by insurance company, do not qualify for the group insurance policy and must provide their own coverage.*

7. INDEMNIFICATION AND ASSUMPTION OF RISK

DISCLAIMER: Exhibitor shall indemnify and hold harmless Management, its officers, directors, staff, partners, volunteers as well as venue management and staff from any and all liabilities as a result of any injuries sustained by anyone or damage to property due to product liability or negligence on the part of the Exhibitor. Management shall not be held liable to or be a party of any claims or lawsuit due to negligence of the Exhibitor including failure to obtain insurance.

Exhibitor has sole responsibility and expressly assumes all risks for its property, including, without limitation, any products displayed and/or left at the show, and any theft, damage or other loss to such property. Management accepts no responsibility, nor is bailment created, for such property of Exhibitor.

8. SOLICITATIONS: By Non-Exhibitors. Unauthorized solicitation within the exhibition space by individuals who did not buy booth space is strictly prohibited; report all non-exhibitor solicitations to Management immediately. By Exhibitors. Distribution of materials outside of your booth space is prohibited. All sales activities must remain inside your booth.

9. WITHDRAWAL/CANCELLATIONS: A full refund will be given if Exhibitor has informed Pacific Expos in writing no later than 3 weeks prior to show date. No refund will be given after 3 weeks. Failure to utilize booth space does not relieve the Exhibitor of its obligation for full payment. After execution, this contract cannot be revoked or cancelled—unless by mutual agreement and Exhibitor shall be liable for the full amount of this contract, plus interest at the maximum amount allowed by law and reasonable attorney fees and court costs if necessary, for collection purposes.

10. REASSIGNMENT: If Exhibitor's booth is empty* at 9 am on Saturday, Pacific Expos reserves the right to reassign the booth without refund (Exhibitor not checked in at show office and booth has no signs of commenced set-up, product, or display.)

11. LATE FEES, BALANCES, DISCOUNTS: A late fee of \$10.00 per booth will be assessed to all new or unpaid booths after cut off date. Deposits and any other discounts may be forfeited and booth resold without full payment.

GENERAL BOOTH RESTRICTIONS

All terms in this section must be agreed to before booth is confirmed

*Management reserves the right to restrict or reject any exhibit which may be objectionable or not in keeping with the quality or character of the Expo. Points not specifically noted are subject to the review of Management.

* **SIGHT LINE RULE.** To preserve the aisle sight line, ensure visibility of each Exhibitor, and encourage successful exchanges with other exhibitors and the public, each Exhibitor must comply with the sight line restrictions on page 4 of this agreement. Your signature below indicates acceptance of these sight line restrictions.

*Cardboard boxes must be kept out of public view.

*All trash, including pallets, must be removed from the show floor before show opens. DO NOT place in bins on the show floor.

*NO helium balloons allowed.

*Venue policy: All decorative material must be flame resistant or treated with a flame retardant.

*Venue policy: No sticker giveaways; selling is OK. Exhibitor assumes responsibility for any stickers found stuck on the property.

*Venue policy: All carpeting must be taped down or will not pass Blaisdell inspection. Use of duct tape is prohibited. Blaisdell will do booth inspections before doors open on Fri.

*Venue policy: Once show doors open and the general public is on the floor, no wheels are allowed on the floor (with the exception of wheelchairs, strollers, and walkers) for liability purposes.

*Venue recommends all structures (including displays and banners) have a height restriction of 12 feet from the floor. Structures taller than 12 feet will be evaluated on a case-by-case basis.

*Bare EZ corner tent frames (metal) are not permitted. If this is part of your display, poles must be covered.

*All folding tables must be draped with tablecloth and/or skirt; tablecloth/skirt must reach $\frac{3}{4}$ of the way between tabletop and the floor.

*Booths must have professional signage (BANNERS). No handwritten signs. (Exhibitors are required to display proper signage, i.e. printed banner)

*Wastebaskets, carpet, and electricity are NOT included. You may bring own tables, chairs, carpet or order from ICES. Electric must be ordered through ICES.

*Forklift services must be pre-ordered through ICES. Forklift service NOT guaranteed on-site if you did not place an order.

*No sharing booth space, advertising, promoting outside companies, or selling any product or service not provided by company occupying booth space. If you are affiliated with more than one company (example: independent representatives of 2 or more companies), WITH MANAGEMENT APPROVAL, no more than TWO companies may be represented in booth space, and all products must be related, or in similar product categories. Call our office for details.

*Booth displays must remain intact for all show hours. Early breakdown could affect participation in future shows.

*GE License is required for all sales transactions on the show floor. License must be displayed in booth. Exhibitors responsible for ensuring compliance with the State of Hawaii Department of Taxation Cash Economy Enforcement Act of 2009 (Act 134). Contact the Department of Taxation for more information.

*All decorative and display material must be appropriate for the theme and venue. Attractive booths attract customers.

*Exhibitors have the right to display their services to the best of ability, but not to interfere, disrupt or cause a problem for other Exhibitors due to microphones, loud music, lighting, or other demonstration/pitch elements.

***FOOD EXHIBITORS:** Pacific Expos may buy out the food concessions. On-site Prepared Food and Most Food Exhibitors must provide: (1) copy of approved temporary food permit and (2) insurance. Limited to first come, first serve. Absolutely NO dishwashing or dumping of food or grease in custodial and bathroom sinks. Exhibitors found dumping will be held responsible for any fines or fees associated with unclogging or snaking the drain. Prepackaged and ready-to-eat foods are acceptable. Other foods prepared and consumed onsite are allowed on a limited basis pre-approved by management, additional fees applicable. In addition, On-Site Prepared Food Exhibitors using propane tanks MUST be in crates and have unexpired fire extinguishers and other regulations as per all government agencies.

*ALCOHOL CONSUMPTION: Exhibitors are restricted from bringing in alcoholic beverages for personal consumption at the show. Any alcohol sampling must be done at the alcohol Exhibitors booth ONLY.

*USE OF MICROPHONES: Management reserves the right to restrict the use of microphones in certain areas of the show. Exhibitors using microphones/speaker systems must notify Management and agrees to comply with noise restrictions set by Management. Please note use of these items may affect booth placement.