

NEW LOCATION: MARSHALL UNIVERSITY MEMORIAL STUDENT CENTER



SATURDAY, NOVEMBER 4 • 4 PM-8 PM

MARSHALL UNIVERSITY INTERNATIONAL STUDENT SERVICES

www.marshall.edu/iss/festival

International Festival Specifics

This document contains information vital to a successful 2017 International Festival and will explain how your business can join the others that will find the International Festival a very inexpensive way to advertise their specialties.

Due to the popularity of this annual event, it is the responsibility of the International Festival Committee to review and sometimes change certain specifics. Each participating business must adhere to all rules and regulations as set forth herein, thus ensuring another successful event for all involved.

Time and Location of the Event

The International Festival will be held at the Memorial Student Center on the Marshall University campus – Saturday, November 4th, 4-8 pm.

Eligibility

Restaurants:

Application to participate in the International Festival is open to all restaurants that are in operation at the time of the event. The International Festival Committee reserves the right to select which restaurants will participate.

Other Vendors:

All vendors other than restaurants must be approved by the International Festival Committee. All vendors must offer food unless they are an approved event sponsor.

Corporate Interests:

All corporate interests must be approved by the International

Festival Committee. For a corporation to have a booth at the International Festival, you must either be a sponsor of the event or offer food or drink to patrons of the event. All corporate sponsors must supply their own manpower and booth decorations or make other arrangements with the International Festival Committee. Corporate sponsors must comply with all rules and regulations of the International Festival that apply to all participants.

What does it cost to participate?

The International Festival committee requires a non-refundable \$100 deposit to reserve your booth (booths consist of two 6'x3' tables in the front and a 6'x3' table in the back). The deposit and 25 percent of your gross sales go to the International Festival Committee for advertising the event, purchasing tickets, printing brochures, and other expenses. The International Festival committee will sell tickets, which the restaurants will accept for food items. At closing, each restaurant will be reimbursed 75 percent of the face value of the tickets they have collected during the International Festival, unless any outstanding charges have incurred.

Food

Each participating restaurant may determine its own menu for the International Festival, but it is the hope of the International Festival Committee that each restaurant or business will provide its "specialty of the house."

Menus must be submitted to the committee no later than October 6, 2017 in order to be included in the event brochure. Please limit your menu to five items or less.



Pricing

Prices can vary based on the items being served. The patrons will use 50 cent tickets, so all items need to be priced in 50 cent increments with a maximum price of \$4.00. For example, egg rolls might cost \$1.00 (two tickets) instead of \$.75.

Portion Control

Remember this is a “taste of food” not a meal. You must serve sample size portions only – NO FULL SIZE SERVINGS.

For example, serve no more than 3oz. of soup, a quarter of a sandwich, or 1 oz. entree.

International Festival Rules

- All restaurants will be required to submit, with their deposit, a Certificate of Insurance, naming Marshall University as additional insured. This should be available under your restaurant policy, and your agent should be able to provide it. We must have your certificate prior to the event or you will not be able to participate.
- Participants must comply with health department guidelines and also apply for a special event permit through the Cabell Huntington Health Department.
- No beverages, souvenirs, or other items of any sort will be sold by restaurants.
- No open flames (charcoal grills) will be permitted due to the Marshall University fire and smoke prevention system.
- Each booth must handle the collection and security of their tickets, as well as assuring the tickets remain dry. NO CASH TRANSACTIONS ARE PERMITTED.
- Participants must supply their own manpower, equipment for heating or cooling, paper products, and a sign displaying the restaurant’s name and a list of food prices.
- Each booth will consist of two 6’x3’ tables in the front with one 6’x3’ table in the back. There will not be dividers or curtains.
- All participants are encouraged to decorate using their restaurant theme or another appealing design. Participants may use their own signs and menus as part of their decorations.
- Each booth must designate a person(s) as booth manager throughout the event. This person must have the ability to make decisions and act in the absence of the owner or manager.

Event Advertising

The International Festival Committee will coordinate news coverage and advertising for the event. In addition to the media exposure, a brochure will be made available for the patrons. It will show the floor plan of the event, the menu items, prices, the entertainment schedule, and the street address of your restaurant. Posters, flyers, and other promotional materials will also be available.

Seating & Entertainment

Table seating will be available and will be kept clean by volunteers. Musical entertainment will be provided as part of the International Festival.

How to Sign Up

A non-refundable \$100 deposit for a booth is required by October 6, 2017 along with a proposed food and price list for the menu style brochure and your insurance certificate.

Please mail your deposit check(s) (made out to Marshall University Research Corporation - MURC), entry forms, and certificates of insurance and food list with prices to:

Jyotsna Patel
Marshall University
International Student Services
Old Main 320
One John Marshall Drive
Huntington, WV 25755

www.marshall.edu/iss/festival/





Be an International Festival Participant! Reach 3,000+ Tri-State area residents in just 4 hours!

2017 International Festival Restaurant Entry Form

Entry form can be submitted electronically to patelj@marshall.edu
Send in this completed entry form, insurance certificate, and your deposit check to:

**Attention: Jyotsna Patel
Marshall University
International Student Services
Old Main 320
One John Marshall Drive
Huntington, WV 25755**

Booth Name and Address: _____

Website/Facebook page/Public Phone Number: _____

Contact Name & Phone Number: _____

Contact Email Address: _____

Electrical Hookup Needed: Y/N If Yes, How Many? _____

Additional Requirements: _____

Food Item Name / Description / # of Tickets (min \$.50/max \$4.00)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Questions? Email iss@marshall.edu or call 304.696.6229

For additional information, visit www.marshall.edu/iss/festival/

