



Philippine Fiesta USA, Inc. dba Fiesta in America • 124 East 40th Street, Suite 1004, New York, NY 10016
+1.212.682.6610 (M-F, 10 am-5:30 pm, EST) | +1.917.612.8861
email: info@fiestainamerica.com | www.fiestainamerica.com | philippinefiestausa.com

2026 Sponsorship Contract

Please select your participation level (two-day commitment except *Exhibitor level)

<input type="checkbox"/> Palladium	(CALL US)	<input type="checkbox"/> Gold	\$15,000	<input type="checkbox"/> Silver	\$7,500
<input type="checkbox"/> Platinum	\$50,000	<input type="checkbox"/> Titanium	\$10,000	<input type="checkbox"/> Bronze	\$5,000
<input type="checkbox"/> Diamond	\$25,000	*See separate form for Exhibitor level			

Company Name: _____ Website: _____

Name to Display on Booth Sign (required, can be dba, brand name): _____

Contact Person: _____ Position/Title: _____ Address: _____

City: _____ State/Province: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____ Signature: _____

Date: _____ Badge Names (up to 4): _____

(A separate badge form is available if all names cannot be listed here.)

Description of company booth and products _____

Additional Information or Request(s) to Fiesta in America: _____

☐ I hereby agree that the company above (hereafter called the "Sponsor") contracts for space(s) at Fiesta In America 2026 to be held at American Dream, East Rutherford, NJ, on August 15-16, 2026, starting at 10:00 a.m., and that the Sponsor agrees to abide by all terms, conditions, rules, and regulations attached hereto and made part of this agreement.

Sponsor

Signature: _____

Name in Print: _____

Title: _____

Date: _____

Acknowledged by: _____

NANDING M. MENDEZ, President and CEO

Fiesta in America Main Office:

124 East 40th Street, Suite 1004, New York, NY 10016 USA

Telephone: +1.212.682.6610 | +1.917.612.8861

Email: info@fiestainamerica.com

www.fiestainamerica.com | www.philippinefiestausa.com

For local government units in the Philippines, contact Susan del Mundo (susan@fiestainamerica.com). For private companies, contact Alexis Revilla (alexis.revilla@fiestainamerica.com)

Payment Instructions

1. Check or Money Order:

- **Payment in US dollars:** Make check payable to Philippine Fiesta USA, Inc.
- **Payment in Philippine peso:** Make check payable to Fiesta in America Organization, Inc.

Mail to 124 E 40th Street, Suite 1004, New York, NY 10016.

Check payment accepted until June 30, 2026.

2. Bank Transfer

Details will be provided via email once signed contract is received.

3. Credit Card: A 3% processing fee applies. Please provide

☐ Visa ☐ Mastercard ☐ Amex (US)

Account Name: _____

Credit Card Number: _____

Billing Address: _____

Expiration Date: _____ Security Code: _____

Authorized Signature: _____



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2026 Exhibitor Contract

☐ 1 unit regular table (6ft. x 30in. in total 8 ft of exhibit space) \$1,800/day or \$3,400/2 days

Table Fee Inclusions:

- One (1) Draped Table (6ft x 30in.) Two (2) Chairs Exhibitor Badges (2) Signboard Name (1)

Note: Table fee excludes electricity, water, and business licenses. Electricity must be ordered separately.

Additional needs (paid separately): Electrical Service, outlets: _____ (\$85 per piece) Drayage Service, lbs: _____

Company Name: _____ **Website:** _____

Name to Display on Booth Sign (required, can be dba, brand name): _____

Contact Person: _____ **Position/Title:** _____ **Address:** _____

_____ **City:** _____ **State/Province:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____ **Email:** _____ **Signature:** _____

Date: _____ **Badge Names (up to 2):** _____

Description of company booth and products _____

Additional Information or Request(s) to Fiesta in America: _____

☐ I hereby agree that the company above (hereafter called the "Exhibitor") contracts for space(s) at Fiesta In America 2026 to be held at American Dream, East Rutherford, NJ, on August 15–16, 2026, starting at 10:00 a.m., and that the Sponsor agrees to abide by all terms, conditions, rules, and regulations attached hereto and made part of this agreement.

Sponsor

Signature: _____

Name in Print: _____

Title: _____

Date: _____

Acknowledged by: _____

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Details will be provided via email once signed contract is received.

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☐ Visa ☐ Mastercard ☐ Amex (US)

Account Name: _____

Credit Card Number: _____

Billing Address: _____

Expiration Date: _____ **Security Code:** _____

Authorized Signature: _____

	SPONSORS						EXHIBITORS
SPONSOR & EXHIBITOR	PLATINUM	DIAMOND	GOLD	TITANIUM	SILVER	BRONZE	EXHIBITORS
FIESTA IN AMERICA -- Aug 15 & 16, 2026	Please contact us for pricing	\$25,000 (Two days)	\$15,000 (Two days)	\$10,000 (Two days)	\$7,500 (Two days)	\$5,000 (Two days)	\$3,400 (Two days) or \$1,800 (One day)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	✓	\$2,000	\$1,500	1,000	\$500	\$500	\$200
Out of home billboard placement near Philippine Airlines in JFK Airport or Times Square in Manhattan, NYC	✓						
Co-branded event with video ad placed on FIA homepage and 20 social media postings on all social channels all year round, depending on date of sponsorship	✓						
Top-tier sponsors receive premium booth placement on left or right sides of stage facing seated audience for maximum visibility 4 weeks before the	✓						
First 3 sponsors confirmed before May 31, 2026 get 4 other prime spots in venue near seated audience	✓	✓	✓	✓			
Logo featured on all pre-event and onsite marketing: posters, digital ads, LED wall and magazine	✓	✓	✓	✓	✓	✓	✓
Guaranteed brand mentions in at least one press release seeded to media (US-based PH media and PH-based Philippine media)	✓	✓	✓				
Trade exhibit area for sales and consumer engagement:							
-- Skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)	Two (2)	Two (2)	One (1)	Two (2)	One (1)	One (1)
-- Chairs per table	Four (4)	Four (4)	Four (4)	Two (2)	Two (2)	Two (2)	Two (2)
-- Company signage	✓	✓	✓	✓	✓	✓	✓
Fiesta Talks Magazine**							
Ad placement in <i>Fiesta Talks Magazine</i> (8 x 10.5 inches, print + downloadable digital edition with homepage online flipbook). Includes QR code integration for lead capture.	Back Cover	Inside Front Cover	Inside Back Cover	One page print ad in early section of <i>Fiesta Talks</i>			
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine*</i> (8 x 10.5 inches)	✓	✓	✓	✓			
Full-page feature article of sponsor for Fiesta Talks		✓	✓	✓	✓		

Sponsor-or FIA-penned 150-word copy in E-Newsletter** distributed weekly to 10K subscribers, with call-to-action link to sponsor site	Threee (3)	One (1)	One (1)	One (1)			
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
USE OF LED WALL (28 x 8 feet)							
60-second or more video commerical on LED screen onstage (with audio)	Two (2)						
Onstage opportunity: 10-min AV slot with deck presentation	<input checked="" type="checkbox"/>						
Onstage opportunity:AV slot — video with audio, then muted video while rep addresses audience	3 x for 5 min	2 x for 5 min	2 x for 2 min	1 x for 2 min			
2 minute video presentation onstage (no audio from video)	One (1)	One (1)	One (1)	One (1)			
30-second LED reel (no audio)	Six (6)	Four (4)	Four (4)	Four (4)	Four (4)		
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital billboard ad at American Dream spots	TBD						
WEBSITE AND SOCIAL MEDIA							
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website exposure for 8 months, hyperlinked to client's website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website and social media logo exposure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media posts one week before event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
PEOPLE'S BALL (FIA Companion Gala,Aug 9, 2026)							
Complimentary seats	Seven (7)	Five (5)	Three (3)	Two (2)	One (1)		
Corporate banner at reception area	One (1)	One (1)					
Exhibitor tables at Reception Area	One (1)	One (1)					
Onstage opportunity: 5-minute AV presentation	One (1)	One (1)					
Looping LED reels with audio							
Looping 30-to 60-sec video commercials (no audio)	Three (3)	One (1)					
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Exhibitor & Sponsor Rules and Regulations

1. All exhibits at the show shall be for the promotion and benefit of consumer products and services stated in this contract, and such products must be available either for wholesale, retail, or end-user purchase.

2. Unless the contract specifically provides otherwise, no sponsor or exhibitor may sublet or resell to, or permit the use of any part of the space to any other organization or individual. Violations will result in cancellation of participation.

3. All sponsors and exhibitors must maintain their tables' cleanliness at all times during the duration of the show.

4. Sponsors and exhibitors shall only set up from 7:00 AM to 10:00 AM on Saturday, August 15, 2026, and may close and dismantle their tables after 7:00 PM on the same day.

5. No participant may use decoration, equipment, or furniture which extends to the public aisle or exceeds 1.25 meters in height within the first 1.50 meters from the aisle. Nothing may exceed 2.5 meters in height at any point in the stand. Those requesting a waiver of these restrictions must submit a detailed diagram of the display plan, including front and side elevations with all dimensions, at least 90 days prior to the first day of set-up for approval. If any display is erected that violates this rule or deviates from an approved plan, FIESTA IN AMERICA, under its company Philippine Fiesta USA, Inc., has the right to perform, at the sponsor's or exhibitor's expense and without further approval, any work necessary to bring such display into compliance. Neither FIESTA IN AMERICA nor its agents, employees, or contractors shall be liable for any damage to participants' displays resulting from such work.

6. Failure to comply with show schedules or requests for information regarding table display or personnel will be grounds for cancellation of the participant's table. In such an event, FIESTA IN AMERICA may resell such space without any further obligation to the sponsor or exhibitor.

6-A. To ensure that sponsors and exhibitors receive the full range of entitlements included in their selected package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation with full payment must be received at least one (1) month prior to the event. Confirmations received at least eight (8) business days before the event may still receive limited entitlements at the discretion of FIESTA IN AMERICA, though not the full package. Confirmations received seven (7) business days or fewer before the event will only be accommodated with a basic skirted table, without any additional entitlements. All participants are respectfully reminded to adhere to deadlines so that FIESTA IN AMERICA can deliver the promised visibility and benefits in a timely and professional manner.

6-B. Electrical service is not included in the table fee. Exhibitors may request a standard outlet at the rate of \$85 per exhibitor, payable in advance.

7. Food sales are regulated by the East Rutherford New Jersey Department of Health and subject to other regulations as promulgated by Federal, State, and local authorities. Health permits are required.

8. Participants may not schedule or host activities that conflict with the officially published program of the show, including seminars, food functions, or show floor hours. Any proposed ancillary events or gatherings within one (1) month prior to the show dates must be disclosed to and approved by FIESTA IN AMERICA. In addition, participants must not conduct business or activities that disrupt the event or diminish its value to fellow sponsors and exhibitors.

9. FIESTA IN AMERICA will provide security for the general supervision of the exhibit hall only during exhibition hours. FIESTA IN AMERICA is not responsible for any loss whatsoever. Participants may provide security for their exhibits at their own expense.

10. Each participant shall be entitled to two (2) free badges per unit to the show floor. Two (2) additional badges for participant personnel are available at \$15 each, for a maximum of four (4) total badges per participant; table exhibitors receive two (2) badges.

Badge names must be submitted no later than seven (7) business days before the event to guarantee printed badges. Requests submitted after the deadline will not be processed in advance; any on-site additions or changes will be issued as handwritten badges only.

All badges are the property of FIESTA IN AMERICA, are for authorized personnel only, and are non-transferable. Violators will have their badge confiscated and may lose their entitlements. For security reasons, badges can only be picked up on the first day of the event at American Dream (Court A) during Move-in/Booth Set-up hours (or after), but not prior to.

11. Each sponsor or exhibitor and each of its authorized contractors shall carry insurance covering liability for personal injury, property damage, fire, theft, and worker's compensation, and shall protect, indemnify, and hold harmless FIESTA IN AMERICA, American Dream, and their subcontractors, officers, agents, and employees against all claims, losses, suits, damages, costs, and expenses of any kind, including attorney's fees, resulting from the sponsor's or exhibitor's use or occupancy of the exhibit space, its products, or actions of its agents or employees. FIESTA IN AMERICA carries public liability insurance for liabilities arising from common areas of the exhibits including installation, dismantling, and operation of the show. Common areas include entrances, aisles, and restrooms.

12. Each sponsor and exhibitor shall be solely responsible for complying with all laws, ordinances, and regulations pertaining to customs, health, fire

prevention, and public safety while participating in the show.

12-A Customs & Import Compliance. Foreign sponsors and exhibitors are solely responsible for securing all necessary customs clearances, permits, and licenses for products brought into the United States, including compliance with U.S. Customs and Border Protection (CBP), Food and Drug Administration (FDA), and other applicable regulations. FIESTA IN AMERICA assumes no responsibility for goods delayed, seized, or confiscated by U.S. authorities. All costs, penalties, or losses resulting from such actions remain the sole responsibility of the exhibitor.

13. FIESTA IN AMERICA reserves the right to assign all exhibit space, to make and change booth assignments at any time, and to make, change, or waive such rules as it considers to be in the best interest of the show. Exclusivity: Reservations will be accepted on a first-come, first-served basis. FIESTA IN AMERICA will not deny space to exhibitors, sponsors, or advertisers who have not violated any provision in this contract.

14. Payment in full is due upon signing of this agreement. Requests for cancellation must be made in writing to FIESTA IN AMERICA. It reserves the right to issue company credit in lieu of refunds. Refund schedule: Cancellations received by May 1, 2026 – 50% refund; after June 30, 2026 – no refund. If no company representative is able to acquire a U.S. visa, FIESTA IN AMERICA will refund 70% of the registration fee provided that proof of the U.S. Embassy decision is attached with the request for cancellation. Participants are advised to evaluate the event's merit in connection with their marketing objectives, including visitors' profile, program, and environment, before signing this agreement. No cancellation is honored after the opening of the 2026 event for any reason.

15. Distribution of flyers, posters, and other kinds of promotional materials will be limited to the immediate front of participants' tables. This activity is prohibited in common areas such as the hall entrance, cultural festival, food court, and other activity areas. After an initial warning, further violation will result in immediate cancellation of exhibitor's participation.

15-D. Travel, Accommodation, and Tax Liabilities for Foreign Performers. When a sponsor or exhibitor elects to bring a celebrity, artist, or performer to participate in the event, the sponsoring company shall be responsible for all related expenses. FIESTA IN AMERICA may, at its sole discretion, provide airfare and/or hotel accommodation as part of a negotiated sponsorship or performance arrangement; however, all incidental costs—including but not limited to hotel taxes, resort or occupancy fees, room service, minibar charges, laundry, gratuities, baggage fees, airport surcharges, government-imposed travel taxes, and any other personal expenses—remain the sole responsibility of the company representing the foreign performer. Companies bringing in talents further agree to comply with all U.S. tax reporting and withholding requirements for payments to foreign performers and to indemnify and hold harmless FIESTA IN AMERICA from any claims, penalties, or liabilities arising from such obligations.

16. Early Bird discounts apply for sponsors, exhibitors, and advertisers before May 31, 2026. Email info@fiestainamerica.com with the subject headline 'EARLY BIRD DISCOUNT'.

17. The management of FIESTA IN AMERICA reserves the right to reject a company as a participant.

17-C. Termination for Breach. FIESTA IN AMERICA reserves the right to terminate this Agreement immediately, without refund, if a sponsor, exhibitor, or performer breaches any provision of this Agreement or engages in conduct that FIESTA IN AMERICA reasonably deems unlawful, unsafe, or detrimental to the success or reputation of the event.

17-D. Data & Privacy Compliance. To the extent sponsors or exhibitors collect, access, or receive personal data of attendees (including names, emails, or contact information), such data may only be used for event-related follow-up and must comply with all applicable privacy laws, including U.S. federal and state regulations. Sponsors and exhibitors are prohibited from selling, transferring, or otherwise misusing attendee data.

17-E. Tax Obligations for Foreign Sponsors and Exhibitors. Foreign sponsors and exhibitors acknowledge that participation in the event may create U.S. federal, state, or local tax obligations. Sponsors and exhibitors are solely responsible for determining and complying with any such tax requirements, including but not limited to income, sales, and reporting obligations. FIESTA IN AMERICA assumes no responsibility for the tax status or compliance of foreign participants.

18. Arbitration & Mediation. Any dispute, controversy, or claim arising out of or relating to this Agreement shall first be submitted to good faith mediation in the State of New Jersey. If mediation is unsuccessful, the matter shall be resolved by binding arbitration in New Jersey under the rules of the American Arbitration Association (AAA).

Exclusivity Clause for Premium Sponsors. At its sole discretion, FIESTA IN AMERICA may grant exclusivity to a sponsor in a particular product or service category as part of a premium sponsorship package. Exclusivity is not implied or guaranteed unless expressly stated in writing.

Acknowledged by: _____ Date: _____

Print Advertising Reservation Form



Deadline for Advertising & Payment:
Juan'&*, 2026

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6b Zg'Xvc'9gZvb!'&'6b Zg'Xvc'9gZvb' L Vh
8dj g'6!': Vh'Gj i] Zg'dg!'C?% (%)

PRINT AD RATES AND DETAILS

The Fiesta Talks Magazine will be distributed to attendees at FIESTA IN AMERICA on August 15 & 16, 2026 for free. The circulation is 5,000 and readership is estimated at 20,000 with the average Filipino household size at over 4 persons.

Cost:

- | | |
|---|---------|
| <input type="checkbox"/> Inside Full Page: | \$600. |
| <input type="checkbox"/> Back Cover: | \$3000. |
| <input type="checkbox"/> Inside Back/Front: | \$2000. |
| <input type="checkbox"/> Premium Page | \$1000. |
- (First 10 pages starting page 3)

(Based on finished artwork, ready for printing.) Finished artwork (full colors only) in the correct size will be accepted without additional charges.

Production Charges: Typesetting or other preparation work will be billed separately to the advertiser at a flat rate of \$200.

MECHANICAL REQUIREMENTS:

Full page ad publication size: 8" x 10.5," PDF format
Photo: 2400 pixels wide x 3150 pixels high (300 dpi)
Logo: 2 x 2 inches, 600 x 600 pixels (300 dpi).
Submission deadline: June 24, 2026.
Please send all finished digital artwork to
info@fiestainamerica.com

ADVERTISING CONTRACT

☐ I would like to place an advertisement in the 2026 Fiesta Talks Magazine

Name: _____ Job Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

PAYMENT INSTRUCTIONS

Payment in full must accompany this contract. Please make check or money order payable to Philippine Fiesta USA, Inc. and mail along with this form to 124 East 40th Street, Suite 1004, New York, NY 10016. ; dgJ H'VhZY Zn] M'dgh'eVrb Zci'Xvc' VZVZ'b VZ For Philippine-based exhibitors, this contract must be faxed to +1.212.682.2038 | ↑] payment in full remitted to our Chase Bank Account #308968830, ABA No. 021000021, Swift Code CHASUS33, Bank Address: 633 3rd Ave, New York, NY 10017, upon signing of this contract. Proof of remittance must be sent with this contract.

If paying by credit card*, please provide us with the following information:

Check or Money Order Enclosed Credit Card Visa ☐ Mastercard ☐ Amex ☐ Discover

*There is an additional 3% processing fee on all credit card payments.

Name: _____ Total Amount: _____

Credit Card Number: _____ Expiration Date: _____ Security Code: _____

Billing Address: _____ Authorized Signature: _____