



Pasko in America, presented by Philippine Fiesta USA, Inc. • 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

2025 Sponsorship & Exhibition Contract

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

☐

Co-Branding Sponsor (CALL US)

☐

Silver \$3,000

☐

Gold \$5,000

☐

Bronze \$1,800

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: _____

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:

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

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): _____

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 Pasko In America 2025 to be held at American Dream, East Rutherford, NJ, on December , 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/Exhibitor

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

In the Philippines, Susan del Mundo

(susan@fiestainamerica.com) or

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: _____

SPONSOR & EXHIBITOR PACKAGES				
PASKO IN AMERICA: DEC. 6, 2025	CO-BRANDING SPONSOR	GOLD	SILVER	EXHIBITOR
	\$15,000	\$5,000	\$3,000	\$1,800
ENTITLEMENTS				
Visibility and branding. Exposure on posters, event print ads and other publicity materials	✓	✓	✓	
Press release mention: one press release seeded to media (US-based PH media and PH-based Philippine media)	✓			
Certification of participation	✓	✓		
Trade exhibit area for sales and consumer engagement:				
Exhibit space. Skirted 6ft. X 30in. table (exhibit space)	Two (2)	One (1)	One (1)	One (1)
-- Chairs per table	Four (4)	Two (2)	Two (2)	Two (2)
-- Company signage	✓	✓	✓	✓
Booth signage	✓	✓	✓	✓
Listing of logo in Pasko in America booklet	✓	✓	✓	✓
Print ad in Pasko in America Magazine* (5 x 8.5 inches)	Inside back cover	Full page print ad		
Full-page sponsor-penned advertorial in Pasko in America* Journal (5 x 8.5 inches)	✓			
Sponsor-penned 150-word copy in e-newsletter**	Three (3)			
WEBSITE AND SOCIAL MEDIA				
Philippine Fiesta USA website logo exposure for 8 months	✓			
Welcome announcement with exhibitor's logo on Facebook and Instagram	✓			
Social media posts	Four (4) times before event	Four (4) times before	Three (3) times before	Two (2) times before

*2,000 copies of Pasko in America Magazine for 2025 will be distributed for free among attendees, and is downloadable from philippinefiestausa.com a week before the event starts. Size of content available is 5 x 8.5 inches. **The festival's electronic newsletter has 8,000+ direct online subscribers and a total direct plus pass-on readership of around 10,000. Deadline for submission of photos and videos to production team must be submitted November 21, 2025 to allow for posting on social media and other promotional initiatives.



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, December 6, 2025 and may close and dismantle their tables after 6:00 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, PASKO 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 PASKO 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, PASKO 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 Pasko in America 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 PASKO 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 PASKO 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 PASKO 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. PASKO IN AMERICA will provide security for the general supervision of the exhibit hall only during exhibition hours. PASKO 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 PASKO 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 PASKO 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. PASKO 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. PASKO 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. PASKO 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. PASKO 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 PASKO IN AMERICA. It reserves the right to issue company credit in lieu of refunds. Refund schedule: Cancellations received by October 30, 2025 – 50% refund; after November 15, 2025 – no refund. If no company representative is able to acquire a U.S. visa, PASKO 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 2025 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. PASKO 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 PASKO IN AMERICA from any claims, penalties, or liabilities arising from such obligations.

16. Early Bird discounts apply for sponsors, exhibitors, and advertisers before November 1, 2025. Email info@fiestainamerica.com with the subject headline 'EARLY BIRD DISCOUNT'.

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

17-C. Termination for Breach. PASKO 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 PASKO 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. PASKO 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, PASKO 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



December 6, 2025

American Dream, I American Dream
Way, Court A, East Rutherford, NJ 07307

**Deadline for Advertising & Payment:
November 21, 2025**

PRINT AD RATES AND DETAILS

The Pasko in America Magazine will be distributed to attendees at PASKO IN AMERICA on Dec. 6, 2025 for free. The circulation is 5,000 and readership is estimated at 20,000 with an average 4-member Filipino household size.

Cost:

- | | |
|---|---------|
| ☐ Inside Full Page: | \$600. |
| ☐ Back Cover: | \$3000. |
| ☐ Inside Back/Front: | \$2000. |
| ☐ 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:

Publication trim size is: 5.5" x 8.5". The preferred format for digital files is Adobe PDF or a JPEG image file. Please send all finished digital artwork to sepmgzn@yahoo.com. The deadline for submission is November 21, 2025.

ADVERTISING CONTRACT

☐ I would like to place an advertisement in the 2025 Pasko in America 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 and mail along with this form to 124 East 40th Street, Suite 1004, New York, NY 10016. For Philippine-based exhibitors, this contract must be faxed to (212) 682-2038 and payment in full must be 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 (US) ☐ Discover

*There is an additional 4% processing fee on all credit card payments.

Name: _____ Total Amount: _____

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

Address: _____ Authorized Signature: _____