

Philippine Fiesta USA, Inc.

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www.philippinefiestausa.com

# 29th **FIESTA**<sup>®</sup> *in America*

## Culture & Business EXPO

Join the largest Filipino indoor business and cultural event in the U.S. East Coast

**Sat & Sun, August 15 & 16, 2026 | American Dream, East Rutherford, NJ**



Philippine Fiesta USA, Inc. is a 501 (c) (3) not-for-profit organization

# Sponsor & Exhibitor Opportunities

SPONSOR & EXHIBITOR PACKAGES	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	EXHIBITORS
<b>FIESTA IN AMERICA - Aug 15 &amp; 16, 2026</b>	<b>\$50,000 (Two days)</b>	<b>\$20,000 (Two days)</b>	<b>\$15,000 (Two days)</b>	<b>\$10,000 (Two days)</b>	<b>\$5,000 (Two days)</b>	<b>\$3,400 (Two days) or \$1,800 (One day)</b>
<b>Table area (Sponsors + Exhibitors)</b>						
Table (6ft. X 30in. )	Six (6)	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
Table space area	48' x 8'	40' x 8'	32' x 8'	24' x 8'	16' x 8'	8' x 8'
Chairs (Maximum of 4 per table)	Twenty four (24)	Twenty (20)	Sixteen (16)	Twelve (12)	Eight (8)	Four (4)
Company printed signage for table	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Early access set up (VIP load-in time)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Electrical outlet (Limited to 8 tables. First-come, first-serve basis)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Digital Marketing &amp; Social Media Exposure</b>						
Logo exposure in Philippine Fiesta USA website	6 months	5 months	4 months	3 months	2 months	1 month
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"/>	<input checked="" type="checkbox"/>
Social media posts (Pre-event)	Six (6)	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
Social media posts (Post-event)	Six (6)	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
Website blog post featuring sponsor, anchor linked to client's website	<input checked="" type="checkbox"/>					
<b>Brand Visibility &amp; Event Marketing</b>						
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Stage Presence &amp; Audience Engagement</b>						
PA/emcee shoutouts — live announcements from the emcee during the event.	Six (6)	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
Looping LED logos; duration at FIA discretion. (LED Wall 28 x 8 ft)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live giveaway or contest stage segment	<input checked="" type="checkbox"/>					
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	10 min speaking; video playing					
30-second LED reel (video playing, audio muted)	Six (6)					
<b>Fiesta Talks Magazine (Print &amp; Year-Round Digital Exposure)</b>						
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	Back Cover (first come, first served)	Inside Front Cover (first come, first served)	Inside Back cover (first come, first served)			
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"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Full-page FIA-penned feature article of sponsor for Fiesta Talks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
<b>Email Marketing &amp; Audience Outreach</b>						
Sponsor-penned and FIA reviewed 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	Six (6)	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
<b>People's Ball: VIP Gala &amp; Networking Experience (August 9, 2026)</b>						
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"/>
Complimentary seats	Ten (10)	Eight (8)	Six (6)	Four (4)	Two (2)	
Standee banner at reception area	One (1)	One (1)	One (1)	One (1)	One (1)	
Exhibitor tables at reception area	Two (2)	One (1)	One (1)	One (1)	One (1)	
Looping 30-to 60-sec video commercials (muted audio)	Two (2)	One (1)				
Onstage opportunity: 5-minute AV presentation (with video and audio)	One (1)					



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## 2026 Exhibitor Contract

Click on link to pay if you wish to pay using a credit card

\$3,400/2 days <https://book.stripe.com/fZu14n2cp3jf8uQdAneQM09>  \$1,800/day <https://book.stripe.com/28EdR97wj5rnaCYcwieQM0a>

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.) Four (4) Chairs Event ID/Pass up to Four (4) Signboard Name (1)

\*Payments made by credit card or other electronic payment methods are subject to a 3% processing fee, which shall be added to the total amount due. This **Convenience Fee** reflects the third-party payment processing costs incurred by FIESTA IN AMERICA and is non-refundable. Sponsors and exhibitors may avoid this fee by paying via check, or other approved payment methods.

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

**Additional needs (paid separately):** Electrical Service, outlets: \_\_\_\_\_ (extra \$\$) 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:** \_\_\_\_\_ **Name of Company Representative/s (Event ID/pass per table is up to 4 only):** \_\_\_\_\_

**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.

### Payment Instructions (other than credit card)

For payments to FIA done in the Philippines:

#### 1. Check or Money Order:

- **Payment in Philippine peso:** Make check payable to Fiesta in America Organization, Inc. This payment will be deposited to a Philippine National Bank in the Philippines. Account number will be shared upon request.
- Check payment can be picked up by an authorized FIA representative upon request
- Philippine-based clients may conveniently deposit at any PNB branch. In many cases, deposits within the same branch region are processed without additional charges, subject to bank policies.

#### 2. Credit Card\*

- For credit card payments, please use USD. Philippine peso (PHP) payments are best completed via bank transfer or PNB deposit to avoid currency conversion and processing issues.

For payments done in the United States:

1. **Payment in US dollars:** Make check payable to Philippine Fiesta USA, Inc. Mail to 124 E 40th Street, Suite 1004, New York, NY 10016. Check payment accepted until July 15, 2026.

### Exhibitor

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

Name in Print: \_\_\_\_\_

Title: \_\_\_\_\_

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

Acknowledged by:

\_\_\_\_\_  
**NANDING M. MENDEZ, President and CEO**

#### 2. Bank Transfer

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

3. For credit card payments, please use USD. Philippine peso (PHP) payments are best completed via bank transfer or PNB deposit to avoid currency conversion and processing issues.



# Rules & 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.
  - 6-C. Convenience Fee. Payments made by credit card or other electronic payment methods are subject to a 3% processing fee, which shall be added to the total amount due. This fee reflects the third-party payment processing costs incurred by FIESTA IN AMERICA and is non-refundable. Sponsors and exhibitors may avoid this fee by paying via check, or other approved payment methods, where available.

Payments made by credit card or other electronic payment methods are subject to a 3% processing fee, which shall be added to the total amount due. This fee reflects the third-party payment processing costs incurred by FIESTA IN AMERICA and is non-refundable. Sponsors and exhibitors may avoid this fee by paying via ACH transfer, check, or other approved payment methods, where available.
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 May 31, 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](mailto: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: \_\_\_\_\_