



World O-CHA (Tea) Festival 2019

Autumn Festival

World Tea Party Exhibiting Guidelines

The way of enjoying tea has highly diverse of styles from a daily tea consuming routine to traditional formal tea ceremonies in many regions all over the globe. The aim of World Tea Party is to provide opportunities for people who love tea to learn new and unknown attractions of variety teas through education in a tea gathering with hospitality.

For this reason, the 7th World O-CHA (Tea) Festival Executive Committee accepts entries from tea specialists who can hold a tea party in the autumn festival held in Shizuoka, Japan as follows.

1. Overview of World Tea Party

- Period of events

November 7 to 10, 2019

- From 11:30 AM to 4:00 PM on Thursday

- From 10:00 AM to 4:00 PM from Friday to Sunday

- Venue

Foyer on third floor or Exhibition gallery on sixth floor
in Granship (Shizuoka Convention & Arts Center)

Address; 2-3-1, Higashishizuoka, Suruga ward, Shizuoka City

- Main organizer

The 7th World O-CHA (Tea) Festival Executive Committee
(Implementation body: Each tea party organizers)

2. Eligibility

A corporate or personal who can hold a enjoyable tea party which provides traditional tea brewing experiences or original style ceremonies in the world from the viewpoints of their specialties in World O-CHA (Tea) festival held in Shizuoka.

3. Closing date

August 16, 2019

4. Number of accepting entries

25 Spaces

The entries are subject to availability.

5. Exhibition fee

10% fee for the number of participants.

The committee is going to issue a bill based on the number of participants in your tea party. The exhibitors are required to inform the number of participants to the secretariat.

6. Application

Please fill the attached application form, and submit to the following address by mail or fax or e-mail.

7. Address for applications and contact information

The 7th World O-CHA (Tea) Festival Executive Committee Secretariat

(Shizuoka O-CHA Plaza)

3F Mizunomori Bldg., 14-1 Minami-cho, Suruga-ku, Shizuoka City, Shizuoka Pref.

422-8067 JAPAN

Tel: +81-(0)54-202-1488 / Fax: +81-(0)54-202-1480

E-mail: wof@pref.shizuoka.lg.jp

URL: <http://www.ocha-festival.jp/2019/>

8. Decision of exhibitors and holding a briefing session

After the closing date, the secretariat provides a notice of determination for the exhibiting space and informs the outline of the briefing session.

We hope the exhibitors to attend the session.

- Date: September 17, 2019. From 3:00 PM to 4:30 PM

- Venue: 910 conference room on ninth floor in Granship

*In case of foreign exhibitors, committee provides necessary information through e-mail.

9. Point to be noted

Exhibitors are able to collect fees from the participants of tea party. However, the operation of the tea party has some possibility to be treated as a café shop business by the public health center. So exhibitors are required to consult with the executive committee of tea festival before hand.

- Any costs for operating a tea party and equipments must be owe by the exhibitors.

- Perishables are prohibited to provide for the participants of tea party.

- Exhibitors are NOT allowed to sell of goods.

- Exhibitors must draw away from religious or political orientation, and avoid profit making purposes.

- The content of tea party is limited to exhibitor's original.

- The executive committee has some cases to decline when the content of the tea party doesn't follow the aim of this program.

- The executive committee decides the place of tea party entered by the applicants.

10. Others

• The executive committee lets exhibitors use a space for tea party, two long tables and three chairs complimentary during the festival. If the exhibitors need to use additional tables or chairs, please mention in the application form to do so. However, the number of free rental tables and chairs are limited.

• Some equipments and devices are possibility to lend for a fee. Please let us know if you need them.

• The executive committee is going to share the information of tea party through the official festival website and SNS. So please let us know when you have intention to use this service.

• Collected personal information through the application is used only for communication between committee secretariat and exhibitors including sharing information on tea and tea events from the secretariat.