

To All Prospective stallholders



Thai Festival Tokyo 2025

Application Guidelines for Stalls

Application Guidelines for Stalls

Basic Information

Title: The 25th Thai Festival Tokyo

Purpose: To promote and spread the charm of Thai food, culture, and other diverse attractions to Japan.

Dates: May 10th(Sat) and 11th(Sun),2025

Hours: 10:00-20:00 *both days

Venue: Yoyogi Park event site 2-3 Jinnan, Shibuya-ku, Tokyo 150-0041, Japan

Admission Fee: Free

Estimated number of visitors: 300,000 ~ 400,000 people

Outline of Stall Openings

Stall Category and Fee

Stall category	Minimum unit (booth)	Size	Fee (tax included)
Restaurant 1 booth	1	3.6m×3.6m	¥600,000
Restaurant 2 booths	2	3.6m×7.2m	¥1,100,000
Food truck/for those who can bring their own vehicle	1	2.5m x 5m Space for 1 car	¥550,000
Fruit	1	3.6m×3.6m	¥450,000
Product sales 1 booth	1	3.6m×3.6m	¥400,000
Product sales 2 booths	2	3.6m×7.2m	¥750,000
Supermarket	12	(2k×2k)×12	¥4,000,000
drink	1	3.6m×3.6m	¥750,000
Government booth (including embassy)	1	3.6m×3.6m	¥400,000
NGO (No item or service sold)	0.5	3.6m×3.6m	¥80,000
NGO (Item or service sold)	1	3.6m×3.6m	¥300,000

*The stall fees include basic facility, electricity and water cost for food and beverage booths.

*If cooking is involved in the fruit, product, or beverage booths, plumbing work fee will be required.

*Plumbing work is not available for kitchen cars. Only electricity can be connected.

*The number of available booths in each category is limited. If there are too many applications, the Event Office will hold a draw.

Terms and Conditions

- The contents of the stall must be in line with the purpose of the festival (food and beverages, products, services, etc. related to Thailand).
- The applicant must be the same as the business owner, manager, or organization.
- The applicant must agree to and submit the "Agreement for Stall Opening" which will be sent at a later date.
- Is able to cooperate with us by filling out a questionnaire after the event to help us improve the event for the following year and beyond.
- Please note that if the event is cancelled due to stormy weather or other unavoidable reasons, the stall fee will not be refunded.

Application Overview

How to Apply

Fill out the stall application form and send it to the email address below or mail it.

Download Application Form

*please fill out the application form in Japanese or English. We apologize for not accepting Thai.

Please attach the following documents if you are applying to open a food and beverage booth.

- A copy of the food and beverage business permit (issued by a Japanese public institution and valid for the term of the permit)

- A pamphlet of the restaurant or a form or other document that provides information about the restaurant (address, contact information, menu, number of seats, etc.).

As an alternative to the above, a copy of the company registration, etc.

Application Deadline

February 12, 2025 (Fri) * Postmark Valid on the same day

Application Address

25th Thai Festival Tokyo Event Office

E-mail thaifestokyo@tsp-work.jp

〒153-0043 1-17-16 Higashiyama, Meguro-ku, Tokyo

TEL 070-1446-5815 (Office hours: Weekdays 9:00-17:00)

Determination and announcement of stalls

① The Event office will carefully review all applications and required documents on a first-come, first-served basis and will inform you whether your stall application has been accepted or rejected. Applications will close once the maximum number of applicants for each type of stall has been reached. However, if a stallholder withdraws their right to open a stall or is disqualified for any reason, the Event office will select from among the applicants who were not initially chosen and give the right to open a stall to them.

② Once the decision has been made, a notice and all necessary documents will be sent to the applicant.

Payment of stall fee

① The Event office will inform stallholders of the bank account to transfer the stall fee, along with the notice of decision

② **Stallholders are required to transfer the full amount of the stall fee to the designated bank account by the date specified by Event Office after the stall has been selected. * All bank transfer fees are the responsibility of the stall holder.**

③ Any vendor who fails to pay the full stall fee by the deadline will be deemed to have waived their right to open a stall, and a replacement will be selected.

④ Please note that the stall fee will not be refunded under any circumstances

Determination of Booth Location

The location of stalls will be determined by a strictly fair lottery conducted by the Event office after the stall selection.

Regulations for opening and operating a stall

Attention Points

- ① Necessary equipment may change based on the guidance of the public health department.
- ② In general, serving raw food is prohibited. (Please note that raw spring rolls and raw vegetables, which have been linked to numerous cases of food poisoning, are also prohibited.)
- ③ If you wish to offer food samples or serve food that require cooking (including fruit cutting), such as shaved ice with toppings, you will need to have plumbing facilities. Please note that these facilities cannot be added after the application has been completed. Cutting, serving, pouring, are also considered cooking activities.
- ④ Food and beverages, alcoholic beverages, sundry goods, daily necessities, clothing, and other items imported from overseas, as well as store display items, must be follow by the import regulations set by the Japanese government.
- ⑤ The display, sale, or provision of items that infringe or may infringe on patent rights, design rights, trademark rights, etc. is prohibited.
- ⑥ All stallholders are required to follow the standards and Japanese domestic regulations, as well as the regulations set forth by the Event office. Any stall found violating these regulations will be taken into account when selecting stalls for future festivals, including this year's festival. Such stalls may be denied.
- ⑦ Stallholders are required to bring their own equipment and booth decorations or request them to the Event Office. A list of rental equipment that can be arranged by the Event office will be sent to stallholders at a later date.
- ⑧ Stallholders are responsible for compensating any damage caused to other's booths, the Event office's operating equipment, the venue's facilities, or to a person. The organizers will not be held responsible for any damage caused by a vendor.
- ⑨ Any matters not covered in these regulations will be handled in accordance with the "Stall Owner's Manual," which will be sent to you by email at a later date.
- ⑩ In order to prevent food poisoning and to identify stalls, the Event office may collect and store preserved food for inspection. In such cases, we may ask you to provide us with the menu items, so please follow the instructions of the Event office.

Cancellation of this festival

The organizer may cancel the Festival in case of natural disasters such as earthquake or tsunami, fire, flood, epidemic, strike, war, or other similar force majeure, or in consideration of social conditions at the time of the Festival.

Please note that stall fees will not be refunded in the event of cancellation.

The organizers will not be held responsible for any damages resulting from the cancellation of the festival.

Compliance with laws and regulations

All Stallholders must agree to follow all laws and regulations in Japan and to follow the "Stallholder's Manual" which will be sent to you at a later date. If a stall violates any laws, regulations, or rules, the Event Office may refuse or cancel the stall, regardless of the reason. The organizer will not be held responsible for any damages caused by such a violation.

Restaurant Booth

<Accessory equipment>

- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name × 1
- 1-tank sink × 1
- Hand wash basin × 1
- Refrigerator 170L × 1
- Fire extinguisher × 1

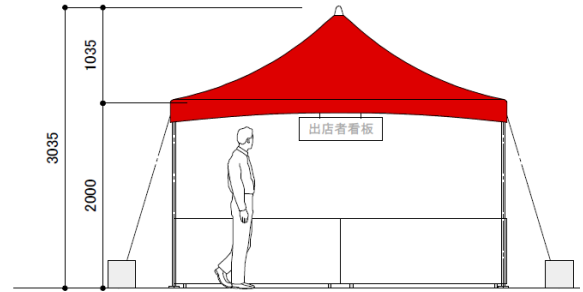
<Notes>

- Each booth is allowed to prepare and sell no more than four types of dishes.
 - *Including dishes that are considered desserts.
 - *Serving fresh spring rolls is prohibited to prevent food poisoning.
- When selling set menus, please set the menu combining the four dishes.
- * Please note that you are not allowed to sell dishes other than the four dishes as a set menu.
- No food can be prepared or processed without prior notification.
- The serving of any beverages is prohibited in restaurant booths.
- Any violation of the rules may result in the suspension of sales and a ban from future Thai Festivals.
- Please make sure to have a hand washing machine + hand sanitizer, one-tier sink, hot water heater, refrigerator, and cooking table. The lower portion of the counter must be closed and the tent must be curtained on three sides. Shelves with lids that close must be provided for container storage.
- All stallholders are required to follow the hygiene standards set forth in Japan, and to attach dust covers to the food inside the tent.
- The number of gas stoves is limited to four (4).
- Please use fresh ingredients, and keep raw food well chilled beforehand and store it in the refrigerators.
- Please follow the hygiene regulations of the Shibuya Public Health Center, which will be announced in advance, regarding the storage of ingredients and cooking utensils, and the disposal of garbage. If you violate the rules, the Shibuya Public Health Center may order you to stop selling the food.
- Please prepare sanitizers in accordance with the rules and regulations of the Shibuya Public Health Center.
- Although there is no price limit, we ask that you sell with the appropriate quantity, quality, and price.
- Please display a list of dishes and their prices at the front of your booth. Selling outside of the tent is not allowed.
- Please use burnable containers for your dishes to avoid the hassle of collecting them.
- Please ensure that the lines of customers are kept organized for smooth traffic around the booths, and that the stallholders are responsible for ensuring the safety of their customers.

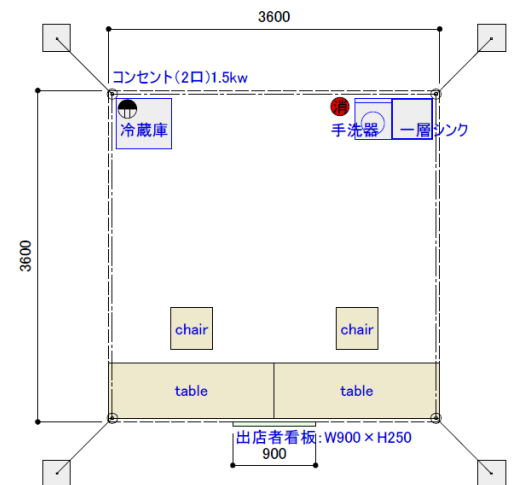
*Required equipment may change according to the supervision of the health center.

< Booth Image >

- elevation -



- plans -



Basic Equipment and Specification

Food truck

Food truck stalls will be provided with a space of 2.5m X 5m and 1.5kw power supply.

Food trucks that are approved by the Tokyo Metropolitan Health Department are allowed to set up stalls.

<Notes>

- Please be aware that plumping connections are not available.
- Only Thai food can be served.
- The Festival organizer will not arrange for a food truck. Please apply only if you can bring your own vehicle to the event.
- Please note that vehicles cannot be moved during the event.

Fruit booth

<accessory equipment>

- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name × 1

***If you will be offering food samples or selling menu items that require fruit cutting or other cooking activities, you will need to have plumbing facilities. Cutting, serving, also fall under the category of cooking.**

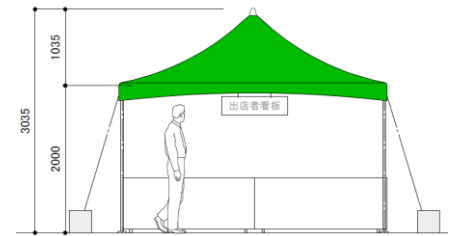
***Please note that due to park facility conditions, the area where plumbing facilities can be installed are limited, and therefore, additional plumbing work is not possible after the application for a regular Fruit Booth is completed.**

<Notes>

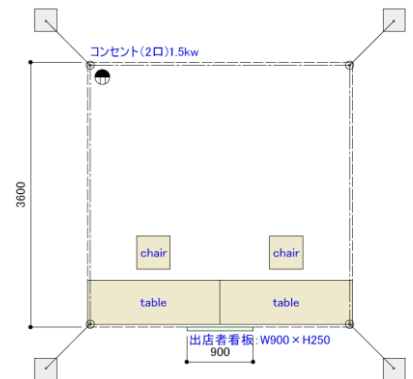
- Cooking and food sampling is not allowed on site, except for stallholders who have applied for plumbing facilities.
- **Selling pre-packaged fruit juices in paper cartons, bottles, or cans, or selling drinks that do not contain fresh fruit is not allowed.**
- For food sampling, stallholders are required to follow the hygiene standards set forth in Japan. To prevent food contamination, please cover cut fruits and other food in your tent with a dustproof cover.
- Use cutting boards, knives, and other utensils
- Heat and cook on hot plates, etc.
- Peeling fruits for taste-testing and selling
- In past years, we have received complaints from customers who purchased fruit at the festival about the quality of the products, such as rotten or poor quality.
The event office is unable to respond to such complaints, so we ask that all customers who purchase from each booth be given a receipt or store card with the stall owner's name and contact information along with the food.
- Use fresh ingredients, and keep raw foods cool before serving them.
- Follow the hygiene regulations of the Shibuya Public Health Center, which will be announced in advance, regarding the storage of ingredients and cooking utensils, and the disposal of garbage. If you violate the rules, the Shibuya Public Health Center may order you to stop selling the food.
- Please prepare sanitizers in accordance with the rules of the Shibuya Public Health Center.
- **Products that do not have a food label (in Japanese) will not be allowed to be sold.** Also, please display a list of dishes and their prices at the front of your booth.
- Selling products outside of the tent is not allowed.
- All food to be sold must be reported in advance. Unnotified dishes will not be allowed to be sold.
- Please use burnable containers for your dishes to avoid the hassle of collecting them.
- Stallholders must ensure customer lines are well-organized to maintain smooth traffic around the booths and are responsible for ensuring customer safety.

< Booth Image >

- Elevation -



- Plans -



Food sampling that needs such food preparation requires plumbing work

Basic Equipment and Specification

Product Booth

<Accessory equipment>

- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name ×1

*When equipment other than the above is required due to supervision by the public health center, please apply as optional equipment

***If you wish to offer food samples or sell menu items that require fruit cutting or other cooking activities, you will need to have plumbing facilities. Cutting, serving, also fall under the category of cooking.**

***Please note that due to park facility conditions, the area where plumbing facilities can be installed is limited, and therefore, additional plumbing work is not possible after the application for a regular product booth is completed.**

< Notes >

- Products that do not have a food label in Japanese will not be allowed to be sold.
- Unnotified dishes cannot be sold.
- Use refrigeration equipment to sell foods that require specific storage temperatures.
- Use cutting boards, knives, and other utensils
- Heat and cook on hot plates, etc.
- Peeling fruits for taste-testing and selling
- Stallholders must submit a list of products to be sold and a copy of the Japanese food label attached to each item in advance. The label must clearly include the product name, ingredients, quantity, country of origin, expiration date, storage instructions, importer, and other details. Only approved products may be sold on the day of the festival. When selling food, be sure to explain expiration dates and preservation method to customers.
- All vendors must comply with Japanese import regulations.
- Imported items from overseas must be imported in accordance with the import regulations set forth in Japan. Food products imported from overseas must have a food label in Japanese that follow the regulations.
- If you plan to cook, prepare, or offer food samples on-site, please apply as a restaurant booth. The sale of beverages, including unopened souvenir bottles, is not allowed in product booths.
- Selling products outside of the tent is not allowed.
- Stallholders must ensure customer lines are well-organized to maintain smooth traffic around the booths
- and are responsible for ensuring customer safety.

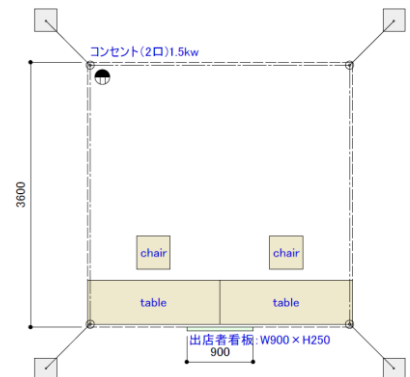
*Required equipment may change according to the supervision of the health center.

< Booth Image >

- Elevation -



- Plans -



Food sampling that needs such food preparation requires plumbing work

Basic Equipment and Specification

Supermarket Booth

<Accessory equipment>

- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name ×1

*Supermarket booths are in units of 10 tents.

*When equipment other than the above is required due to the guidance by the public health center, please apply as optional equipment

*If you will be offering food samples or selling menu items that require fruit cutting or other cooking activities, you will need to have plumbing facilities. Cutting, serving, etc. also fall under the category of cooking.

*Please note that due to park facility conditions, the area where water supply and drainage facilities can be installed is limited, and therefore, additional plumbing work is not possible after the application for a regular supermarket booth is completed.

< Note >

- Products that do not have a food label in Japanese, will not be allowed to be sold.
- Unnotified dishes cannot be sold.
- Use refrigeration equipment to sell foods that require specific storage temperatures.

- Use cutting boards, knives, and other utensils
- Heat and cook on hot plates, etc.
- Peeling fruits for taste-testing and selling

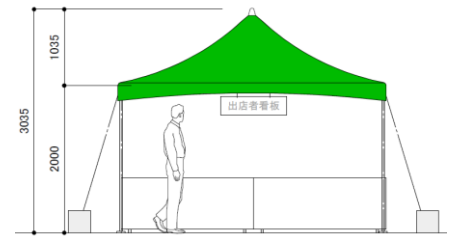


Food sampling that needs such food preparation requires plumbing work!

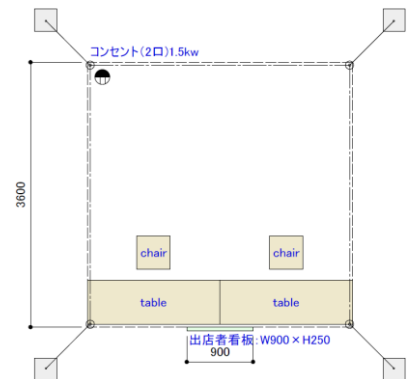
- Stallholders must submit a list of products to be sold and a copy of the Japanese food label attached to each item in advance. The label must clearly include the product name, ingredients, quantity, country of origin, expiration date, storage instructions, importer, and other details. Only approved products may be sold on the day of the festival. When selling food, be sure to explain expiration dates and storage methods to customers.
- All vendors must comply with Japanese import regulations.
- Imported items from overseas must be imported in accordance with the import regulations set forth in Japan.
- Food products imported from overseas must have a food label in Japanese that complies with the regulations.
- Selling products outside of the tent is not allowed.

< Booth Image >

- Elevation -



- Plans -



Drink Booth

<accessory equipment>

- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name ×1

***When equipment other than the above is required due to the guidance by the public health center, please apply as optional equipment**

***If you will be offering food sampling or selling menu items that require fruit cutting or other cooking activities, you will need to have plumbing facilities. Cutting, serving, etc. also fall under the category of cooking.**

***Please note that due to park facility conditions, the area where plumbing facilities can be installed is limited, and therefore, additional plumbing work is not possible after the application for the regular Drink booth is completed.**

<Notes>

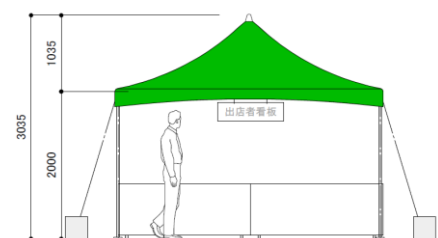
- Only drink booth stallholders are permitted to sell alcoholic and non-alcoholic beverages at Thai Festival 2025. Stallholders selling alcohol are required to submit a "Notification for Fixed-term Liquor License" to the Shibuya Tax Office in advance and pay taxes in accordance with the regulations.
- Bottled beverages can be sold only in the beverage booths, but please be sure to sell them served in paper cups. Each stall holder is responsible for collecting empty bottles.
- Use cutting boards, knives, and other utensils
- Heat and cook on hot plates, etc.
- Peeling fruits for taste-testing and selling
- Selling products outside of the tent is not allowed. Please prepare sanitizers in accordance with the rules of the Shibuya Public Health Center.



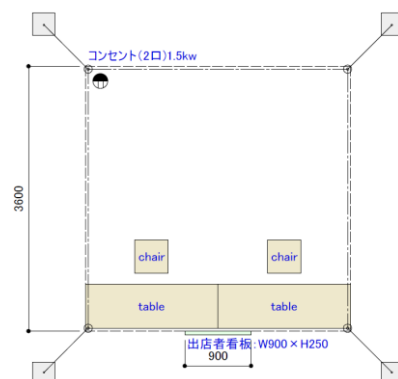
Food sampling that needs such food preparation requires plumbing work

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- Elevation -



- Plans -



Basic Equipment and Specification

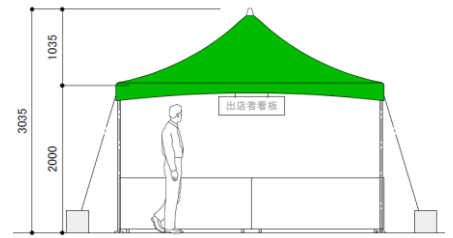
Government Booth

<Accessory equipment>

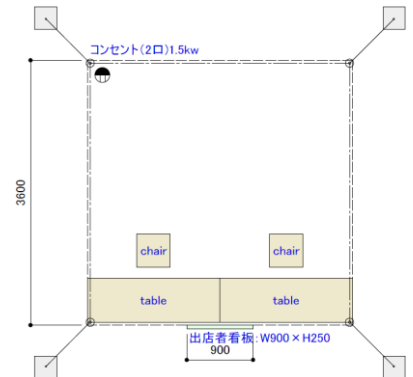
- Table(W1800×D600×H720) × 2
- Plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name ×1

< Booth Image >

- Elevation -



- Plans -



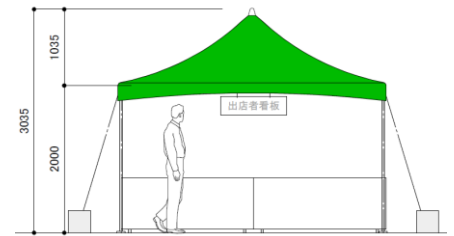
NGO booth

<Accessory equipment>

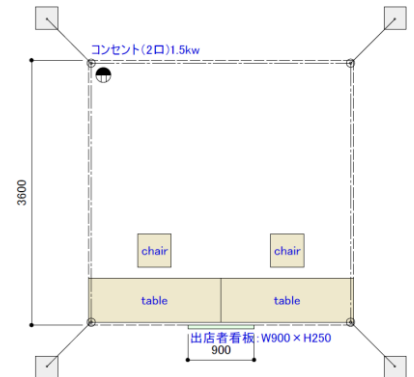
- table(W1800×D600×H720) × 2
- plastic table cloth × 2
- Folding chair × 2
- Concentric plug 1.5kw(2 outlets) × 1 set
- Fluorescent lights 40W × 1
- Signboard with store name ×1

< Booth Image >

- Elevation -



- Plans -



<Notes>

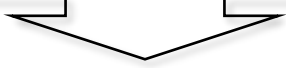
- If your stall does not sell anything, you can apply for a minimum of 0.5 booths. Organizations can open a joint stall. No more than two organizations per stall.
- If you want to open a joint stall, please write "0.5" in the "Number of booths" column.
- Selling outside the tent is not allowed.

Schedule

Begin accepting applications
Wednesday, Jan,22th,2025



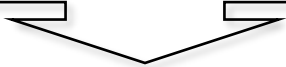
Submission deadline
Wednesday, Feb,12th,2025



Announcement of the result
Wednesday, Feb,19th,2025



Payment deadline
Friday, Feb,28th,2025



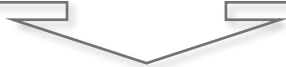
Information session for the Stallholder(online)
Scheduled around the second week of March 2025



Health Department Application Documents deadline
Monday, March,31st,2025



Load in
Friday, May,9th,2025 13:00-19:00 (This may Change)



Event
May,10th(SAT) and 11th(SUN),2025

25th Thai Festival Tokyo Stall Application Form

Address for submission

The 25th Thai Festival Tokyo Event office
 E-mail thaifestokyo@tsp-work.jp
 1-17-16 Higashiyama, Meguro-ku, Tokyo 153-0043, Japan
 TEL 070-1446-5815 (Office hours: Weekdays 9:00-17:00)

Submission deadline	February 12th, 2025
Date of Submission	

I hereby apply to exhibit, agreeing to abide by the terms and conditions of the Exhibition Regulations and any other additional regulations deemed necessary by the organizer.

1. Store opening applicant *We will not use personal information for any reason other than this purpose of use without the consent of the person concerned.

Organization name				
Name of person in charge	(Position /)			
Address				
Contact	TEL		E-mail	
	FAX		Cell phone	

2. Application form for stall opening *When applying for fruit, product, or drink booths, please be sure to request plumbing facility if you plan to offer food sampling or serve food that involves cooking.

<input type="checkbox"/> Offering food samples or serving food that involves cooking	¥100,000 /plumbing work	
Stall opening format <small>Please tick <input type="checkbox"/> for the booth you wish to apply for.</small>	stall fees (incl. tax)	Application Form Write the number of booths you want.
<input type="checkbox"/> Restaurant 1 booth *plumbing work included	¥600,000/ 1 booth	【 】 Booth
<input type="checkbox"/> Restaurant 2 booths *plumbing work included	¥1,100,000 / 2 booths	【 】 sets of Booth
<input type="checkbox"/> Food truck(Restaurant)	¥550,000 / 1 booth	【 】 Booth
<input type="checkbox"/> Fruits *	¥450,000 / 1 booth	【 】 Booth
<input type="checkbox"/> Product sale 1 booth *	¥400,000 / 1 booth	【 】 Booth
<input type="checkbox"/> Product sale 2 booths *	¥750,000 / 2 booths	【 】 sets of Booth
<input type="checkbox"/> Supermarket	¥4,000,000 / 12booth	【 】 Booth
<input type="checkbox"/> Drink *	¥750,000 / 1 booth	【 】 Booth
<input type="checkbox"/> Government	¥400,000 / 1 booth	【 】 Booth
<input type="checkbox"/> NGO (Item or service sold)	¥300,000 / 1 booth	【 】 Booth
<input type="checkbox"/> NGO (No item or service sold)	¥80,000 / 0.5 booth	【 】 Booth

*Please enter the total fee **Total ¥**

Signboards for stall holders	<p>Please provide the name that will appear on the signboard on the day of the event. Stall signs must be in Gothic typeface. (English text is also acceptable, but Thai cannot be displayed.) Punctuation marks, symbols (. . . , " , " , etc.) and spaces between letters should be clearly indicated. Please make sure that punctuation, symbols (such as " , " , etc.) and spaces between letters are clearly indicated.</p>
Stall Details <small>*Please describe your exhibit and menu.</small>	

■ For the Event office

*Do not fill in the following fields.

Reception Date		manager	
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