

Rules of participation in the Nowruz festival of TCICS:



Dear Participants,

The following guidelines are provided for your reference regarding participation in the Grand Nowruz Festival:

General Rules:

1. Photography and videography during the events and in different areas will be conducted by the association. However, the photos and videos taken are solely for the association's use, and the association does not commit to capturing specific content for sponsors' booths or tents. Therefore, sponsors are encouraged to arrange for their own photography, videography, and content creation to showcase their allocated spaces.
2. Since your **booths and tables** represent a showcase for your products and services, we kindly request that you **decorate your tables in a way that reflects the value of your business**. Please use organizing baskets, vases, or decorative elements related to your products or services to enhance the appearance of your table.
3. Maintaining cleanliness and returning the space in a clean condition reflects the character of the Iranian community. Sponsors are **responsible for leaving** their booths or tables empty and removing all banners and promotional materials at the end of the event.
4. Sponsors are responsible for collecting waste from their tents or booths and placing it in designated waste areas. Failure to comply with cleanliness and returning the space in good condition will result in disqualification from future events. Additionally, a cleaning fee of \$50 will be charged to all sponsors to ensure the park is returned in pristine condition to the municipality.

Rules of participation in the Nowruz festival of TCICS:

Nowruz Bazaar:

Venue:

2150 Wilson Ave, Port Coquitlam, BC V3C 6J5

Date & Time:

Saturday, March 15, and Sunday, March 16, from 10:00 AM to 7:00 PM

1. To ensure smooth operations and better organization, the event venue will **be available for setup on Friday, March 14, from 3:00 PM to 7:00 PM.** Sponsors must complete their booth or table setup during this time. Failure to do so will be considered a withdrawal from the event, and no space will be allocated thereafter.
2. **The maximum size for banners** is 2.5 feet (width) x 6 feet (height).
3. For shared tables, **each business is allowed one banner.** For individual tables, a maximum of two banners is permitted. Booths have no banner restrictions as long as banners are placed within the allocated booth space.



Rules of participation in the Nowruz festival of TCICS:

Chaharshanbe Suri (Fire Festival):

Venue:

Coquitlam Town Centre Park (Lafarge Lake Park)

Date & Time:

Tuesday, March 18, from 4:00 PM to 9:00 PM

- 1. Sponsors must arrive at the park by 1:00 PM on the event day to receive their allocated tents. Delays or absences are the sole responsibility of the sponsor.**
- 2. Sponsors placing banners outside** their allocated tent or booth must deliver the banners to the marketing team and receive a receipt **no later than seven business days before the event.** Failure to do so will result in banners not being displayed, for which the sponsor bears full responsibility.
- 3. Sponsors who have reserved slots for video advertisements** must deliver their finalized videos to the marketing team **no later than three business days before the event.** Failure to do so will result in the advertisement not being displayed, with the responsibility resting on the sponsor.
- 4. Sponsors with individual tents** have full flexibility regarding the number and size of banners placed inside their tents.
- 5. Sponsors using shared tents** may place a maximum of two banners, each no larger than 2.5 feet (width) x 6 feet (height).
- 6. Each tent may display up to two standing banners** at the entrance, each no larger than 2.5 feet (width) x 6 feet (height), provided they do not obstruct walkways or neighboring views.

For any questions or further coordination, please contact us at 778-888-9373 or via email at Marketing@tcics.com.

Best Regards,

Shahryar Vafaei

Marketing Director of Tcics

