



# KALEIDOSCOPE

EVENT

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TENANT  
DESIGN  
MANUAL

## **KALEIDOSCOPE Vendor Guidelines**

Central Park, Greenfield District

Every Friday | 4pm to 12am

### **About Kaleidoscope**

A Friday weekend night event in Greenfield District's Central Park which offers a vibrant destination for those coming from work, offices and their homes. It has a good variety of food, beverages, merchandise and even some collectible items. There's also entertainment via live bands that play your favorite music as you shop and dine. Kaleidoscope has now become one of the metro's Friday night hang-out places where you can unwind and enjoy each other's company amid the greens and ambiance of an outdoor set-up.

### **Vendor Guidelines**

#### **1. Applying for a space**

**a.** Vendors who wish to join Kaleidoscope must submit the following to the marketing officer-in-charge:

- i. Company/ Group logo
- ii. Profile
- iii. Point person and contact information
- iv. Actual product photos
- v. Product list
- vi. Price list

**b.** Product samples that are properly labeled must be sent to the Greenfield head office with address at:

Greenfield Corporate Center  
88 United Street, Greenfield District,  
Mandaluyong City

**c.** Feedback will be given within 5 working days via email and text

**d.** Note that approval of vendor concept does not guarantee a space every week. Vendors must apply for a space for an upcoming Kaleidoscope event on a weekly basis.

e. A weekly schedule is as follows:

<b>Monday</b>	Greenfield to send by email and text an invitation to join to ALL pre-selected and approved vendors. Deadline will be by Tuesday 5PM.
<b>Tuesday</b>	Confirmation will be ongoing
<b>Wednesday</b>	Greenfield to confirm participation of approved vendors by email and text
<b>Thursday</b>	No more movement
<b>Friday</b>	Event proper

## 2. Securing approval to join

- a. An email and text message will be sent to the approved vendor.
- b. Vendors are asked to strictly stick to their approved product concepts. The product list that was sent to Greenfield during application for a slot in Kaleidoscope should be the only ones being sold.
- c. Greenfield aims to maintain a good product variety among vendors that should not be directly competing with each other. Should there be new product offerings, please send the list and photos to the marketing OIC for approval, and send product samples to the Greenfield head office.
- d. Vendors that are found to sell non-approved products will be automatically banned from participating in future Kaleidoscope events.

## 3. Provisions for vendors

- a. The following items will be provided to the vendors:
  - i. Space within a 5x5 meter lighted tent
  - ii. 1 table (32x48 inches)
  - iii. 2 chairs
  - iv. 1 electricity socket per vendor

## 4. Vendor fees and collection of payment

	1 table	2 tables	3 tables (1 tent)
Food	900	1,800	2,700
Non-food	700	1,400	2,100

A collector designated by Greenfield will collect the corresponding vendor fees between 7PM to 9PM.

## **5. Vendor booth design and official vendor shirt**

- a.** Kaleidoscope follows a design concept inspired by "fun, playful and vibrant colors" and all vendors must adhere to this look.
- b.** All vendors are required to wear the Kaleidoscope shirt that will be provided for a cleaner and more uniformed look. It also serves as proper identification of participating vendors.
- c.** Vendors will be given the leeway to dress up their stalls provided that they will work within the KALEIDOSCOPE DESIGN GUIDELINES to be provided by Greenfield.
- d.** This means that each vendor stall must have a personalized Kaleidoscope-inspired design. Brand signage, mood lighting and other decors to make your stall stand out are highly encouraged.
- e.** Non-compliance will automatically ban the vendor from participating in future Kaleidoscope events.

## **6. Event day procedure**

### **a.** Ingress schedule for Vendors

- i. Every Friday, 10am to 3pm – Ingress of vendors
- ii. After 3pm – No more movement
- iii. 4pm to 12am – Event proper

### **b.** Setting up the vendor space

- i. All vendors can ingress beginning 10am every Friday. Egress will commence after 12am. This schedule shall be consistent every event day unless otherwise advised. Vendors are strictly advised to arrive early to finish setting up, and have enough stocks to last until the end of the event. Greenfield greatly discourages vendors from leaving Kaleidoscope early because of a sell-out as this will create a hole in the layout and will not look well with the guests.
- ii. Each vendor will be provided a booth space, a table and two chairs. All vendors are encouraged to bring additional display materials, shelves and branding installations in compliance with the overall look and appeal of Kaleidoscope.
- iii. Vendors are asked to be mindful of their respective space allocation. Please make use only of the space, tables, and chairs allocated. Each selling space should only be within the confines of your allocated space.
- iv. Vendors who will be cooking on the spot are encouraged to bring their own LPG stoves and other non- electrical equipment for more efficient electrical consumption.
- v. All vendors must bring their own garbage bags. The janitors will collect this from time to time.
- vi. All vendors must clean up their space completely after every event. Vendors are partners of Greenfield in maintaining the cleanliness and high quality of the Kaleidoscope venue. All tables should be aligned with each other, with no table out of line

or jutting out. All additional tables, table cloths, chafing dishes, signages and other materials to be used should be of good quality.

vii. Comfort rooms are located at the Portal (beside Habib).

## **7. Weather contingencies**

- a. Kaleidoscope is an all-weather event. Contingencies are in place to ensure that the event will not be affected by light to medium rain.
- b. In case of a severe weather forecast, vendors will be updated on a timely basis on Greenfield's next steps.

## **8. Vendor activities and interaction**

- a. Kaleidoscope caters to office goers and families coming from their homes nearby.
  - i. Vendors who sell alcohol must first transfer the contents in a cup. Beer bottles will be strictly prohibited.
  - ii. Drinking beer and rough housing within the vendor allocated areas are strictly prohibited.
- b. As representatives of Kaleidoscope, all vendors must interact with event goers in a friendly and courteous manner.

## **9. Marketing support**

All vendors will be asked to support Greenfield's marketing initiatives to promote the event by:

- a. Posting to social media accounts about Greenfield District's Kaleidoscope, pre, during and post event day.
- b. Liking the official event Facebook page and leading their clients to the site: <https://www.facebook.com/GreenfieldDistrict>
- c. Event flyers are available for pick up by vendors at the Greenfield Head Office with address at Greenfield Corporate Center, 88 United Street, Greenfield District, Mandaluyong City.
- d. Note that logos, product photos, etc. may be used from time to time by Greenfield to promote the event.

## **10. Cancellations, early egress, and no shows**

- a. Greenfield shall penalize vendors who cancel after confirming to join, who cancel at the last minute, or who pack-up earlier than 12 mn. These vendors will not be invited to 4 consecutive Kaleidoscope events and will be asked to pay the rental fee for the particular Kaleidoscope event when the "no show" applies.
- b. "No show" vendors without advice will be automatically banned from participating in future Kaleidoscope events.

# MOOD BOARD

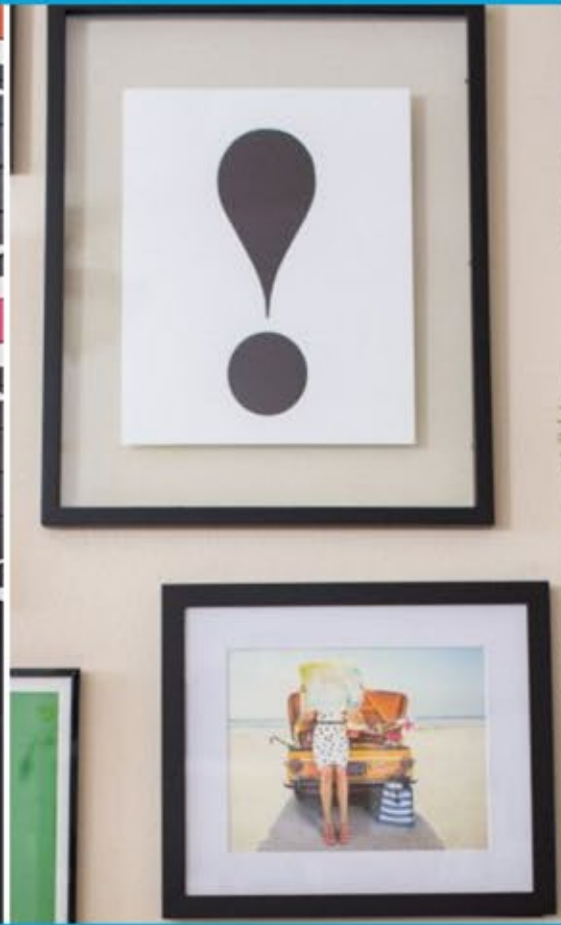


KEY WORDS

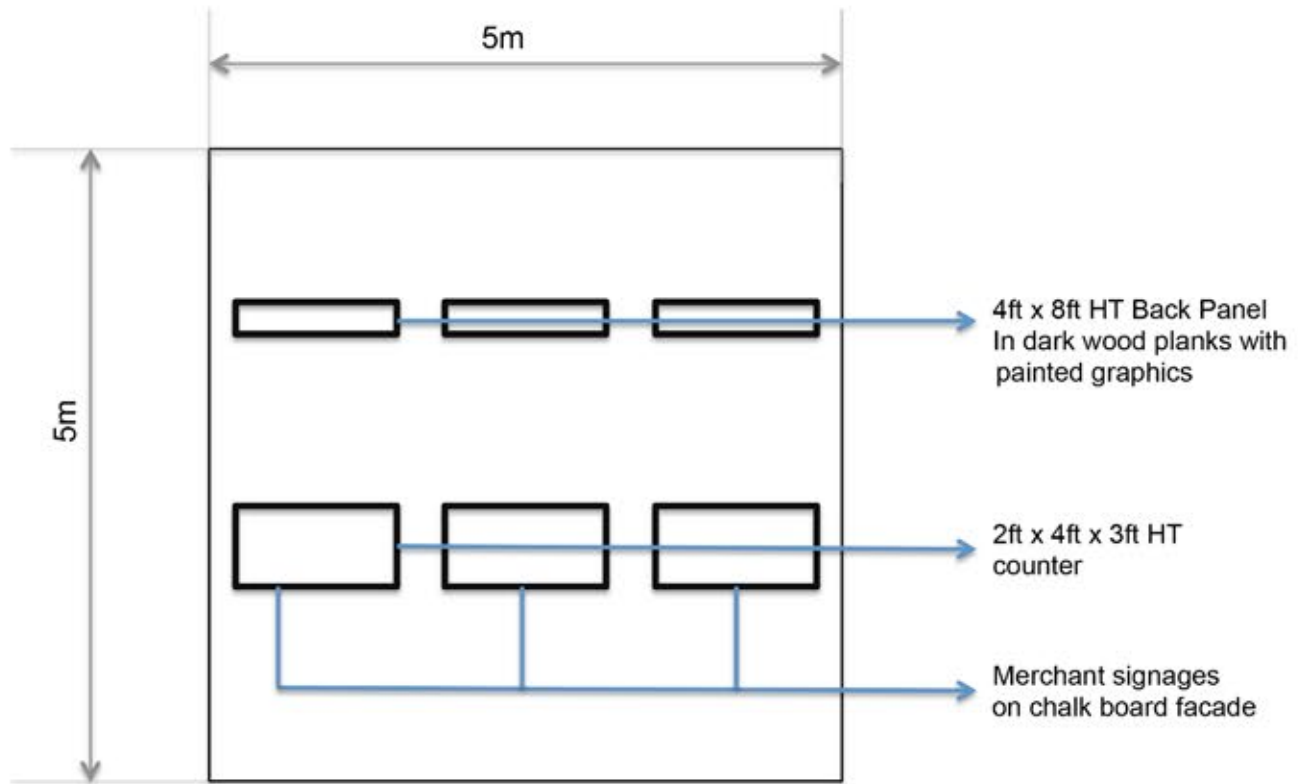
fun • playful • vibrant



## BOOTH INSPIRATION



# BOOTH LAY-OUT



## BOOTH PERSPECTIVE



KALEIDOSCOPE  
MOSS MANILA

## CHALK ART TYPOGRAPHY

Counter face  
In chalk art



Vendors are in-charge of the lay-out  
of their booth's fascia sign.

## OTHER BRANDING FOR FOOD VENDORS

### MENU ON EASEL STANDS



For food vendors, kindly have your menu listed on easel stands to complement the look of your fascia sign and the overall look of the set-up.

## VISUAL GRAPHICS FOR NON-FOOD



## CREATIVE DISPLAY



Use leveling in food display.  
Be creative in containers.

## CREATIVE DISPLAY



## FURNISHINGS

Bright colored furniture with metal accents and typical wooden benches.



## FURNISHINGS



Colorful Furniture  
**STRICTLY NO MONOBLOCKS**

## OTHER DECORATIONS



Large Balloons / Paper Art / Fabric Strings

## COLOR PALETTE



Black and white with bright accents of colors (particularly turquoise, fuchsia and yellow hues)



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[www.greenfield.com.ph](http://www.greenfield.com.ph)