

The 2010



Produced by the Made In Hawaii Association
with
First Hawaiian Bank as Presenting Sponsor

August 20 - 22, 2010
Neal Blaisdell
Exhibit Hall & Arena

Made In Hawaii Association

1188 Bishop St., Suite 608
Honolulu, Hawaii 96813

P (808) 533-1292
F (808) 599-2606

Email: madeinhawaiifest@aol.com

www.madeinhawaiifestival.com



Memo from Festival Management:

We are proud to report that this will be our fifteenth annual Made In Hawaii Festival, and the fourteenth with First Hawaiian Bank as our Presenting Sponsor.

Most exhibitors lost sight of the poor economic conditions at the 2009 Made In Hawaii Festival, with record breaking attendance, higher sales, and smiling exhibitors for most. How could this be? We conclude it was a combination of the best of everything. Product selection, price, quality, entertainment, management, sponsorships, and marketing. The Festival is a not-for-profit project for Hawaii. The theme "Made In Hawaii" is a core factor. It is also our greatest challenge.

Now comes 2010, with economic conditions not that much better. With the major changes we made last year, we feel comfortable with just tweaking things here and there. We will keep the floor plans substantially the same, and our management team will be substantially the same. This will allow us to place more efforts towards building the Made In Hawaii Association into the clearing house for Made in Hawaii products, and build our website allowing consumers to link directly to member's websites where they can view Made in Hawaii products 24/7. For those firms that have their own website, this is an easy issue. The challenge will be helping those that do not have a website to create one.

Please get your application in as soon as possible to avoid last minute complications.

Aloha



Who? What? When? Where? How?

Continued

DISCLOSURE OF INFORMATION:

Please fill in all the required fields on your application, as it provides us with the most current and relevant contact information. The company your GE Tax ID# is listed under must also match the company name you have applied for booth space. The contact information you provide us with will be printed in 15,000 copies of the Festival Directory and on the Festival's website for a full year. Therefore, do not include home addresses and/or phone numbers if you DO NOT WANT them disclosed to the public. All approved exhibitors have the opportunity to review their contact information before it is released to the public through the **PAYMENT AND INFORMATION FORM that is sent along with your booth assignment and confirmation packet. It is your responsibility to make any changes on that form and return it by the deadline given at that time.**

PAYMENT OPTIONS:

To apply for booth space in the 2010 Made in Hawai'i Festival, the required deposit or full payment for space requested is required upon application. MIHA will accept your check or, money order as a form of payment. You must indicate the business name on the document. All checks or money orders are to be made payable to: "Made In Hawaii Association" or "MIHA".

Important: Checks returned (i.e. insufficient funds, closed account, etc.) will be assessed a processing fee of \$25. in addition to monies overdue on booth space. No cash payments or post-dated checks will be accepted. Your cancelled check shall serve as your record of payment. If your application is rejected, your payment will not be processed, and will be returned.

TRADE SHOW INVITATIONS:

Each year over 1500 buyers from wholesale and retail outlets are invited to attend the Festival via the Trade Show. Buyers who respond to our correspondence are given exclusive entry to the Trade-only portion of the Festival (Friday morning). If you wish to submit names of qualified buyers and/or retailers that should be invited, please download the "Buyers Invitation Request Form" at www.madeinhawaiifestival.com or call our office at 808-533-1292 to have one faxed to you. This portion of the show is not for family and friends, but for qualified buyers, where entrance is by invitation only. The invitation along with the buyer's business card will be required for entrance. Exhibitors may refer people to the MIHA office if there is an interest in the VIP/ Buyers portion is expressed and the individuals are qualified.

ADVERTISING, PROMOTIONAL GIVEAWAYS, AND PUBLIC RELATIONS:

A large portion of your booth fees are used for advertising, marketing, and public relations services. Therefore, there is no additional cost for you to participate in any public relations activities or to have your products featured in any advertising. Our one request to exhibitors is to adhere to publicity and advertising deadlines. On the backside of the application form, a number of questions appear regarding advertising and public relations. Although not mandatory, exhibitors are encouraged to become involved in the promotion of the Festival by providing promotional items, samples for media exposure, and being available for interviews by members of the press. Please attach photos for consideration for publicity and/or advertising purposes to your application.

If you wish to donate any products to be given away during the Festival in exchange for promotion in the media or at the event, or to be included in promotional photos and in media exposure, please deliver your items to the Made In Hawaii Association office located at 1188 Bishop St., Suite 608 by May 14, 2010. Make sure to attach your company name and product name, if any, to the item(s). Items will not be returned unless prior arrangements have been made. **By providing these items, you are authorizing the use of their image for media reproduction. We cannot guarantee that your products will be used.**

MADE IN HAWAI'I DEFINED:

All products sold and/or shown at the Made in Hawaii Festival must qualify as "Made in Hawaii". The definition of this law is provided on the front page of the application form. If you have questions, please contact the MIHA office at 808-533-1292. We may require you to submit the products to the State Department of Agriculture for a determination as to whether the items meet the required definitions. Please note that the Department may not be able to provide this service during the weekend of the show. Any exhibitor found with products that in the opinion of show management appear to be in violation of the Made In Hawaii laws may be asked to either remove articles not in compliance or close the booth. Please note that each applicant must sign a statement agreeing that products sold in the Festival do in fact meet the State's legal requirements.

SHARED BOOTH SPACE:

Show Management allows parties to share their booth space with another exhibitor. However, we do not coordinate such endeavors through our office. Should you wish to share your booth space, it is your responsibility to find another party to share it with. ALL shared booth spaces are subject to a \$200 service charge. No more than two companies shall be allowed to share the same booth space. Thus, if two separate entities are sharing a corner space, the total booth fee would be \$820.00 (\$620 booth fee + \$200 shared booth charge). Each party must fill out separate applications. Paperwork for all shared booths must be sent jointly to the MIHA office. If Show Management observes shared booth spaces that have not been approved, booth space will be canceled.

INSURANCE AND SECURITY:

IMPORTANT: Security is for the general premise only. We strongly encourage exhibitors to maintain liability insurance for your protection. Ask your insurance company for a rider to your public liability policy, property damage and/or burglar insurance policies if you desire additional coverage throughout the duration of the Festival. You are responsible for yourself, your staff and your merchandise.

Made in Hawaii Festival's security services will begin on the first move-in date (8/18/2010) and will end at close of Festival (8/23/2010). Your booth must be staffed at all times when the show is open to the public in order to prevent theft and damage to your merchandise. All exhibitors are required to secure and/or remove their merchandise (as you deem necessary) overnight at the close of each Festival day. Exhibitors are encouraged to cover their merchandise at the close of each day and theft-proof it. Exhibitor may not leave the premises until all visitors have left the building. Exhibitors will be held responsible for damage to the facility as determined by the Blaisdell Center.

EXHIBITOR WRISTBANDS:

Each exhibitor is entitled to 5 wristbands/day/booth. For each booth purchased, exhibitors will receive a total of 15 wristbands (5 for Friday, 5 for Saturday, and 5 for Sunday). A different colored wristband will be used for each day. Wristbands are non-transferable and must be shown at entry doors as they allow unlimited and easy entry and exit during the duration of the Festival. These wristbands must be worn at all times by Exhibitors while on the premises during the three day weekend. Exhibitors are responsible for getting wristbands to their staff members prior to the start of the show. Individuals who require additional exhibitor wristbands may purchase them upon check-in from Festival staff. Additional wristbands are \$2.00 each. EXHIBITORS ATTEMPTING TO ENTER INTO THE FESTIVAL WITHOUT A WRISTBAND WILL BE DENIED ENTRY AND REQUIRED TO PURCHASE A TICKET TO ENTER. These are Wristbands and should be worn on the wrist!!!! (Not pinned on to clothing or worn or attached to the leg.)

FOOD SERVICE:

Temporary Food Service Permit Required for certain food sales - If you are planning on sampling and/or selling food products that are not otherwise exempt from permitting, you are required to obtain a Temporary Food Permit from the State Department of Health. Exempt from this requirement are exhibitors that sell prepackaged non-potentially hazardous foods manufactured and packaged in an approved food establishment; exhibitors that offer whole, uncut fresh fruits and vegetables; and one that sells or serves only non-potentially hazardous foods. We have provided both the Food Sanitation Code, and the application at www.madeinhawaiifestival.com. A copy of the permit must be provided to Festival management, as well as posted in your exhibit space. For more information, call the Department of Health at (808) 586-8000. Please note it may take up to 30 days to obtain this permit. Without the required permit, you will not be allowed to provide samples of your products.

TOOTHPICKS:

If you plan to sample a product using toothpicks as your serving method, please note that only flat toothpicks are allowed for use during the show. In addition, your booth will need to provide additional trash receptacles to ensure that toothpicks do not end up in the aisles. The use of round head toothpicks is strictly prohibited. The presence of toothpicks around your booth area is evidence of your liability should an injury be reported.

PORTIONS:

If you plan to provide product samples during the show, please note that Exhibitors are prohibited from infringing on the rights of the Blaisdell Center's food concessionaire. Products sold cannot be in competition with the food concessions already present on the Blaisdell premises. Food samples should be no larger than single bite-sized pieces and beverage samples no more than two (2) ounces. Products sold must be for home consumption and in multi-packs, not in individual serving sizes.

TEMPORARY LIQUOR LICENSE:

If you plan to provide alcoholic beverage samples during the show you must obtain a letter of authorization from the Blaisdell concessionaire. This letter can be obtained by contacting them directly at (808) 527-5400. Please note that this should be done early as you will also need to secure a letter from the City and County of Honolulu Liquor commission. Copies of these documents need to be forwarded to our office no later than June 29, 2010.

REFRIGERATION:

Refrigerated and frozen storage will be available in Matson containers behind the Exhibition Hall and Arena on a first-come, first-served basis. You are required to sign in and out with security to access any of your merchandise. Please clearly label all of your items in the containers. MIHF does not assume responsibility for lost or stolen product.

STORAGE AND RE-STOCKING OF MERCHANDISE:

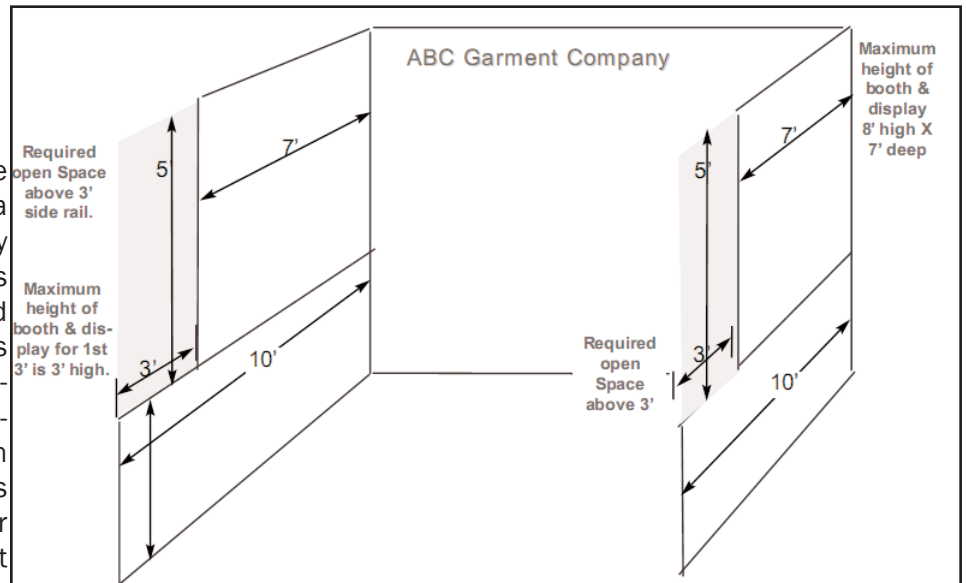
There will be no additional storage areas for exhibitors and their product at the 2010 Festival. Empty spaces behind or adjacent to booth spaces are prohibited from being used as they are considered fire hazards. Please take storage into consideration when designing your booth space. Exhibitors may not extend beyond their assigned booth space boundaries. Any replenishing of product during show hours must be done without the use of equipment such as luggage carts, dollies, flatbed carts, etc. Thus, if you must bring in product to restock your booth it must be done prior to or after Festival hours. The Blaisdell is extremely strict in enforcing this policy.

SOME FINAL THINGS TO CONSIDER:

- While corners are always desirable, there are not always enough to go around. Should you require more than one open display "front side" for your customers or need additional space to store your items, we STRONGLY encourage you to buy 2 booths instead of waiting for a corner to possibly open up.
- Booth space will be assigned based on meeting the definitions, compatibility, desirability, uniqueness of product, and first served basis. We take the products you sell into consideration as we try not to assign booth spaces to exhibitors in close proximity who make similar products. Please be sure to provide a detailed description of your products on your application form.
- Give careful thought to your display, as this will contribute to your success. Brainstorm what your display will entail prior to ordering equipment to determine if you will need extra lighting or rent additional tables. Also consider the way you set up your booth, especially with convenience and security in mind. Please refer to booth setup information noted on page 2 of the Rules & Regulations under Arrangement of Exhibit. Call the MIHA office with any questions.
- Come prepared with enough merchandise for 3 days; given the popularity and advertising of the Festival, it is not uncommon for exhibitors to run out of merchandise early. You are required to have someone in your booth at all times till the end of each Festival Day. (Should you sell out of merchandise prior to close on any day, please advise an MIHF staff member in the Business Center located in the Kauai Room of the Exhibition Hall 2nd Floor, immediately.)
- Last year, more than 37,000 people attended the show.
- Order your additional equipment from ICES in advance or be subject to floor prices during the show.
- MIHF does not assume any liability for lost, stolen, or damaged product and any injury that may incur while accessing the storage container.

Rules for Booth Continuity

To maintain an aesthetically desirable show without having the look of a flea market free for all. Openness of visibility of booths for customers walking the isles is important in obtaining the desired result. Yet we find that many exhibitors want every bit of space available for display of their products. Exhibitors are prohibited from displays that are higher than 3' high for the first 3' into the booth. This protects your booth and your neighbor from being boxed in. Therefore, the first 3' of space is limited to the 3' high railings to allow open space, avoiding hiding your neighbor's booth.



If you do not comply with this rule, and we receive a complaint from your neighbor, you will be assessed an additional \$100 for the use of the space.

If your booth is designed to have a tent over the booth, it must meet fire code rules, and must not deflect lighting of neighboring booths.

The 15th Annual Made In Hawai'i Festival

August 20, 21, & 22, 2010

APPLICATION/CONTRACT FOR EXHIBIT SPACE

Please type or print clearly to reduce the chance of errors:
(* must be completed)

Company Name:* _____

Address:* _____

City*:, Hawaii Zip*:

Telephone*:, Fax*:

Contact Name*:, Title*:

E-mail Address*:

WebSite www. _____

Regular Booth \$570.

Corner Booth \$620.

**Based on Booth Size
10' x 10'
or 100 Sq. Feet**

Exhibit spaces other than
10' X 10' will be charged at the square
footage rate of \$5.70 or \$6.20 per square
foot, with a minimum fee of \$500.

Note from Show Management: Although we will make every effort to provide booth space based on prior year's reservations, there is generally a change in floor plans where this may not be possible. Booth space will be assigned on compatibility, type of products, and first-serve basis with special preference given to prior year exhibitors. Management reserves the right to refuse any applicant. ALL Exhibitors must comply with the Festival's Rules, Regulations, and laws (your copy is attached to this document). ANY EXHIBITOR FOUND IN VIOLATION WILL BE REQUIRED TO VACATE THEIR BOOTH AND WILL NOT BE ENTITLED TO A REFUND.

The show is limited to products that are Made in Hawaii. All products must meet all legal requirements of all applicable laws and rules relating to Made-In-Hawaii, including HRS §486-119 Hawaii Made products, which states that: "No person shall keep, offer, display, or expose for sale, or solicit for the sale of any item, product, souvenir, or any other merchandise which is labeled "Made in Hawai'i" or which by any other means misrepresents the origin of the item as being from any place within the State, which has not been manufactured, assembled, fabricated, or produced within the State and which has not had at least fifty-one per cent (51%) of its wholesale value added by manufacture, assembly, fabrication, or production within the State."

Please reserve _____ *booth(s) at the 2010 Made in Hawai'i Festival for my company.

I understand that I may not necessarily get my selection(s).

Selection(s) _____ Exhibit Hall _____ Arena _____ Regular Booth _____ Corner Booth

Special requests: _____

**Note: A \$200.00 deposit (or full booth payment) is required per reserved booth space and must be remitted with this application. Rejected applications will be returned with payment.

CANCELLATIONS: Deposits per booth are refundable up to 30 days prior to show move-in date (Tuesday, July 20, 2010)

PAYMENT OPTIONS: Applications received without a deposit or full booth payment will not be processed and will be returned. Please check the appropriate options below. Refer to the application packet for booth pricing.

Payment Type*: _____ Check (No. _____) _____ Money Order (No. _____)

Amount Enclosed*: \$ _____ (Make checks payable to "MIHA" or "Made In Hawaii Association")

Made In Hawai'i Association - Made in Hawai'i Festival
1188 Bishop St., Suite 608
Honolulu, HI 96813
Or faxed to (808)599-2606, Attn: Made in Hawai'i Festival

Detailed Exhibitor and Product Information

NEW EXHIBITOR ____ RETURNING EXHIBITOR ____ If returning exhibitor, what was your booth number? _____

GENERAL INFORMATION*:

DESCRIBE ALL PRODUCTS to be sold, presented, and/or displayed at the Made in Hawai'i Festival.

If you require more space, attach an additional sheet(s) to this application and provide photos if available.

PRODUCT CATEGORIES: Apparel Artwork Arts & Crafts Clothing
 Food/Beverage Health & Beauty Jewelry Photography Misc.
 Sponsor _____ _____ _____ _____

CIRCLE ONE*:

Will you require refrigerated or frozen storage for your products? YES NO

SHARING A BOOTH?

Please indicate the company and contact name of the Exhibitor booth space is being shared with:

PUBLICITY- Are you are willing to participate in our marketing of the Festival? YES NO

This can include television, talk radio, or newspaper interviews, providing products for media exposure, or product giveaways. Given the size of and participation in the Made in Hawai'i Festival, items received from exhibitors to be used in various capacities will not be returned unless prior arrangements are made. For more information, call the MIHA office at 808-533-1292.

AGREEMENT (application is not complete unless signed below!):

I understand that the Hawai'i Food Industry Association, Made in Hawai'i Festival Executive Committee, and Festival Sponsors reserve the right to cancel this application/contract at any time. I also understand that my deposit is non-refundable 30 days prior to the show first move-in date (7/18/2010).

I have read the contents of the exhibitor application packet and agree to the terms set forth, including the Made in Hawaii rules and regulations and definitions.

Signature of authorized individual representing Exhibitor*

Date*

Print name of authorized individual representing Exhibitor*

Complete and Mail Applications with depoist or full payment to:

Made In Hawaii Association
Made in Hawai'i Festival
1188 Bishop St., Suite 608
Honolulu, HI 96813

Or faxed to (808)599-2606, Attn: Made in Hawai'i Festival

Questions? Please call the Made In Hawaii Association Office at (808) 533-1292.

Email: madeinhawaiifest@aol.com

PRE-REGISTRATION APPLICATION DEADLINE IS MARCH 1, 2010

(This is for 2009 Exhibitors only)

REGULAR APPLICATION DEADLINE IS MAY 1, 2010

Please get your application in early to avoid problems

APPLICATIONS RECEIVED AFTER MAY 1, 2010 MAY BE ON SPACE AVAILABLE

MADE IN HAWAII FESTIVAL

MADE IN HAWAII LAW — Defined

1/2010

The following definitions of Made In Hawaii are the basis for assuring the credibility of the Made In Hawaii Festival. MIHA produces the Festival to support locally produced items. It is our responsibility to establish guidelines and ground rules for participation in the Festival that we believe meet the legal requirements of the law. We do this with the intent to be as fair as possible, while maintaining credibility. While placing a price on creativity is not an easy thing, it is important to include this element in our definitions, especially when it comes to the value of products where creativity is a major component. This would especially apply to books and paintings. In the event of any disputes, we will submit the matter to the State Department of Agriculture for final resolution.

§486-119 Hawaii-made products; Hawaii-processed products. (a) No person shall keep, offer, display or expose for sale, or solicit for the sale of any item, product, souvenir, or any other merchandise that is labeled "made in Hawaii" or that by any other means misrepresents the origin of the item as being from any place within the State, or uses the phrase "made in Hawaii" as an advertising or media tool for any craft item that has not been manufactured, assembled, fabricated, or produced within the State and that has not had at least fifty-one per cent of its wholesale value added by manufacture, assembly, fabrication, or production within the State.

(b) Subsection (a) notwithstanding, no person shall keep, offer, display, expose for sale, or solicit the sale of any perishable consumer commodity that is labeled "made in Hawaii", "produced in Hawaii", or "processed in Hawaii" or that by any other means represents the origin of the perishable consumer commodity as being from any place within the State, or use the phrase "made in Hawaii", "produced in Hawaii", or "processed in Hawaii" as an advertising or media tool for any perishable consumer commodity, unless the perishable consumer commodity is wholly or partially manufactured, processed, or produced within the State from raw materials that originate from inside or outside the State and at least fifty-one per cent of the wholesale value of the perishable consumer commodity is added by manufacture, processing, or production within the State. [L 1991, c 153, pt of §6; am L 2009, c 80, §2]

[§486-119.5] Acacia koa wood; representing content. In addition to all other label and branding requirements, no person shall offer, display, expose for sale, or solicit for the sale of any timber, lumber, wood, or wood product described or labeled using the term "koa", either alone or in conjunction with other words unless the item is Acacia koa. Nothing in this section shall prevent the use of the term "koa" to describe wood products which are in part made of Acacia koa and, in part, other materials provided that the extent to which Acacia koa is utilized in the wood product is not misrepresented. [L 2002, c 18, §2]

[§486-118] Misbranding. (a) No person shall deliver for introduction, hold for introduction or introduce into the State; or keep, offer, or expose for sale; or sell any consumer commodity which is misrepresented or misbranded in any manner.

(b) The board, pursuant to section 486-7 and chapter 91, shall adopt rules relating to misbranding. The rules may:

- (1) Require any person involved in the manufacture, processing, production, assembly, fabrication, or importation of a specified consumer commodity to keep and make available for inspection or copying by the administrator adequate records to substantiate the source of the consumer commodity, or in the case of blends, the source of such constituents, as may be required by the board;
- (2) Establish fanciful names or terms, and in the case of blends, minimum constituent content by weight, to be used in labeling to differentiate a specific consumer commodity from an imitation or look-alike; and
- (3) Establish requirements to reconcile the respective volumes of specific consumer commodities received versus the total amounts output, either as whole or processed product or as blends.

In addition, the board may adopt other rules as it deems necessary for the correct and informative labeling of consumer commodities.

For more Made In Hawaii laws, go to: www.madeinhawaiiassociation.com

FORMULA TO ESTABLISH MADE IN HAWAII

The following formula will provide MIHA with documentation necessary to assure you meet the legal requirements with respect to your participation in the Made In Hawaii Festival.

There are three components of product cost:

- 1) Direct Material Cost—raw materials, distinguished by origin, imported or Hawaiian;
- 2) Direct Labor Cost—the costs of workers who add value to a product through their direct involvement in the production process here in Hawaii; and
- 3) Manufacturing Overhead Cost—indirect manufacturing costs incurred in Hawaii, which includes:
 - Indirect labor cost*—wages of employees not directly involved in product, including:
 - Wages for employees performing equipment maintenance and repairs;
 - Wages for production supervisors; and
 - Wages for personnel supporting production such as quality control inspectors.

EXAMPLE FORMULA

Cost—per individual unit	
Material Cost—Imported.....A	\$ 10.00
<hr/>	
Hawaii Value added	
Material Cost—Hawaii (Locally Produced Materials).....B	\$ 3.00
Direct Labor Cost—Hawaii	C \$ 2.00
Manufacturing Cost—Hawaii	
Indirect Material Cost.....	D \$.20
Indirect Labor Cost ..	E \$.12
Creativity Value if applicable.....	F \$ 5.10
Hawaii Value = (B+C+D+E+F) \$3.00 + \$2.00 + \$0.20 + \$0.12 + \$5.10)	G \$ 10.42
Product Cost (Wholesale value) (A+G) (\$10.00 + \$10.42	H \$ 20.42

Hawaii Wholesale Value added (H-A ÷ H= I) (\$20.42 - \$10.00 = \$10.42 ÷ \$20.42) = I 51.0284%

CREATIVITY VALUE FORMULA

If your items involve creativity, you may be asked to justify this amount if it appears not to be objective. Creativity should be based on an individual product, based on one product run. An example would be a 5,000 book run. Included in the creativity is the time it took to finalize the creation based on the cost of other items created over time. Also, include overhead costs involved, such as office and incidental expense over the time span that it took to create the idea, volume, or product.

While we will accept anything that appears reasonable, we do expect it to be objective. It is our intention to encourage and support Made In Hawaii products, where the creativity is from residents of Hawaii.

If you have problems with the formula, please provide us with the figures, and we will help you finalize the formula.

(F) Creativity value per individual product [book, lithograph, greeting card, etc.] = time required to create, value of idea, overhead required during creation, and the value of other productions that have increased the value of your creations based on demand.

You may establish this based on percentage of the value of each individual item or product, and add this amount to (F) above, so long as the creativity is created in Hawaii as a resident of Hawaii.

(U) Time required to create the product (1,200 hours X hourly fee of \$ 20.00) = ...	\$24,000
<i>(Estimated hours required to create product)</i>	
(V) Value of idea based on past demand of past successful creations.....	\$10,000
<i>(Profits from sales of last creation)</i>	
(W) Overhead while creating the product that is not otherwise included in formula...\$	1,720
<i>(40 weeks @ \$43per week for supplies & utilities)</i>	
(X) Total.....	\$35,720

(Y) Total production of products printed, manufactured, or produced.....7,000

(Z) = (X) \$35,720 ÷ (Y) 7000 = Z \$5.10 per individual product. This amount is to be placed in line (F) above.

MADE IN HAWAII FESTIVAL FORMULA WORKSHEET

Note: Please submit this information to the Made In Hawaii Festival. This information will remain confidential and not shared with anyone except the State of Hawaii Department of Agriculture upon request if needed for investigatory purposes.

Cost—per individual unit

(A) Material Cost—Imported.....A \$ _____

Hawaii Value added

(B) Material Cost—Hawaii (Locally Produced Materials)B \$ _____

(C) Direct Labor Cost—HawaiiC \$ _____

Manufacturing Cost—Hawaii

(D) Indirect Material Cost..... D \$ _____

(E) Indirect Labor CostE \$ _____

(F) Creativity Value if applicable..... F \$ _____

(G) Hawaii Value = (B+C+D+E+F)G \$ _____

(H) Product Cost (Wholesale value) (A+G).....H \$ _____

(I) Hawaii Wholesale Value added (H - A ÷ H= I) (\$ _____ - \$ _____ = \$ _____ ÷ \$ _____) = _____ %

CREATIVITY VALUE FORMULA

(F) Creativity value per individual product [book, lithograph, greeting card, etc.] = time required to create, value of idea, overhead required during creation, and the value of other productions that have increased the value of your creations based on demand.

You may establish this based on percentage of the value of each individual item or product, and add this amount to (F) above, so long as the creativity is created in Hawaii as a resident of Hawaii.

(U) Time required to create the product (_____ hours X hourly fee of \$ _____) = ..\$ _____
(*Estimated hours required to create product*)

(V) Value of idea based on past demand of past successful creations.....\$ _____
(*Profits from sales of last creation*)

(W) Overhead while creating the product that is not otherwise included in formula...\$ _____

(X) Total.....\$ _____

(Y) Total production of products printed, manufactured, or produced....._____

(Z) = (X) \$ _____ ÷ (Y) _____ = (Z) \$ _____ per individual product. Place amount of (Z) in box (F) above

Company Name _____

Address _____ **City** _____ **Zip** _____

Contact Person _____ **Telephone** _____

I have reviewed this document and confirm that it is correct to the best of my knowledge.

Signature _____ **Date** _____ **Fax** _____

Email _____

Submit to: Made In Hawaii Association
1188 Bishop St., Suite 608
Honolulu, HI 96813

You may Email to: madeinhawaiifest@aol.com or
fax to: 808-356-0133



PRODUCED BY THE
MADE IN HAWAII
ASSOCIATION

1188 Bishop St., Suite 608
Honolulu, HI 96803

Your 2010 Festival Registration Forms