

Dear 2010 Craftproducers Exhibitor,

Welcome to our 2010 season! We look forward to a fun and profitable season with you. This letter contains important information, so read it carefully. You will receive more information about each show closer to the show date. If you need to contact us with any questions or concerns, call 802.425.3399 or email us at info@craftproducers.com. Our fax is 802.425.3711. We will also have informational updates on our website at www.craftproducers.com, so check it regularly. This document includes the following sections:

- ❑ **PAYMENT INFORMATION**
- ❑ **SHOW INFORMATION**
- ❑ **PUBLICITY INFORMATION**

For the most current information on any subject please check the exhibitor page of our website.

PAYMENT INFORMATION

Invoices: You will only receive one invoice from us this year and it will include all your shows. Invoice line items will indicate booth sizes for each show with separate line items for corners. **To ensure you have the correct booth and show assignments, please verify that the information on the invoice is correct.** If it is not, contact us immediately.

Discounts: If you are eligible for any show discounts, they will be added up and displayed on the invoice as a lump sum discount amount at the end of the invoice. Any discount will be applied to your last show of the year.

Payments: For Flemington Spring show, payment must be received by April 1. If you are doing any summer shows, April 1 will be the due date on your invoice, which means we need a payment response (either postdated checks or credit card info and authorization) for the summer shows by that date. If you are only doing fall shows, the due date on your invoice will be July 1. (Anytime we give you an updated copy of your invoice, the due date should reflect the next date you have a payment due.)

Paying with Postdated Checks: The best, easiest, and preferred way to pay us is to send postdated checks, by the two seasonal due dates, according to our postdating schedule (see below). This method allows you to send us a batch of checks that are individually postdated for each show. We will not cash a check until the posting date arrives, which is about six weeks before each show. We must have summer checks by **April 1** and fall checks by **July 1**. Why not send them all at once? **If we don't have them by the due dates, we will assess a late fee of \$25.**

2010 Check Postdating Schedule:

Summer Shows (Due April 1)

<i>Flemington Spring</i>	<i>April 1</i>
<i>Stowe Celebrates Summer</i>	<i>June 15</i>
<i>Southern Vermont</i>	<i>June 25</i>

Fall Shows: (Due July 1)

<i>Hildene Fall</i>	<i>August 15</i>
<i>Stowe Foliage</i>	<i>August 25</i>
<i>Syracuse</i>	<i>October 1</i>
<i>Albany</i>	<i>October 8</i>

Paying With a Credit Card: If you paid your \$300 deposit by credit card, we will keep the card information on file. **The check postdating schedule does not apply to credit cards.** We will automatically use this credit card to charge the balance for your summer shows on April 1, and your remaining balance for the fall shows on July 1 **unless you send postdated checks.** Your deposit will be credited toward the last show you do.

Cancellation Fee: If you cancel a show, we expect professional courtesy; a written note or a phone call suffices. As stated on our application brochure, there is a minimum cancellation fee of \$150 for each show cancelled. Once you have fully paid your balance for a show and you cancel, there **might** be a partial refund **if we are able to fill your space.** No refunds are available within 30 days of a show.

Finder's Fee: We are always on the lookout for new exhibitors. Encourage an artist to apply, make sure he or she tells us you are the reason; and we'll pay you a \$50 finder's fee which we will either apply to your open invoice or, if your invoice is paid, send you as a check. It must be a new exhibitor who has not exhibited with us during this millennium. Also, new exhibitors will receive a \$100 discount on their first show.

Responsibility: Although there is much we are responsible for, we are not responsible for the weather, war, acts of God, and so on. If a show is canceled due to events beyond our control, there will be no refunds.

SHOW INFORMATION

Camping: Camping is available at all shows. Camping is free but without showers or hookups at all shows except for the Albany and Syracuse.

Demonstrations: If you wish to demonstrate at a show, we may be able to give you extra space inside the tent at no additional charge. If your demo is outdoors, call for details on benefits.

Lodging: For lodging information contact the Chambers of Commerce around the locations of the shows. We will attempt to arrange discount lodging for exhibitors and will update you later on this. If you find good deals, let us know so we can tell other exhibitors. Even better, share your finds on our Exhibitor Message Board (link on the Exhibitor Info page of our website).

- Stowe Area Association: 802.253.7321
- Manchester Chamber of Commerce: (Southern Vermont and Hildene Fall) 802.362.2100
- Hunterdon County Chamber of Commerce (NJ) 908.735.5955

Pets: No pets are allowed in the tents or festival area during show hours. Pets are allowed in the camping area and during setup, breakdown, and outside of show hours. This will also be strictly enforced for the public in 2010.

Security: There is security at all shows. However, we wish to remind you that your booth and your work are your responsibility. **Upon closing each day, no one will be allowed to reenter the tents or buildings.**

Setup Hours: These are the tentative hours for check-in. Once checked in you may stay later and setup. These times are subject to change, you will receive more information closer to the actual show dates.

Stowe, Manchester: 11am-6pm on Thursday. 7-9am on Friday.

Flemington: 11am-6pm on Friday. 7-9am on Saturday.

Syracuse: 11am-6pm on Thursday. 8-11am on Friday.

Albany: 8am – 3pm on Friday.

If you fail to arrive by the end of the check-in time on opening day, you will forfeit your space and will not receive a refund. If you are having problems or running late, please call us on our emergency cell phone number, which we will give you with the specific show instructions.

PUBLICITY INFORMATION

Direct Mail Information: We strongly recommend that you develop and implement a direct mail effort for every show you attend. We will send you official exhibitor postcards upon request, free of charge. Exhibitors who have active mailing lists report excellent results. Obviously, it's in your best interest to maximize your chances of selling. Your mailing efforts are like an insurance policy. When properly cultivated, a mailing list is a reliable way to augment sales. Take advantage of the above or use your own postcard and offer a \$1 discount for admission to our shows. Send your postcard request form right away, and ask for the full amount you will use. We will only send postcards once for free, additional card orders will incur postage charges.

Press Information, Publicity, and the Website. We did a good job last year getting photos of your work and links to your email and website addresses in the 'Our Artists' section of the website. We are also collecting short bios and action photos, which we are using to develop the press section on the site. The best material we have will be used for the press releases that we place with newspapers and in the program inserts.

If we do not have a bio and a good action photo of you working in your studio, please try to send them by email so we can use them. If, at any time, you want us to use a different photo of you or your work, please let us know and send us the new photo either by email or CD with a note to replace the photo on the site.

Also on the website this year, show information such as setup and directions will be posted so you can easily look it up when needed. Visit the Exhibitor Info page for show graphics to use on your website, to see photos of past shows and share your own photos, and for other exhibitor information. Please continue to make suggestions about the best ways to improve the site.

Tax Info: You must send us your tax identification numbers for each state in which you are doing a show. We will keep this information on file. The States of New York and Vermont now require us to report this information, and you will be liable if it is not received.

- ❑ **For NY Shows:** To get a tax ID call 800.462.8100, go to www.nys-permits.org, or write to New York State Tax Department, Taxpayer Assistance Bureau, W. A. Harriman Campus, Albany, New York 12227. **You must bring your actual tax certificate to the show and display it in your booth.**
- ❑ **For VT Shows:** Write to Vermont Department of Taxes, PO Box 547, Montpelier, VT 05609. Or, call 802.828.2515 and request a form to get a sales tax number. Manchester exhibitors must collect an additional 1% tax. If you file as a corporation or partnership, please call us first.
- ❑ **For NJ Shows:** To get an application call the states at 609.826.4440 and request an application or you can to the state website and do it all online. That address is <http://www.state.nj.us/treasury/taxation/>.

Please fill out and mail or fax the following section to us. Our fax number is 802.425.3711.

WE MUST HAVE YOUR TAX ID ON FILE FOR THE STATES YOU DO SHOWS IN!!

Exhibitor Tax Information

Name/Company: _____

VT Tax ID: _____

NY Tax ID: _____

NJ Tax ID: _____

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Exhibitor Postcard Request

You can request postcards to either mail to your customers or hand out at shows. We will have all the postcards ready to mail out to you soon. Our talented graphic artist has created an original colorful and contemporary postcard for each show. Please **indicate how many you would like** in multiples of 25 (i.e. 25, 50, 100).

All postcards have a \$1.00 discount. If you print your own postcards you may include the \$1.00 discount.

_____ Flemington Spring

_____ Taste of Stowe

_____ Southern Vermont

_____ Hildene Fall

_____ Stowe Foliage

_____ Syracuse

_____ Albany