



JUNIOR LEAGUE OF  
**CHARLOTTESVILLE**

**Mistletoe Market**  
**2017 Vendor Package**

Thank you for your interest in the 2017 Mistletoe Market, presented by the Junior League of Charlottesville.

On Sunday, November 12, 2017, we will host our 14th annual event at the DoubleTree Hotel. Mistletoe Market is a one-day holiday gift mart featuring artisans, craft makers, and vendors from Charlottesville and the surrounding areas. Our vendors offer holiday shoppers a great selection of clothing, jewelry, gifts, toys, gourmet foods, home furnishings, and more!

Proceeds raised from Mistletoe Market support the Junior League of Charlottesville's mission to serve our community. We are an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Last year, we were able to partner with the Boys and Girls Club and the Ronald McDonald House and a number of other organizations in Charlottesville and this year, we hope to expand our reach.

We're excited to be hosting our event at the DoubleTree Hotel and look forward to welcoming back past vendors, as well as opening our doors to new vendors. The DoubleTree Hotel offers free parking, convenient loading and unloading (which vendors will have assistance with), and proximity to popular shopping locations. Mistletoe Market will be widely publicized through advertising, social media, and to the JLC's membership of over three hundred women.

Should you have questions after reviewing this packet, please do not hesitate to reach out via email to the address below. We look forward to a spectacular Mistletoe Market. Hope to see you there!

Warm regards,

Audrey Rierson and Shellie Taylor, Mistletoe Market Chair and Co-Chair

Email: [mistletoe@jlcville.org](mailto:mistletoe@jlcville.org)

## **Important Information**

### **Important Dates**

Wednesday, September 20, 2017 – Early Bird Application Deadline \*\*We have extended the deadline five days. Any applications received after September 20<sup>th</sup> will not receive the Early-Bird discount of \$15 off your booth fee.

Friday, October 13, 2017 – Final Application Deadline

### **Day of Schedule**

7:00-9:45 a.m. Merchant Set Up

10:00 a.m. Doors Open

4:00 p.m. Doors Close/Tear Down

\*\*Times subject to change, we will notify you of any changes to the agenda.

### **Contact**

Audrey Rierson and Shellie Taylor, Chair and Co-Chair

Betsy Trotta, Vendor Relations

mistletoe@jlcville.org

### **Payment:**

Submit your secure online payment for the total amount due at

[https://www.jlcville.org/system/ticket\\_list/?fundraiser\\_id=30](https://www.jlcville.org/system/ticket_list/?fundraiser_id=30) to complete your application. Please note the name of your business in the comment section at checkout. If you are not selected as a merchant, your payment will be refunded.

## **Application Process, Terms & Conditions**

For your vendor application to be considered, you must submit the following to [Mistletoe@JLCville.org](mailto:Mistletoe@JLCville.org):

Completed application

1 image of booth setup

3 images of products (may be emailed)

Payment

- Please note the number of alike vendors will be limited. Please give the best possible description and photos of your wares/services to help us make those determinations.
- Booth assignments are made by the committee. Merchants are selected with the goal of obtaining the best combination of goods and services appealing to a broad spectrum of shoppers.
- Confirmations/rejections will be sent to vendors via email. Please make sure the email address listed on the application is accurate.
- Accepted vendors will receive a detailed Merchant Information Packet via email.
- Vendors will be given a “Merchant Spotlight” on the JLC Facebook page, as well as listed on the event page on [JLCville.org](http://JLCville.org) and Shopper’s Guide at the event. We ask that you reciprocate by sharing the event with your customer base.
- Cancellations must be made in writing no later than 30 days before the event in order to receive a refund. Refunds will be made within 30 days of cancellation. Missing the cancellation deadline will result in forfeiture of fees.
- Your application must note the tables, chairs, and electricity required. These items will be confirmed upon vendor approval.
- Merchants who have requested electricity are allowed one 110-volt plug-in.
- Vendor passes are required to enter the venue before doors open and after doors close.
- Set up begins at 7 a.m. You may use the front entrance to unload. Vendors are to park in the far end of the DoubleTree lot after unloading. A team of JLC members will be available to provide assistance.
- All spaces will be marked and labeled. All vendors must be present by 8:30 a.m. Unclaimed spaces will be absorbed at this time, and this will result in forfeiture of fees and exclusion from future events. Booths must be ready for shoppers by 9:45 a.m.
- Displays must be professional in appearance and safe in structure. All tables are to be covered to the floor; vendors must provide tablecloths for tables, both rented and owned. All storage and supplies must be out of sight.
- Structures, displays, and products must not go beyond the defined dimensions. This is particularly important for Junior Booths.
- Merchants will maintain a staffed, clean, and orderly booth. Should you need to step away (e.g., a bathroom break), feel free to ask JLC event staff to watch your booth in your absence.
- Teardown will begin immediately after market closing at 4 p.m. Teardown before this time will result in exclusion from future events.
- Merchants will leave their booth space clean upon departure. Failure to do so will result in exclusion from future events.

## 2017 Merchant Application

**Merchant Information**

Contact Person: \_\_\_\_\_  
 Name of Business: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

**Have you previously been a vendor at MM?**

Yes/No If yes, Year: \_\_\_\_\_

**Are you a member of the Junior League?**

Yes/No

**Category Circle ONE category that best fits your entry:**

- Food/Drinks
- Home Interiors
- Pet Clothing/Gifts
- Stationary
- Women's Clothing/Accessories
- Children's Clothing/Gifts
- Holiday/Seasonal
- Jewelry
- Photography/Art
- Men's Clothing/Gifts
- Specialty

**Description of Goods: Please be as detailed as possible:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Average Price of Goods: \$ \_\_\_\_\_ to \$ \_\_\_\_\_**

**Audience:**

**Will you have merchandise for shoppers to take home that day? Yes/No**

**Website:**

**Facebook Page:**

**Booth Selection**

\_\_\_\_\_ **Double Booth \$365**  
 Includes 8'x16' floor space and two vendor passes

\_\_\_\_\_ **Standard Booth \$215**  
 Includes 8'x8' floor space and one vendor pass

\_\_\_\_\_ **Junior Booth \$190**  
 Includes an 8' table, one chair, and one vendor pass.

**\*Note: Early Bird Applicants will enjoy a \$15 discount from all above booth rates**

**Add-Ons**

\_\_\_\_\_ **Table 8' long \$60 each**

\_\_\_\_\_ **Chair \$5 each**

\_\_\_\_\_ **Electricity \$30/booth**

\_\_\_\_\_ **Extra Vendor Pass \$10 each**

\_\_\_\_\_ **Wireless Internet for Two Devices \$20**

\_\_\_\_\_ **Breakfast \$15 each\***

\_\_\_\_\_ **Lunch \$25 each\*\***

**TOTAL \$ \_\_\_\_\_**

**Acknowledgement:**

I (we) the applicant(s), do expressly release the Junior League of Charlottesville, of and from any and all liability for any damage, injury, or loss to any person or good which may arise from the rental of said space by the exhibitor and agree to hold and save the Junior League of Charlottesville harmless of any damage by reason thereof. I (we) also permit the usage of my website, contact information, and pictures to be used for marketing the event and sharing with other Junior Leagues. I have read and understand and agree to all of the terms and conditions contained in the Merchant Application Packet. I understand that this is an application only and is not a contract or an offer of a contract.

**X**

\_\_\_\_\_  
 Signature/Date

\*Breakfast will be catered by the DoubleTree Hotel. Selection will include chilled juices, coffee, tea, fresh fruit, pasties, yogurts, cereals.

\*\*Lunch will be catered by the DoubleTree Hotel. The box lunch will include fruit salad, potato chips, cookie, deli sandwich, and choice of soft drink/bottled water.