

Q: Where and when will the Junior League of Charlottesville's Mistletoe Market be held this year?

A: The Junior League of Charlottesville is proud to announce the 17th annual Mistletoe Market will be held on Sunday, November 8, 2020 at Fry's Spring Beach Club (2512 Jefferson Park Ave, Charlottesville, VA 22903).

Q: Where do the proceeds of the market go?

A: The money raised from Mistletoe Market supports 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, the Ronald McDonald House, Wild Rock, and a number of other organizations in Charlottesville and the surrounding area. This year, we hope to expand our reach.

Q: Why are we getting there so early?

A: We will be hosting a pre-shopping (ticketed) event before the main event starts. This give shoppers who buy tickets the unique opportunity to have a personal shopping experience before it is open to the community. The pre-shopping event will take place between 8-10am.

Q: What is the pre-shopping event?

The pre-shopping event will take place between 8-10am. This give shoppers who buy tickets the unique opportunity to have a personal shopping experience before it is open to the community. There will be refreshments provided with ticket purchase. Have people you think would be interested in this opportunity? Please send them the mistletoe@jlcville.org email and we can sell them the ticket.

Q: What do I need to submit with my application in order to be considered for participation?

A: For your vendor application to be considered, you must submit the following to Mistletoe@JLCville.org: Completed application, 1 image of booth setup, 3 images of products, and payment.

Q: What is the deadline for application submission?

A: Early bird application deadline is Monday, August 31, 2020, and the final application deadline is Thursday, October 8, 2020. Please note the number of alike vendors will be limited. Submit your application early to ensure the best possible opportunity to participate.

Q: What is the fee to exhibit, and what is included in the registration fee?

A: We offer 2 booth types to fit your exhibition needs. Double Booth (\$485) includes 8'x16' floor space and two vendor passes. Standard Booth (\$275) includes 8'x8' floor space and one vendor pass. Remember there is an early bird application for discounts!

Q: What is the virtual MTM experience?

A: Our virtual shopping experience will be held on November 6th and 7th. Vendors who choose this option will provide all information asked for the physical event, aside from the booth options. You must have a pre-existing website or online shop. To be able to participate in the virtual experience, vendors will sign this contract agreeing to **donate 10% of their proceeds** from the virtual shopping experience to the Junior League of Charlottesville. Merchants will be able to keep track of who is

shopping in support of Mistletoe Market through the shopper's code JLCMTM. Our vendors are able to and encouraged to participate in both options!

We will be creating a page where our shoppers can access the virtual event and find links to the participating vendors' webpages. The JLC will be marketing the event within our membership and our community. Vendors are highly encouraged to promote the virtual shopping event on all forms of social media.