

**Dear 2008 Craftproducers Exhibitor,**

Welcome to our 2008 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](mailto:info@craftproducers.com). Our fax is 802.425.3711. We will also have informational updates on our website at [www.craftproducers.com](http://www.craftproducers.com), so check it regularly. This document includes the following sections:

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

With Hopes for Great Success in 2008,  
The Craftproducers Team  
Amanda Wright, Tim Cianciola and Charley Dooley

## ***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 March 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.**

### **2008 Check Postdating Schedule:**

<i>Flemington Spring</i>	<i>March 1</i>	<i>Fall Shows: (Due July 1)</i>	
<i>Summer Shows (Due April 1)</i>		<i>Flemington Fall</i>	<i>August 1</i>
<i>Stowe Celebrates Summer</i>	<i>June 15</i>	<i>Hildene Fall</i>	<i>August 15</i>
<i>Southern Vermont</i>	<i>June 25</i>	<i>Stowe Foliage</i>	<i>August 25</i>
		<i>Adirondack</i>	<i>September 1</i>
		<i>Syracuse</i>	<i>October 15</i>

**Paying With A Credit Card:** If you paid your \$300 deposit by credit card, we have kept 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'll 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 Adirondack Mountain and Syracuse, where there is a small fee and showers and hookups are available.

**Demonstrations:** If you wish to demonstrate at a show, we will 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.

- Stowe Area Association: 802.253.7321
- Manchester Chamber of Commerce: (Southern Vermont and Hildene Fall) 802.362.2100
- Saratoga Chamber of Commerce (Adirondack Mountain): 518.524.3255
- Hunterdon County Chamber of Commerce (NJ) 908.735.5955
- We have made arrangement at Flemington and Syracuse for hotel rooms.

Flemington –	Ramada Inn 250 Route 202/31 908.782.7472	Rooms for \$69.00. Mention Craftproducers. Closest to site - just remodeled. Includes breakfast!
Syracuse -	Holiday Inn 100 Farrell Road 315.457.8700	Call, ask for Craftproducers rate 5 minutes from site, bar, restaurant free wifi

**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 2008.

**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:** There are hours for check-in. Once checked in you may stay later and setup.

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

**Flemington:** 11am-6pm on the Friday. 7-8am on Saturday.

**Syracuse:** 11am-6pm on the Thursday. 8-11am 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.*

**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. 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](http://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 go to the state website and do it all online. That address is <http://www.state.nj.us/treasury/taxation/>.

Tax tip: In general, if you register as a corporation in any state, there are tax ramifications. Often it is to your advantage to register as an individual who may "represent" the parent company.

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: \_\_\_\_\_

**Exhibitor Postcard Request**

You can request postcards, which will include a 1\$ discount for show visitors, to either mail to your customers or hand out at shows. We will have all the postcards ready to mail out to you by the beginning of the year. (This year, 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).

_____ Flemington Spring (April 19 – 20)	_____ Flemington Fall (Sept. 13–14)
_____ New Taste of Stowe (July 25-27)	_____ Hildene Fall (Oct. 3-5)
_____ Southern Vermont (Aug 1-3)	_____ Stowe Foliage (Oct 10-12)
	_____ Adirondack (Oct 17-19)
	_____ Syracuse (Dec. 5-7)