

The Dickens' Christmas Festival

2016 Application

THE ST. GEORGE FESTIVAL takes place in the beautiful Dixie Center Exhibit Hall, indoors, all in one large convention area. Fairgoers enter through one Main Entrance and must wind around throughout the faire.

THE SALT LAKE CITY FESTIVAL will be recreated in Halls 2 & 3 in the spacious South Towne Exposition Center, located in the heart of the Salt Lake Valley's residential community and easily accessible by Freeway and Utah Transit Authority routes. It will provide over 1600 free parking stalls for exhibitors and guests and each hall has large loading docks, its own restrooms and concession food courts.

GENERAL INFORMATION:

ACCOMODATIONS:

Several hotel properties have generously offered to give out of town exhibitors discount rates during the shows. You will receive a list of these hotels with your acceptance letter.

ADVERTISING:

We are firm believers that advertising is key to the success of the Festival. We will be conducting an exciting advertising campaign. All of our advertising and publicity will stress both Dickens' Christmas Festivals as not only the places to buy original and unique Christmas gifts, but also that our guests will have an experience they won't forget!

One of the best advertising strategies is word of mouth, so spread the word! We also hope you will participate in distributing fliers, posters, and coupons and including info about the Festival on Social Media (Facebook, Twitter, Instagram etc.). It is imperative that we get the word out, so we are counting on all of our exhibitors to help us notify and encourage as many people as possible to attend.

ENTERTAINMENT:

Our guests will be entertained from the moment they walk in the door until the time they leave. They will be greeted by actors and actresses who will charm them with their talents. Characters from Charles Dickens' stories such as Fagin and Scrooge will roam the Festival and interact with festival guests. Continuous entertainment from local and state performing groups can be seen throughout each day on different stages. Mini productions of Charles Dickens' "Oliver Twist" and "Scrooge" will bring the spirit of Christmas to our many guests throughout the Festival. Children of all ages come to the Festival to see the "real" Father Christmas to tell him their Christmas wishes. The tall, tall Spirits of Christmas Past, Present and Future will both charm and delight our guests. Our London streets would not be complete without Queen Victoria and company. If you know any singing, dancing, or other performing groups you think might be interested in being part of our Festival, please have them contact us at info@dickenschristmasfestival.com or call us at 435-688-2990.

EXHIBITOR BOOTH INFORMATION FEES:

Although this is a juried show, there will be no jury fee. Please take the time to look at the maps carefully with booth numbers, locations, and sizes. Refer to the application and the corresponding maps to determine specific booth fees. Vendors participating in both shows receive a \$100 DISCOUNT off their total fees and will be given first priority booth selection if their applications are received before the first jury. After the first jury, booth spaces will be assigned as available. All booths are required to collect Utah State Sales Tax on all merchandise sold. You will be given a sales tax chart and instructions before the Festivals open. No commissions.

FOOD VENDORS:

Both Convention Centers have contracts with food and beverage providers and will be honoring those contracts this year. Therefore the Dickens' Christmas Festival will not be able to offer any booths to food vendors selling items that will be eaten on the premises. Food items packaged, intended for gifts, or to be carried out, will be allowed and considered.

INFORMATION ABOUT BOOTHS IN GENERAL:

Because the atmosphere of the Festival is largely dependent upon the quality and interest of the exhibitors' booths, it is important that you take the time and effort necessary to create an interesting booth display. Be assured, this doesn't mean that we expect you to spend a fortune creating your booth. Plans and ideas for inexpensive and simple booth construction can be found on our website under vendor information. You are responsible to bring whatever will best display your work, keeping with the 19th Century theme. All booths are to resemble English shops so that the entire Festival looks like an English street scene. Because of the limited set-up and take-down time, it is imperative that your booth be pre-constructed. There will be NO heavy construction or painting of booths inside the building. While pop-up tents work well for basic framework, they do NOT provide the look of an English shop. They MUST be modified to meet set standards. If you plan to use this type of tent structure please pay attention to the ideas and suggestions on the website. The Dickens' Festival does not guarantee exclusivity to any exhibitor for products and for services at the shows. In order to minimize duplications, please state EXACTLY what you plan to exhibit on your application. Vendors wishing to rent tables, chairs or booths can email us at info@dickenschristmasfestival.com to make necessary arrangements.

CART/BARRELS:

Carts may be arranged in an open-air market atmosphere, with common street folk bantering back and forth selling their wares. You will need to provide your own cart or barrels, large or small, in keeping with the olde English theme. (No chrome, modern carts, etc.) Cart space is 6x8. Marketplace type ideas or barrels combined with the carts provide the open-air market effect.

SIGNAGE:

You may select any name you wish for your "shop". Signs should be made of wood or other suitable material. Large VINYL SIGNS ARE PROHIBITED!!! There will be no exceptions! Vinyl signs 3 ft. x 2 ft. (6 sq. ft. or smaller) will be considered if they are framed and deemed appropriate and will need to be approved in writing BEFORE the show opens.

REQUIRED BOOTH LIGHTING AND ELECTRICAL:

During the Festival all overhead lights will be off except a few spots and each individual "shop" (booth) will be lit from within giving the appearance of an English town at night. We are requesting that all booths and rooflines be lit with lights outlining our "village". Not only does individual lighting help to create an impressive atmosphere, it draws attention to your merchandise making it easier to sell and display. It is

necessary that you use sufficient lighting and safe wiring. The Festival will provide 500 watts per 10 x 10 booth at no extra charge. There will be charge for extra electrical requests. Vendors must supply their own lighting fixtures (overheads, twinkle lights, etc.) and their own heavy duty electric cords to bring electricity to their booths. See simple lighting information and suggestions on our website.

DEMONSTRATIONS:

It is well documented that exhibitors demonstrating within their booths attract crowds, thereby calling attention to their products and selling more. We strongly encourage that if you are selling a product that can be demonstrated, you make all efforts to do so.

SECURITY AND EXHIBITOR ATTENDANCE:

Whenever booths are not opened and ready for business, it offends the public, the Festival management, and the other exhibitors who are doing their part to make the Festival a success. Not only does it look unprofessional to be closed while the Festival is open, you are subjecting yourself to security problems with an unattended booth. There will be security guards present during all hours of the Festival but we strongly advise you to pack up all cash boxes and valuable merchandise nightly. The Dickens' Festival, Dixie Center, the South Towne Exposition Center and their other sponsors cannot be responsible for damage, theft, or loss of merchandise. Exhibitors are at their own risk and we urge you to take precautions to protect valuables.

COSTUMES:

Because the Festival is a theme fair. ENGLISH 19TH CENTURY COSTUMES ARE MANDATORY! Be assured that your costume does not need to be expensive nor elaborate. You most likely have something that will work (with a few alterations) in your own closet. No jeans or sneakers will be permitted. Ladies must wear a skirt or dress, no pant costumes. Drawings, pattern numbers, ideas, and locations where you can get what you are looking for can be found on our website. Any costume which is deemed not suitable for the theme and standards of the Festival must be altered upon request. We want to emphasize that the MANDATORY 19th Century Costume requirements applies to everyone...husbands wives, cousins, aunts, uncles, helpers, EVERYONE! NO ONE wearing an Exhibitor Wrist band will be admitted unless they are wearing the appropriate costume! This also applies to "last minute" helpers... relief help....ANYONE. IF YOU ARE WORKING IN A BOOTH, YOU MUST BE IN COSTUME..... NO EXCEPTIONS!!! Anyone who is not properly costumed will be asked to leave the booth.

IMPORTANT DATES TO REMEMBER:

Get your application in as soon as possible; booths are assigned on a first come, first served basis.

JUNE 1- First Jury (Any prepaid booths must have reservations and completed applications in at this time in order to be given priority booth selection consideration.) Following juries will be on the first Monday of every month.

OCTOBER 1- Final payments due.

ST. GEORGE (Dixie Convention Center 1865 Convention Center Dr. St. George, UT)

NOVEMBER 29- St. George Set-up from 9am until 9pm. All vendors must check in no later than 4pm.

Final Meeting and Booth Approval (mandatory, no exceptions) at 7pm on the Scrooge Stage.

NOVEMBER 30- St. George Grand Opening!

NOV. 30 THRU DEC. 3- Wednesday/ Thursday/ Friday/ Saturday 10am until 9pm- Festival hours.

DECEMBER 3- TAKE-DOWN after Festival closes until finish.

SALT LAKE CITY FESTIVAL (South Towne Exposition Center 9575 So. State Street Sandy, UT)

DECEMBER 7- Salt Lake City Set-up, from 9am until 9pm. All vendors must check in no later than 4pm.

Final meeting and Booth Approval (mandatory, no exception) at 7pm on the Scrooge Stage.

DECEMBER 8- Salt Lake City Grand Opening!

DECEMBER 8 THRU 10- Thursday/ Friday/ Saturday 10am until 9pm- Festival hours.

DECEMBER 10- TAKE DOWN after Festival closes until finish.

NO BOOTH SPACES WILL BE RESERVED WITHOUT DEPOSITS:

1. A partial payment of \$100 per show must be submitted with your application. Checks will be returned if you are not accepted to participate in the Festival. Your check will be cashed upon acceptance and you will be notified approximately 1 week after jury date.
2. It is possible to pay for your booth by credit card but the ENTIRE booth fee must be paid and a 3% handling fee will be applied.
3. Final payment is due and payable on October 1, 2016. NO refunds will be given after that date (See cancellation policy #10 on back of contract).

INSTRUCTIONS FOR ENTERING:

Send in your application as soon as possible, or complete on-line application.

Spaces are assigned on first come, first served basis. Acceptance to the Festivals is based on photographs, descriptions, websites, etc., included with your application. We look for unique and interesting merchandise. Placement will be as space allows. Please refer to the information in this application so you are familiar with the specifications and requirements.

BE CERTAIN TO INCLUDE:

- Completed and signed application/ contract.
- Booth choice (s): determine which booth(s) best suits your needs and designate on your application. Please list 3 choices.
- A check or money order for \$100 per show payable to DICKENS' CHRISTMAS FESTIVAL or credit card information for full booth amount + 3% handling fee.
- Photographs, description, or website info so we can see your merchandise.
- Any special requests or questions regarding the Festivals

Mail completed application to:

Dickens' Christmas Festival

PO Box 911077

St. George, UT 84791-1077

IF YOU HAVE ANY QUESTIONS:

WEBSITE: www.dickenschristmasfestival.com

Email: info@dickenschristmasfestival.com

Phone: 435-688-2990.

The Dickens' Christmas Festival

2016 Contract Application for Exhibit Space

St. George, Utah

Nov. 30- Dec. 3, 2016/ Weds. Thru Sat.
10am- 9pm
Dixie Convention Center

Salt Lake City, Utah

Dec. 8-10, 2016/ Thurs. thru Sat.
10am – 9pm
South Towne Exposition Center

PLEASE PRINT CLEARLY

1. NAME: _____
- COMPANY NAME: _____
- MAILING ADDRESS: _____

- PHONE NUMBER: _____ CELL: _____
- EMAIL: _____
- WEBSITE: _____

2. Every category of craft or item you plan to exhibit or sell **MUST** be listed in detail and **MUST** be juried. If booth is being shared, all parties must be named and merchandise juried. Any additions appearing without permission will result in expulsion from the Festival and forfeiture of booth fee. Even if you have exhibited previously, please list items and be specific to protect yourself.

WE PLAN TO DISPLAY THE FOLLOWING:

3. BOOTH PREFERENCE & FEE CALCULATIONS:

(Refer to maps online to make booth selections and determine fees)

ST. GEORGE (Nov. 30- Dec. 3/ Weds. thru Sat.)

Cart Space (6x8).....\$400
10x10.....\$600
10x10 (2 open sides).... \$650
10x10 (3 open sides)....\$700
10x15.....\$800

SALT LAKE CITY (Dec. 8-10/ Thurs. thru Sat.)

Cart Space (6x8).....\$400
10x10.....\$600
10x10 (2 open sides).....\$650
10x10 (3 open sides).....\$700
10x15.....\$800

- BOTH SHOWS OFFER FREE PARKING FOR EXHIBITORS AND PATRONS
- EACH ADDITIONAL ADJOINING BOOTH (same merchandise) DEDUCT \$100
- VENDORS PARTICIPATING IN BOOTH SHOWS, DEDUCT \$100 FROM THE TOTAL BALANCE
- FEES INCLUDE 500 WATTS BASIC ELECTRICITY (additional wattage are at exhibitor's expense)
- NO COMMISSIONS
- ALL FEES ARE DUE AND PAYABLE ON OR BEFORE OCTOBER. 1, 2016. No exceptions!

ST. GEORGE (Nov. 30- Dec. 3, 2016) Weds thru Sat	
BOOTH(S) REQUESTED	FEE CALCUATION
1 ST choice _____	1 st booth fee \$ _____
2 nd choice _____	Add'l Booth(s) \$ _____
3 rd choice _____	\$ _____
	TOTAL FEE \$ _____

SALT LAKE CITY (Dec. 8-10, 2016) Thurs thru Sat	
BOOTH(S) REQUESTED	FEE CALCUATION
1 ST choice _____	1 st booth fee \$ _____
2 nd choice _____	Add'l Booth(s) \$ _____
3 rd choice _____	\$ _____
	TOTAL FEE \$ _____

4. TOTAL FROM ABOVE.....\$ _____
 (Add St. George and SLC fees together- deduct \$100 if doing BOTH shows)

5. PAYMENT INFORMATION: (Entries will not be accepted without payment)
- [] Check made payable to DICKENS' CHRISTMAS FESTIVAL (minimum deposit of \$100.00)
- [] Credit card for the FULL amount + 3% transaction fee charged upon acceptance

CARD # _____ - _____ - _____ - _____

SECURITY CODE: _____ EXPIRATION DATE: _____ / _____

6. I hereby apply for exhibit space in the 2015 Dickens' Christmas Festival. I agree to abide by the Festival terms & conditions in this application. I also agree that everyone in my booth will be in approved costume.

Signature: _____

7. Mail copy & check or credit card info to:
 THE DICKENS' CHRISTMAS FESTIVAL
 PO BOX 911077
 ST. GEORGE, UT 84791-1077

CONTACT INFORMATION:
 Website: www.dickenschristmasfestival.com
 Email: info@dickenschristmasfestival.com
 Phone: #435-688-2990.

RULES AND REGULATIONS

1. The Dickens' Christmas will be produced by the Olde World Historical Council and will be presented in both St. George and Salt Lake City, Utah. The St. George Festival will be held at the Dixie Convention Center located at 1835 Convention Center Dr. The Salt Lake City Show will take place at the South Town Exposition Center located at 9575 S. State St.
2. Booth locations will be assigned by jury according to the date application/contract is received with designated payment. In the event that all the Exhibitor's choices are taken, the Producer will assign the best available space.
3. The Exhibitor agrees to occupy exhibit space assigned, and to be open and staffed prior to and during all regular show hours. In the event the Exhibitor shall not occupy said space, the Producer is expressly authorized to occupy or cause said space to be occupied in such manner as it may deem best for the interest of the Festival without any rebates or allowance whatsoever to Exhibitor and without in any way releasing the Exhibitor from any liability thereunder. The Exhibitor also agrees not to sublet or apportion to anyone else said space without approval. All Merchandise sold or displayed is subject to the Producer's approval.
4. It is the sole obligation of the Producer to furnish above exhibit space plus general electricity and heating. The Producer will provide each 10x10 space with 500 watts of electricity at no extra charge. There will be a charge for additional wattage required. All other services of any nature shall be ordered and paid for in advance by the Exhibitor. This includes additional electrical requirements (wiring and wattage usage). Exhibitor is responsible to provide heavy duty electric cords to bring electricity to the booth.
5. Insurance, if desired by the Exhibitor, must be obtained by her/him at her/his own expense. The Producer and its sponsors assume no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Producer and its sponsors from any and all liability for any damage, injury, or loss to any person or goods which may arise from the rental of and occupation of said space by the Exhibitor, and agrees to hold and save the Producer and its sponsors harmless of any loss and/or damage, or personal injury by reason thereof.
6. The Producer and its sponsors will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to reasons of the enclosure in which the show is to be produced being, before, or during the festival destroyed by fire or other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, or any legal authority, or any other cause beyond the Producer's control.
7. Exhibitor shall be liable for delivery, handling, erection and removal of his own displays and materials.
8. All pertinent Fire Codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed.
9. The Producer may rent and license space for any exhibit of interest to the general public or of educational value. All exhibits must be designed, contracted and operated in good taste and in accordance with the best interest of the exposition, which Producer in its sole discretion shall have the right to decide. All sales, publicity, and promotional activities conducted by the Exhibitor must be confined to her/his space. The Producer will prohibit the installation and operation on any exhibits not meeting its approval. And the Producer, in its sole discretion, may prohibit the conduct of any activity whatsoever which it deems harmful and not in the best interest of the exposition.
10. Booth Cancellation Policy. There will be 25% service charge on all monies paid for cancellations prior to September 30th. For cancellations occurring after September 30th, there will be NO refund of the deposits made. If all fees are not paid in full by October 1st, the Exhibitor's booth will automatically be sold without notification and there will be NO refund. All applications received after October 1st will be assessed an additional \$50.00 booth handling fee.
11. This contract constitutes the entire contract between the parties and no waivers, modifications, or amendments shall be valid unless written upon or attached hereto AND shall be approved in writing by the Producer of the Dickens' Christmas.