



AMERICA'S LARGEST CHRISTMAS BAZAAR

Welcome to America's Largest Christmas Bazaar!

Enclosed is your exhibitor information for the 39th Annual America's Largest Christmas Bazaar at the Portland Expo Center. The dates of the show for 2020 are November 27-29 and the following weekend, December 4-6. We're already looking forward to this annual holiday tradition as well as seeing all of you again. We'd like to thank all of you who have been with us for our first 38 years and also welcome those who are new to the Bazaar.

For 39 years America's Largest Christmas Bazaar has worked hard to bring you reasonable pricing on a quality show. We realize that in today's world it is sometimes tough to make ends meet. We have done everything we can to bring you a great value and stretch your hard-earned dollars. We will continue to make this effort but due to several very large price increases yearly, we have had to increase commercial booth rent fees. The increase is less than 2%. We hope you feel this show is still a great value and we appreciate your patronage.

Paid attendance at the 2019 show was over 30,000 (audited). To maintain that level of attendance, it is necessary to invest in advertising. Our budget is \$180,000.00 and is spent on broadcast media (radio & TV), print (newspapers), digital advertising, social media, Internet and direct mail. The names & addresses of previous attendees are an important asset which we use to make sure to invite them to the show.

Your part in bringing people to the show is the distribution of postcards & posters to put out at your corner store, hairdresser, county fairs & Farmer's Markets. So please request them. Postcards are available at no charge (you can request them on your contract) and posters will be available in August. Again, these are mailed at no charge to you. The other important ingredient is Social Media. We urge you to like us and even more importantly, share our posts with your friends. You'll find us by entering the show name: America's Largest Christmas Bazaar for Facebook, and christmasbazaar.pdx for Instagram. These efforts do bring people to YOUR booth!

Our tag line for the past few years has been Buy Local, Spend Less. We're not implying that we're a bargain opportunity and our customers don't take it that way. The show offers unique and unusual products and our loyal customers know that. We do welcome selected commercial products as well as handcrafted. We offer reduced booth rent to handcrafted exhibitors because of the many hours of labor that crafters put into their product compared with the typical commercial vendor.

Jewelry is a very popular product for this show (a good thing!). Although we do limit the number of jewelry exhibitors it is very important that all jewelry vendors, ***handcrafted and commercial*** include a photo of your product. That way we can offer separation between, for example, beaded jewelry from other types. We will close that category when we reach the same number of jewelry vendors as we had last year.

Most juried handcrafted booths are in two large, central areas, one in each hall. To qualify as handcrafted, we require a photo of the crafter as they make their product. Our definition of handcrafted is: a product that you make by yourself. The vendors' work must be predominant and the starting materials must be significantly altered and/or enhanced by the vendor. This can include embellished items such as sweatshirts that your own design has been hand applied to. It can include high quality reproductions of your own original work. Some things that we don't consider handcrafted are computerized printouts of, as an example, an original print or personalized book. Imported items do not qualify.

In order to qualify for the handcrafted rate *and* so we can place you away from a competitor, you must submit photos of your items and photos of you making your product along with your contract. In lieu of mailed or emailed photos, you can qualify yourself by providing us with your web address or if you sell on an online store like Etsy, give us the easiest way to find you on that site.

Briefly, our policies regarding duplicate commercial booths is that we limit the number of *identical* commercial products to one per hall. Those who sold those products last year will have first option to return. If we already have, for instance, two Tupperware booths, we will have no choice but to place you on a waitlist. We also structure the show to look appealing and to provide something different than what you would find at a fair or in a mall, therefore there is a definite limit on 'hot' commercial products. Last year we had to refuse about 70 booths because by the time the exhibitor contacted us, we were full on the product or we felt that the product didn't fit within the vision of the show which is to offer compelling, interesting items. **Please note, we require all exhibitors to sell a tangible product in their booth.**



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Contract Deadline

If you are a returning exhibitor, we need to receive your contract no later than **Monday, September 14th** to ensure placement in the booth that you had last year. We will begin the process of assigning booth locations promptly on September 16th. If you sold with us in 2019, you will be returned to the same booth unless you have a written location request (feel free to attach a note). If you are new to the show, we recommend an early reservation if you have a request. We do have space available after the deadline. **The above only applies to those who are returning from last year.**

Corner Booths & Location Requests

Regarding location requests/corner booths: We have a high number of exhibitors returning to their regular locations. The Christmas Bazaar is held in two modern, square shaped attached halls with paid entrances at each one. Each booth is very equal to another. Which leaves only the corner booths: Due to the obvious advantages of being in a corner booth and because we do not charge any additional, we have many requests for them (almost every exhibitor). After we've accommodated those who had them last year, we take written requests (just put a note anywhere on your contract). However, we do look at booth presentation and, assuming there are no near competitors, are inclined to place a more attractive booth in such a prominent location. We do strongly advise that you not wait until the deadline if you have a location request. The earlier you sign up the better the chances are that you'll get what you want.

What your Booth includes

We provide a booth sign, one electrical outlet with access to 500 watts of electricity and an 8' high fabric backdrop behind the space. There are *no fabric side wings as dividers* between each booth, but if you wish, they may be rented on your contract. Side wings are 3' high. A natural division is made once the booth is set up, and most decide they don't need the side wings. Other equipment, such as table skirting, counter height tables and booth carpet is available on the contract. We encourage you to bring your own lighting and props, so that you can show your products to their best advantage and help create a holiday environment.

Exhibitor set-up and show hours

Exhibitor set-up takes place on Wednesday, Nov. 25th from 10am to 8pm. We are closed on Thanksgiving Day. If you can set up in less than two hours, you'll have from 8am to 10am on Friday, Nov. 27th. We recommend that you bring handcarts or dollies since the show only has about 20 carts for your use. Show hours are Fridays and Saturdays from 10am to 6pm and Sundays from 10am to 5pm. **Staffing your booth during all hours is mandatory.** After the show closes on the first Sunday all you need to do is cover your merchandise. Security will be in the building 24 hours a day, every day. For the second weekend, exhibitors are admitted at 8am on Friday, December 4th to restock.

Height of the sides and back of your booth

Booth and signage height restrictions: **Sides:** If your booth set-up requires a solid wall or lattice filled with product or any other impediment to your neighbors booth, **please check the box on the contract and you will be placed in one of several areas in the show that we devote to exhibitors whose booths need high sides.** This does not apply to you if your booth conforms to the following: **your booth is as high as 8' in back and goes 6' out on the side, but the last 4' between you and your neighbor is no higher than three feet** This is so that no exhibitor with a small booth (10 x 10') spends 6 days sandwiched between two neighbors with high sides that go all the way to the front of the aisle. These exhibitors deserve the same visibility to the oncoming customer as you would want. Please take a moment before you send in your contract to think about your set-up and whether you need to check the high-sides box. **Back of the booth: No higher than the pipe & drape. The same with signage, which cannot be any higher 8' (the height of the pipe & drape).** And lastly, no signs can jut out into the aisles such as trade show flags and banners.

A Few Prohibitions

By order of the Fire Marshall, straw and hay are considered extremely flammable and are not allowed in the show. Helium balloons are also not allowed. Incense may not be burned inside the show. Candles cannot be lit at all. Canopies are fine unless you are cooking samples or warming items, in which case a fire extinguisher is required. If you use a canopy that has sides and a top, you will need a fire extinguisher.



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Electricity

If your product utilizes more than the 500 watts of power that we provide such as grinders, T-shirt transfer equipment, electric cooking equipment, irons, microwaves and others. Please contact Edlen at 503-736-5260 to order additional power. They are well aware of appliances that use more than 500 watts, so if you know you need additional power, order it in advance *to avoid the floor order price*. After the show begins, Edlen will audit the floor to determine electrical usage.

Forms of Payment

We accept checks that are postdated for **October 12th**. We also accept currently dated checks and credit card payments. If you postdate your check, please make sure that October 12th is on your check, as we will deposit any check with the current date on it! Sorry, but we cannot take postdated credit card payments.

Cancellation Policy

If you find that you need to cancel, we will refund all but a \$50 cancellation fee once you've signed up. However, cancellations made after 4:30pm on **October 12th** are not subject to any refund. All cancellations must be made with a phone conversation with staff. **Cancellations by voice mail or email are not valid.**

If you want to accept credit cards

If you want to take credit cards, we've been very happy with Square, which will show up on your device now as Point Of Sale. I'm sure most of you have figured out how to take cards at the show but if not, please feel free to give our office a call and we can share what we know about Square. We also have the readers in case you need one. They're no charge. We do not have the contactless or chipped card readers. For those you have go to Squareup.com and buy them.

Parking

On setup day, you'll need to purchase a parking permit which is good for the duration of the show. The Expo Center charges exhibitors \$10 per day times the six days of the show, which is \$60 per space occupied. The permit allows exhibitors the ability to come and go without re-paying as you enter the lot and is transferable between vehicles. You can also car pool or take light rail.

Shipping to the show

If you need to ship your product to the show you need to be present to accept delivery. If you are not there, we cannot sign for your shipment. Address shipments as follows: (Your Name & Booth Number) c/o Christmas Bazaar, Portland Expo Center 2060 N. Marine Dr., Portland, OR 97217. If you don't think you'll be there when your delivery arrives, or if your shipment is large, heavy and requires a forklift, you must contact FERN in advance and arrange for drayage service. Please contact FERN at (503)228-6800 and ask to speak to the person handling this show.

Reverse of contract

Please take time to read the show rules printed on the back of the contract, initial the rules and sign the front of the contract and return both copies. We will send back your confirmed copy by return mail.

Show Program Guide

Looking for extra exposure? The Christmas Bazaar Program Guide is distributed to all buyers as they enter the show. It contains the map of the show and list of exhibitors. If you are interested in advertising, please give our office a call and we'll be glad to send you a copy of the rate sheet.

Spring/Fall Bazaar

To those of you who did our Portland Spring Bazaar this year, we want to thank you for your participating! As you know, our Spring Bazaar was affected by the Covid-19 outbreak, however we are already planning our Fall Bazaar for October 24 & 25, 2020 and our Spring Bazaar for March of 2021. We are looking forward to great upcoming shows!

Our knowledgeable staff is dedicated to helping to make your experience at the Christmas Bazaar a pleasant and profitable one. Our office hours are Monday through Friday from 9am to 4:30pm, however during the spring and summer months we will only be in the office part time. We can be reached by phone at (503)282-0974 or email at elves@epochchristmasbazaar.com. If you'd like to see photos of the 2019 Christmas Bazaar, or need directions, hotel, weather or other information, check out our website at www.epochchristmasbazaar.com.

Sincerely,

The Elves at America's Largest Christmas Bazaar