



403.804.4956

/ shaulyn@svbevents.com

/ svbevents.com

Hello Vendor,

Back for her sixth year, Mrs. Claus, in association with SvB Events, is excited to again open her Shop to the residents of Airdrie and surrounding areas for one weekend only! Thank you so much for your interest in the **2017 Mrs. Claus' Shop Holiday Market!** We hope you'll join us and look forward to working with some of Airdrie's finest crafters, bakers, artisans and small businesses!

WHAT YOU WANT TO KNOW:

* If you have yet to join us this year, Hats on Productions, has transitioned the production of *Mrs. Claus' Shop* and all other Hats On Productions shows to Shaulyn van Baaren of SvB Events. Shaulyn comes to you with nearly twenty years of event production experience, a love of tradeshow, markets and festivals and a passion for community driven events.

* This event is being held at the Airdrie Town & Country on Friday, November 17th from 4:00pm-7:00pm and on Saturday, November 18th and Sunday, November 19th from 10:00am to 4:00pm.

* This event is open to the public and appropriate for all ages. Admission to this event is FREE however we will be promoting donations to our selected Charitable Partner.

* The anticipated attendance for this event is 750+ adult patrons per day. The primary target demographic is local females aged 30-50.

* Our advertising may include but is not limited to:

- | | |
|---------------------------|---------------------------|
| - Radio | - Print Media |
| - Paid Online Advertising | - Flyers |
| - Local Event Calendars | - Word of Mouth |
| - Outdoor Banners | - Portable Message Boards |

** Vendors are encouraged and even expected to support in the promotion of this event, our success is your success. **

* Table Cost Includes:

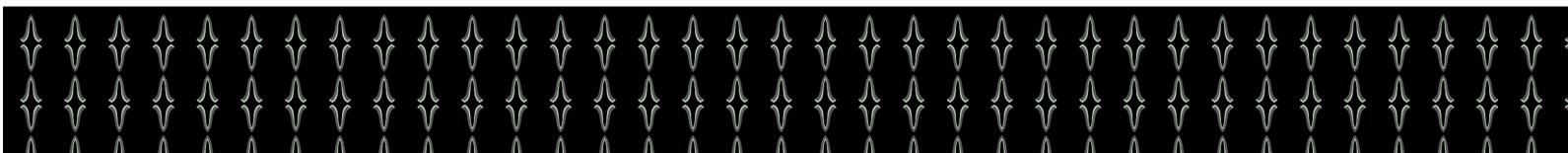
- Vendor Spotlight on our promotional material and social media pages as we see fit.
- Visibility as an event vendor on the event website and social media sites (where applicable).
- Table rental and 2 folding chairs for the event.

This show is a three-day show and commitment for all three days is required. This year's show will maintain a 60% handmade and 40% commercial (direct sales, small business, corporate) ratio.

Please let us know if you have any questions or concerns at Shaulyn@svbevents.com.

Thank you again for your interest, we look forward to working with you to deliver a quality event!

Kindly,
SvB Events



Exhibitor Rates

Table Costs (no Power or Rack Space included)	
6' Table (Handmade Vendor)	\$ 275.00
6' Table (Commercial Vendor)	\$ 300.00
8' Table (Handmade Vendor)	\$ 365.00
8' Table (Commercial Vendor)	\$ 400.00

Extra Services	
110V Power Connection (200W)	\$ 25.00
3' Empty Space beside table for Rack/Display	\$ 100.00

*** Registered Non-Profit organizations are eligible for a 10% discount of table registration cost with proof of non-profit or charitable status.**

2016 Mrs. Claus' Shop Holiday Market Vendors have first right of refusal for this event until Sunday, May 14th. Registration opens to the public on Monday, May 15th, 2017.

Early Bird Discount: \$25.00 off all Registrations received, in full, before May 29th, 2017.

Multiple Tables: First table will be billed at full price; additional tables will be discounted by \$75.00 per table.

All table registrations include 5' deep space (including table depth), 1 table (length as per registration) and 2 stacking chairs, unless otherwise requested. Please plan your display accordingly. If you have a display backdrop, please indicate this on your registration form.

ALL tables must be paid in full for confirmation of registration and are on a first come, first served basis.

Vendor registration is at the discretion of SvB Events. Booth location or type preference is subject availability and may change at any time leading up to the day of the event.

Rules / Guidelines

- 1) Be Respectful – of other vendors, customers and the space you have has been rented. Spaces are 5' (1.5m) deep, there is no room for racks/shelving unless otherwise arranged with SvB Events staff.
- 2) Vendors are required to provide their own table cloths.
- 3) Please ensure your Display is FAMILY FRIENDLY - this is an *All-Ages* event open to the Public.
- 4) No Pins in the Walls – only acceptable tape is “painters tape” on the walls and “gaffers tape” on the floor as per hall rules.
- 5) Set-up begins @ 1:15pm on Friday afternoon and must be completed by 3:45pm. Venue access for Vendors will open at 9:00am on both Saturday and Sunday mornings. Doors will open to Patrons/General Public at 4:00pm on Friday and at 10:00am Saturday and Sunday. SvB Events is not responsible for unattended tables or goods.

Please be on time to secure your space. Vendor no shows, without prior communication, in writing to SvB Events will not be invited back the following year.
- 6) Take Down is NOT permitted BEFORE 4:00pm on Sunday. For the benefit and safety of our guests and other vendors, this will be strictly enforced.
- 7) Please place all waste in available bins at the end of the show, ensure table tops are clean (wipe if necessary), and please collapse table(s) before leaving. If you have questions about cleanup, please see an SvB Events staff member.
- 8) Payment and registration form MUST be received in **full** to secure your spot. Booths are approved on a first come, first served basis. We reserve the right to limit the number of similar product lines/types as we see fit and ultimately registration is at the discretion of SvB Events.

Registration will be confirmed via email from SvB Events upon receipt of a signed registration form, confirmation of payment and acceptance into the event.

A \$25.00 Fee will charged on all returned cheques.
- 9) Cancellation before/on September 1st, 2017 is subject to a \$25 cancellation fee. Cancellation after September 1st, 2017 is subject to a 50% cancellation fee. Cancellations after October 15th, 2017 will not be refunded. There are no weather refunds or alternate dates.
- 10) Maximum 1 business per booth.
- 11) Registration is non-transferrable unless otherwise arranged with SvB Events.
- 12) Have FUN!

Thank you for joining us for this 6th Annual Mrs. Claus' Shop Holiday Market!

2017 MRS. CLAUS' SHOP HOLIDAY MARKET

6th Annual Mrs. Claus' Shop Holiday Market
Friday, November 17th, 2017 / 4:00pm – 7:00pm
Saturday, November 18th 2017 / 10:00am – 4:00pm
and Sunday November 19th, 2017 / 10:00am – 4:00pm

Airdrie Town & Country – 275 Jensen Drive NE

Name: _____

Company: _____

Company Description: _____

Products/Services Sold (be specific): _____

Mailing Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Email: _____

Website: _____

* All information (excluding address) may be posted on the event website unless otherwise noted.

Vendor Type: Handmade Commercial Cost: \$ _____

Table Type: 6' Table x _____ (qty) 8' Table x _____ (qty) Power Additional Space

Do you have your own insurance (not mandatory): Yes No

Please provide an electronic copy of your Logo for use on promotional material. **NOTE:** Image will be cropped/resized to 200x200pixels squared to accommodate promotional material layout requirements.

Registration forms and payment can be mailed to:

SvB Events, ATTN: Shaulyn van Baaren

54 Tuscany Springs Heights NW

Calgary, AB T3L 2X9

Or Scanned and e-mailed to: shaulyn@svbevents.com

Payment must be paid in FULL and accompanied by a completed registration form to secure your table. Registration will be confirmed via email by organizers upon receipt.

Payment can be made by:

Cheque Payable to: **SvB Events** - OR - EMT to: shaulyn@svbevents.com

Signature

Date

*** By signing you agree that you have read the event rules, agree to and will comply with them.**