

SHOW FACTS AND TERMS

HOURS: Wed., March 31, 2010. 12 noon - 6pm | Thurs., April 1, 9am - 4pm SETUP/REGISTRATION HOURS: Wed., March 31, 2010. 7am - 12 noon TAKE DOWN HOURS: Thurs., April 1, 4 - 6pm. Do not apply if you cannot take down in 2 hrs.

ANTICIPATED BUYER ATTENDANCE: 160 shops. Exhibitors averaged \$2843 (4th highest average in 9 years with range of \$3897 to \$1900) in written orders and cash and carry sales during 2009 show. Gift shops, craft shops, antique shops, museums, garden centers, florists, pharmacies, and lodgings. 80% from within the Adirondack North Country region. 20% from the rest of NYS and New England States. New this year, lodgings and restaurants with giftshops will be invited. For the trade only.

FEATURED PRODUCTS: 50% of work shown has nature and rustic themed product lines. Majority of orders are for products that retail for \$30 or less. All media welcome. View exhibitors from previous years at Buyer Days at AdkNCCrafts.com. No resellers or overseas manufacturers.

ANTICIPATED EXHIBITOR PARTICIPATION: 70 CONFIRMATION PACKET: Booth layout, maps and lodging information. Includes show invitation labels (30) to affix to your own promotional printed materials. Show invitation postcards mailed separately.

LOCATION: City Center, Saratoga Springs, NY: trade show facility with two unloading areas, free parking, within 3 miles of Interstate 87 at the north end of Saratoga Springs' picturesque main street. Nearby eating establishments or food delivery to booth. Exhibit space 27' high, square footage of 15, 227'. Non-union.

ELIGIBILITY: Work must be original and made by hand or with appropriate tool and/or, by you, designed and supervised in your studio. The following are not acceptable: commercial patterns or kits with changes of less than 25% by artist, ceramic molds, imports and machine made goods. The artist or craftsman who designs the work and is a principal of the business must be present to show their work. Food producers are welcome to apply.

PAYMENT: Full payment is to be enclosed. \$20 charge for refunds or returned checks. Fee is returned to applying producer applying if product not accepted by jury.

SHARED BOOTH: Permitted in 15' (width) x 8/10' (depth) only. Separate applications and payments are required from both exhibitors.

APPLICATION: Dated upon receipt. Booth assignment will be based upon receipt date and previous participation. Corner booth is not guaranteed - corner booth fee portion refunded if not available. Coordinator reserves the right to relocate floor plan and/or relocate any exhibitor.

CANCELLATION: Refunds less \$20 will only be considered if submitted in writing before or on March 21, 2010.

BOOTH INSTALLATION: Included in fee is table (6' or 8' x 3'), chair and electricity. Tables and chairs are on racks on show floor. Electrical outlets on floor and walls. Vendors should bring heavy duty, 3 wire extension cord. There are no booth dividers. Nothing is to be nailed, stapled or otherwise affixed to wall or floor of exhibit space. Nothing is to be placed in the aisles. Food and drink sample size only. Contact show coordinator for more info.

SPACE AVAILABILITY: At 11am on Wednesday, "No Show" exhibitor booth space will become available to other vendors. No refunds will be provided to non-showing exhibitors.

BOOTH REMOVAL: The exhibitor shall not, without written consent of coordinator dismantle or move exhibits before the official closing of the event. Future display privileges will be forfeited.

SECURITY: The City Center provides overnight security during the closed hours of the show but assumes no liability for loss or damage by any cause.

CUSTOMER SERVICE: Exhibitors must have brochure/product sheets, price lists and order forms at show. Exhibitors will conduct themselves in a professional manner at all times, in or out of their booth space. Continual unresolvable customer service or product quality complaints from retail buyers will result in denial of participation.

VIOLATIONS: Exhibitors found in violation of any of the "Show Terms" will be excluded and have their exhibits removed from current and/or future shows at the discretion of coordinator.

LIABILITY: Show venue, coordinators and ANCA are not liable for theft, injury, damage, or acts of nature.

The Adirondack North Country Association (ANCA) presents:
THE 24th ANNUAL



2010 Buyer DAYS

Where artisans and producers
have been selling regionally made products
to shopowners for 24 years : March 31 - April 1, Saratoga Springs

BENEFITS FOR BUYER DAY EXHIBITORS

- Take home an average of almost \$3,000 in orders and sales in only two days. Booth fee only \$180!
- Increase your year-round earnings by producing your best-sellers in quantity. Sell in multiples to shopowners. More time for production! Spend less time, and expenses, making sales!
- Establish accounts with savvy giftshop owners who, over the years, have built an established, and growing, clientele dedicated to buying regionally made products.
- Establish accounts with lodging and restaurant owners with giftshops. For the first time, the show's specialty food producers and, new this year, vineyard property exhibitors, will be marketed to lodgings and restaurants.
- Use the Made in the Adirondack North Country brand to increase the desirability of your product. All Buyer Days exhibitors who comply with usage requirements receive logo materials. All benefit from ANCA membership for the year.

BENEFIT FROM SHOW PROMOTION

- 600 giftshop, lodging and restaurant owners, via frequent email updates, preview exhibitor show specials and new products as well as product descriptions and website links at AdkNCCrafts.com. Starts Jan. 15, 2010.
- 2000 giftshops, lodgings and restaurants in NY, VT, MA, CT, NH and ME receive glossy, full-color show invitation postcards to Buyer Days.
- New this year - Lodgings and restaurants with giftshops to be invited. Vineyard properties will be new exhibitors to complement growing number of specialty food producers.
- New this year - Exhibitors will be promoted on Facebook to attract shopowners new to Buyer Days.

ANCA's crafts program is designed to help regional producers find the most suitable and profitable mix of sales venues. The goal of Buyer Days is to present product of such quality and pricing that shopowners will be strongly motivated to market and sell a higher percentage of product from the region.

SHOW COORDINATOR: Nadia Korths, ANCA crafts program coordinator, 14th year. 518.891.1632 : nkorths@gmail.com : AdkNCCrafts.com
MARKETING COORDINATOR: Susan Fuller, Fuller Communications : fullerventures.com

APPLICATION FOR BUYER DAYS EXHIBITOR BOOTH

Company name: _____

Name/s of show attendee/s: _____

Address: _____

City/State/Zip: _____

Phone #: (____) _____ Fax #: (____) _____

Email: _____ Website: _____

The following (with edits) will be posted year-round for buyers at AdkNCrafts.com:

Media (wood, stationery, pottery, food, etc): _____

Product Description: _____

New Product and/or Show Specials: (can also email to nkorths@gmail.com after application mailed out) _____

By signing and submitting the application, you indicate that you accept and will abide by the Show Terms. Coordinator must have a copy of the signed application on file to confirm your booth. Unless noted otherwise below, ANCA has the right to use product photos that are available from the producer's printed or electronic materials in promotions.

Do not wish to have product shots used for promotion. Wish to be contacted prior to usage.

Signature: _____ Date: _____

Postcards and labels provided by ANCA (promote your product to 2000 giftshops - submit photos by Jan. 15):

How many full-color glossy show invitation postcards would you like to mail to your accounts/contacts? _____

How many show announcement adhesive labels would you like to mail to your accounts/contacts? _____

First Time Exhibitor (and those with major product changes) are juried:

You are required to submit: 4 product images or 4 sample product lines

And 1 image of booth

And any/all printed materials, ie., brochure/product sheet, price list, order form, etc.

or Exempt from jury (members of The ArtWorks, Old Forge only)

Payment Options and Calculations:

Booth 10' (wide) x 8' (deep).....	\$160.....
Booth 10' (wide) x 10' (deep).....	\$180.....
One booth and a half.....	+\$90.....
Two booths.....	+\$150.....
Corner booth.....	+\$60.....
Shared booth and a half (fee/exhibitor).....	\$130.....
Early bird booth fee savings If postmarked by Jan. 5, 2010.....	-\$15.....
If registered by Jan. 5 for Wholesale Workshop.....	-\$15.....
Total Fee.....	\$.....

Payment:

Check or Money Order - \$20 charge for returned check
Make payable to: ANCA, 67 Main Street, Suite 201, Saranac Lake NY 12983

Or charge to (circle one): Visa / Mastercard

#: _____ Exp. Date: _____

Authorized Signature: _____

Print Name: _____

Option for those paying by credit card, fax: 518.891.6203 (ANCA office).

The Adirondack North Country Association (ANCA) presents:
THE 24th ANNUAL BUYER DAYS



SHOWCASE YOUR PRODUCTS:



FIRST TIME EXHIBITORS (or those with major product changes):

We suggest those new to wholesale participate in the How to Establish and Maintain Wholesale Accounts Workshop.

Jury review dates: Dec. 15, Jan. 15, Feb. 15 or until full. Detailed feedback provided by jury to each first time exhibitor.

Jury reviews your 4 submitted images/samples and/or brochure/product sheets (w/4 images) and price list. Links to website product pages are accepted. Points allotted on basis of design, craftsmanship, creativity, marketability, and number of similar exhibitors already exhibiting. The 4 product shots are to be of individual pieces and should be of current product lines. Number each shot and, on separate sheet, provide height and width measurements, and description. Unusual and intensive techniques, materials and/or history should be described. The 5th image of the booth may be a line drawing.

If images are to be returned, include SASE. Samples must have return postage or be hand-delivered and picked up at ANCA, 67 Main Street, Suite 201, Saranac Lake NY 12983. Craftspeople exhibiting at Artworks, Old Forge, are exempt from jurying process.

FOR OFFICE USE:

Date received: _____

Check/MO Number: _____

Jury Date: _____

Booth Number: _____

Date Confirmation Mailed: _____