



**Junior Service League of Panama City, Florida
Holly Fair 2010 Merchant Application
November 11 – 14, 2010**

Please print

1) MERCHANT PROFILE:

Name of Business: _____ Years in business: _____

Mailing Address: _____ Do you have a store front? _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____ Phone:(____) _____ Cell:(____) _____

*E-mail: _____ Website: _____

***Preferred form of communication!**

Have you previously participated in Holly Fair? Please indicate years. _____

Please list other shows in which you have participated. _____

Please check one of the following:

_____ **YES!** I am able to attend. (Please fill out remainder of application)

_____ **NO,** I am unable to attend Holly Fair 2010, but wish to remain on mailing list.

_____ Please remove me from your mailing list.

2) MERCHANDISE INFORMATION:

Merchandise Percentage:

Please indicate the percentage of merchandise in your booth. (Example: 80% Jewelry, 20% Ladies' Clothing)

_____ Antiques	_____ Children's Toys	_____ Home Decor	_____ Men's	_____ Soaps
_____ Art (Fine)	_____ Collegiate Gifts	_____ Jewelry (Fashion)	_____ Music	_____ Stationary
_____ Art (Folk)	_____ Floral	_____ Jewelry (Fine)	_____ Pajamas/Lingerie	_____ Other (% and List)
_____ Books	_____ Garden/ Outdoor	_____ Kitchen Access.	_____ Pet Gifts	_____
_____ Candles/ Potpourri	_____ Gourmet Food	_____ Ladies' Clothing	_____ Pewter	_____
_____ Children's Clothing	_____ Health/ Beauty	_____ Ladies' Handbags	_____ Photography	_____
_____ Children's Décor	_____ Holiday Décor	_____ Linens	_____ Sporting Goods	_____

Merchandise Description:

Please provide an exhausted list of merchandise you plan to sell and a detailed description including specific brand lines and price range:

3) MERCHANT REQUIREMENTS:

Photographs of Merchandise:

All merchants **MUST** submit photographs of showcased merchandise. This includes previous show participants. Please provide as many photographs as possible. **The Holly Fair Committee reserves the right to limit or remove merchandise that is not photographed and/or listed on the application.**

Auction Item:

All merchants are required to provide an item of a minimum **\$100** dollar retail value for the Silent Auction the night of the Preview Party. This item **must** be presented prior to or at merchant check-in on Wednesday, November 10th.

***Merchants who have not turned in their auction item will not be permitted to check-in and will not receive their booth number for set-up.**

***If you choose not to provide an auction item, you will be required to pay the appropriate booth fee (see below).**

4) BOOTH REQUEST & ACCOMMODATIONS:

Please circle

<u>Booth Size (width x depth)</u>	<u>Booth Prices</u>	<u># of Merchant Badges</u>	<u># of Meal Tickets</u>
8' x 6'	\$450.00 with auction item \$525.00 without auction item	2	2
16' x 6'* (Concourse- Double 8'x 6')	\$900.00 with auction item \$975.00 without auction item	4	4
10' x 8'	\$700.00with auction item \$775.00 without auction item	2	2
20' x 8'	\$1,200.00 with auction item \$1,275.00 without auction item	4	4
30' x 8'	\$1,600.00 with auction item \$1,675.00 without auction item	6	6

**Special Requests:

We are here to accommodate your needs and make Holly Fair 2010 a great success for your business! In the spaces below please detail any special needs you may have (e.g., Request for wall, wheelchair access, etc.):

** Accommodations are at the discretion of the Holly Fair Committee and are also based on availability!

5) MERCHANT SIGNATURE

The application deadline is July 15, 2010.

****Completion of this application and/or participation in past shows DOES NOT GUARANTEE selection for Holly Fair.****

If you are selected to participate a 2010 contract will be sent to you.

Please DO NOT send any payment with this application!!

Please sign below to indicate that you have read and understood the information detailed in this application.

Applicant's Signature: _____ Date: _____