

21<sup>st</sup> Annual

# SALINE CRAFT SHOW

November 10, 2007 Saline Area Schools Campus-between Maple/Ann Arbor-Saline Rd., Saline

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TO: Craft Show Exhibitors

FROM: Cheryl Hoeft, Coordinator and Hoeft Promotions, L.L.C. and Saline Community Education

Our 21<sup>st</sup> annual craft show is scheduled for November 10, 2007 on the **Saline Schools campus** (exact location to be announced) located between Maple Road and Saline-Ann Arbor Road, Saline.

In order to maintain our quality show, **all applicants work will be juried**. The number of participants in each craft category will be limited. Applications are to be postmarked by February 1, 2007. Five (5) close up pictures of the craft items and one (1) of the booth setup are required with the application. Strive for quality prints as these photos will represent your work and be the basis for the jurying evaluation. We encourage pictures that visually display the quality, variety and uniqueness of your products. If accepted to the show, pictures will be returned on the day of the show. Otherwise, pictures are returned with the letter of denial. Slides are NOT recommended as a substitution. A picture featuring several craft products is not recommended as it fails to show the detail or specific features of the item. Additional pictures beyond the required minimum may be sent and any additional information regarding your product line is encouraged. **Manufactured or "buy-sell" items are not acceptable, and crafters who display this type of item will be eliminated from our shows and not be invited back.** **Jurying occurs both at application time and during the show.** Please complete all sections of the application accurately and completely. Also please review the contract regarding parking, moving of vehicles, subleasing booths and electrical use. Violations that affect the safety of customers and crafters alike have occurred in the past and can not be tolerated.

A concession stand, bake sale and free parking in adjacent lots are also available at the facility. Shuttle busses from local parking areas are also free to the public. The facility is completely handicap accessible. Strollers will not be permitted during the show hours. An admission fee will be charged as each patron enters. Boothsitting for crafters and unloading assistance will be available on Friday night (optional early unloading) and Saturday. Free shuttle busses within the campus and from local businesses will operate.

We will continue to list email addresses and website links in the program and as links from our website. This option provides additional crafter exposure and, because of the expansion of the program in the past years, we utilize these for publicity purposes before the show and customers use these for reference purposes after the show. We print 14,000 copies of the program, and the website visits have continuously increased hits in 2006..

Saline Area Schools will be responsible for the website at [www.salineshows.com](http://www.salineshows.com) and will update it regularly. Other plans include wooden signs placed throughout the community, flyers placed in area businesses, newspaper articles, radio advertising and ads in all area newspapers including the Livingston Country Press, Ann Arbor News and the Ann Arbor Observer. Flyers will also be available for participating crafters to distribute to their customers. Available state wide craft publications will also be utilized the welcome centers,

This one day show has expanded and grown in the last 20 years resulting in over 200 crafters and attendance reaching in 10000 in 2006.. We invite you to display your product line.

**We look forward to your participation at the Saline Craft Show on  
November 10, 2007.**

OVER PLEASE 

## TERMS OF LEASE SALINE CRAFT SHOW

**Setup Date & Hours:** Friday, November 9 TBA & Saturday, November 10 6-8 a.m.  
**Show Date & Hours:** Saturday, November 10 8 a.m.-3:30 p.m. (7 a.m.-selected early shoppers)  
**Location:** Saline Area Schools Campus-between Maple/Saline Ann Arbor, Saline  
**Booth Rental Fees:** \$5 NON-REFUNDABLE APPLICATION FEE  
\$170 per booth (100 sq. feet) or \$150 (60 sq. feet)  
\$20 per table (approximately 4-5') \$25 for electricity (MAXIMUM OF 600 Wattage; see #17 below)  
Optional 11/10 program/website listing: Email \$5 Website address \$20  
**Contact person:** Cheryl Hoeft 734-429-5922 Diana Short 734-429-9312  
Email [jchoeft@mich.com](mailto:jchoeft@mich.com) Fax 734-944-2113 Website [www.salineshows.com](http://www.salineshows.com)

### **Hoeft Promotions L.L.C. AGREES:**

1. To promote the craft show locally and advertise in major publications and state-wide craft brochures.
2. To furnish contracted space, reserving the right to modify requests in the best interests of the show.
3. To notify crafters of their booth assignment by October 1, 2007.
4. To nullify the lease agreement and refund rental fees in the event of natural disaster (fire, flood, or other calamity by act of God, public enemy, strikes, statutes, ordinances or other legal authority) making it impossible to hold the Saline Craft Show
5. To notify crafters of acceptance or rejection by March 1, 2007.

### **CRAFT SHOW EXHIBITORS AGREE:**

1. That all items MUST BE CRAFTED by the exhibitor who is also required to be at the show personally. Non-compliance with this lease term could result in elimination of the crafter from the show or cancellation of their placement. No sales representatives or dealers are permitted
2. That their exhibits will be limited to items submitted for jurying. If you wish to add an item after jurying, submit additional photographs and a detailed description of the item no later than October 1, 2007 for evaluation.
3. That there will be no increase/decrease/percentage off in product line prices on November 10.
4. That objectional items will be removed at the request of the Craft Show Committee.
5. To provide an attractive booth including table coverings and other materials to accentuate the marketing of the booth and that all crafter displays will be setup and said crafter will be at the show by 7 a.m.
6. Spaces not occupied by 7 a.m. on show day may be filled with standby exhibitors with no refund or allowance whatsoever. That your assigned booth will be occupied by 7 a.m., November 10, 2007 or your booth space may be forfeited. If an emergency arises the day of the show, please call 734-320-6678 or message to 734-429-5922 (this phone will only be an answering machine) with emergency message and phone number for contact.
7. Craft show exhibitor remains and will not begin dismantling the booth until 3:30 p.m., Saturday, November 10, 2007
8. To not sublet or apportion space to anyone else. This would include no selling of a group's raffle tickets, sales for another group and/or crafter or any such related items.
9. That after unloading, all vehicles/vans/trailers of a crafter and their personnel will be moved to an ASSIGNED PARKING area--probably off of the Saline Area School campus. ALL VEHICLES WILL REMAIN IN THAT LOT UNTIL 3:45 p.m. on November 10, 2007.
10. To vacate the booth area clean and disposal of all trash. This should be completed by 6 p.m., November 10, 2007-- an additional charge (\$11 for every 5 minutes) will be made for custodial fees.
11. To display a valid sales tax license or obtain a temporary license from Hoeft Promotions on the day of the show.
12. That an application is a commitment to a show. That cancellations received after March 1, 2007 will result in forfeiture of 100% of the rental fee. Cancellations should be made by phone and then confirmed in writing.
13. That all booth assignments and decisions of Hoeft Promotions L.L.C. will be final. THERE WILL BE NO SWITCHING OF BOOTH ASSIGNMENTS. This includes reselling of the booth to another crafter and subletting or apportioning space to another individual/party..
14. To provide your own insurance. Any and all claims must be waived and released all rights and claims of damage against Saline Area Schools/Community Education, Hoeft Promotions, L.L.C., its agents, representatives, volunteers, successors and assigns for any and all injuries suffered by me at the show, or which may arise from traveling, participating or returning from these events. Products left on Friday night, November 9 until 6 a.m., November 10 due to early setup are left at the discretion of the crafter and the above claims for damages apply.
15. That any and all property of the exhibitor is the sole responsibility of the exhibitor while on the premises even during loading and unloading.
16. Grants permission to Saline Area Schools/Saline Community Education and/or Hoeft Promotions to use images of my product line and my name on their web site and other marketing materials for promotional purposes of the show including requested email addresses and web site links
17. To cooperate on ELECTRICAL STANDARDS of 600 MAXIMUM WATTAGE due to limited amperage availability. Bulbs are of crafter's choice and a continual check throughout the show will monitor the usage. All extension cords used at the show must be the heavy duty, three wire type.
18. Exhibitors found in violation of any of the Lease Agreement may be excluded and have their exhibits removed from the current and/or future shows at the sole discretion of Hoeft Promotions, LLC or Saline Area Schools who will not be liable for direct, indirect, incidental, special or consequential damages resulting from such action.
19. This contract constitutes the entire agreement between Hoeft Promotions/Saline Area Schools and the exhibitor and no modification shall be valid unless in writing and signed by the parties or their representatives.
20. That a \$35 Fee will be charged for any check returned by the Exhibitors Bank.

**APPLICATION WAIT LIST  
SALINE CRAFT SHOW 2007**

**Sat., Nov. 10, 2007**

**OFFICE ONLY Amt:**  
  
**Check:**  
  
**APPLICATION FEE:**  
**Booth**

Name \_\_\_\_\_

Tax Number \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

Business Name \_\_\_\_\_ Work Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_ Email address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Fax number (\_\_\_\_) \_\_\_\_\_

**PROGRAM INFORMATION** Crafter last name(s) for program-max.14 space \_\_\_\_\_  
14 spaces for product line \_\_\_\_\_

Previous participation in Saline Craft Show 86 87 88 89 90 91 92 93 94 95 96 97 98 99 00 01 02 03 04 05 06

List merchandise. Be **specific** and refer to media categories on back of this sheet (circle those which are appropriate)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your new 2007 products? (**Required information of ALL crafters**)

\_\_\_\_\_

**PICTURES--5 OF YOUR PRODUCTS AND 1 OF YOUR BOOTH SETUP.**

**CRAFTER REQUESTS** These will be honored to the best of our ability

Number of booths (\$170 each) \_\_\_\_\_ 100 sq feet      Number of booths (\$150 each) \_\_\_\_\_ 60 sq. feet  
\*\*\*\*\*

Number of 5' tables (\$20 each) \_\_\_\_\_ Electricity (\$25 PER BOOTH) TOTAL 600 WATTAGE PER BOOTH YES NO

E-mail Link in show program/website \$5 Y N      Phone Number \$5 Y N

**EMAIL ADDRESS** \_\_\_\_\_ **Phone AC** \_\_\_\_\_ **Number** \_\_\_\_\_

Website listing in show program/website \$20 Y N      www. \_\_\_\_\_

**DO ENCLOSE ONE CHECK (Payable to SALINE AREA SCHOOLS)**  
**1 for \$5 non-refundable application fee**  
**Booth fee & email/website/phone fees as totaled above will be requested when**  
**booth becomes available**

*I hereby agree to abide by all TERMS of LEASE for the 2007 Saline Craft Show and pledge that materials displayed in the exhibit are made by the crafter here named.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

**SASE not required**

**Due ASAP RETURN TO:** Cheryl Hoeft HOEFT PROMOTIONS PO Bo x 37, Saline, MI 48176

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## **CRAFT MEDIA CATEGORIES**

Circle appropriate ones

Art media -- indicate media used:

Baskets

Bears

Bread dough art

Calligraphy

Candles, beeswax, etc.

Ceramic

China or porcelain painting

Clay

Clocks

Clothing -- indicate type:

Dolls

Floral

Folk / Country

Holidays—type:

Jewelry

Knitting, crocheting

Lamps

Luggage, handbags

Metal art-indicate type

Needlework-indicate type

Pottery

Quilting

Soap

Soft sculpture

Theorem painting

Tole painting

Stained glass/glass

Weaving, spinning

Wheat weaving

Wind socks, kites, flags

Wood-finished

Wood-unfinished

Other---please describe specifically

OVER PLEASE

