

Junior League of Texarkana

Women Building Better Communities

MISTLETOE FAIR

April 23, 2010

Dear Merchant:

The Junior League of Texarkana's Mistletoe Fair has been scheduled for November 18th-21st, 2010. The annual Holiday Gift Market is held at the Four States Fairgrounds Entertainment Center (off Interstate 30). The Mistletoe Fair is a highlight of the holiday shopping season for the Four States Area. The Junior League of Texarkana will be celebrating the 25th year of the Mistletoe Fair and we would love to have you be a part of our celebration. The Mistletoe Fair allows the Junior League of Texarkana to put up to \$162,000 per year back into the community through projects and programs. In past years, 12,000 shoppers attended the festive Holiday Market featuring a variety of merchandise from over 60 merchants.

Booth availability, sizes*, and costs are as follows:

10' Deep X 10' Wide

Standard \$ 525.00
Corner \$ 600.00

Again this year, we are offering Premier Booths for an additional \$50 per 10 feet booth width. These booths are located in high traffic areas of the Holiday Market.

10' Deep X 20' Wide

Standard \$ 950.00
Corner \$ 1,100.00

10' Deep X 30' Wide

Standard \$ 1,375.00
Corner \$ 1,600.00

Merchants will be offered an exclusive hospitality area with food and drinks, and the assistance of our friendly Junior League members, who define **Southern Hospitality!**

Applications will be reviewed by the Mistletoe Fair merchant committee and merchants will be selected based on the following criteria:

- 1) Type, uniqueness, and quality of merchandise
- 2) Variety of merchants in the marketplace
- 3) Booth availability
- 4) Payment by deadline

Please fill out and return your application to indicate your interest in the Mistletoe Fair for 2010. We will begin reviewing merchant applications on May 24th. Those applications received by May 24th will be notified of their status no later than June 25th. Applications received after May 24th will be notified in a timely manner. If you are selected to participate, we will then forward a contract to you. Please respond quickly, as booth sizes and locations are assigned according to the order we receive PAID IN FULL contracts. A deposit of one-half of your total amount due is due 15 days after notification of your acceptance, with the remaining balance due by August 31, 2010. If you have any questions, please contact the Junior League office at (870) 772-9948, e-mail us at jltexarkana@valornet.com, or visit our website at www.jltexarkana.org

We appreciate your interest and support of the 2010 Mistletoe Fair. We look forward to hearing from you soon!

Jennifer Lockman
Merchant Co-Chairman

Erin Hobson
Merchant Co-Chairman

2010 Mistletoe Fair

Merchant Application

(Please Print or Type)

Business Name: _____

Owner/Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Tax ID # _____

Website: _____ Email: _____

We would like to communicate via e-mail this year, so please provide a current e-mail address.

Have you been a merchant with us in the past? _____

If not, please submit pictures of your merchandise or provide a website.

Merchandise Description (as you would want it to appear in publication):

Price Range of Merchandise: _____

Please indicate the percentage of merchandise distribution you will have in your booth:
(ex. home accessories 60%, gifts 20%, toys 20%):

- | | |
|-------------------------------------|---------------------------|
| ____ Antiques | ____ Jewelry |
| ____ Bath/Body/Beauty | ____ Kitchen/Cookware |
| ____ Books | ____ Men's Apparel |
| ____ Children's Apparel/Accessories | ____ Music |
| ____ Children's Décor | ____ Pet Gifts |
| ____ Christmas | ____ Purses/Bags/Luggage |
| ____ Fine Art | ____ Stationary |
| ____ Food | ____ Toys |
| ____ Gifts | ____ Women's Apparel |
| ____ Home Accessories | ____ Other-please specify |

Will you be giving out food samples? _____

Please Circle Booth Preferences:

10' Deep X 10' Wide	
Standard	\$ 525.00
Corner	\$ 600.00
10' Deep X 20' Wide	
Standard	\$ 950.00
Corner	\$ 1,100.00
10' Deep X 30' Wide	
Standard	\$ 1,375.00
Corner	\$ 1,600.00

Are you interested in a Premier Entry Booth for an additional \$50 per 10 feet booth width? _____

Please mail or e-mail application and any additional information to:

JUNIOR LEAGUE OF TEXARKANA
ATTN: MERCHANTS
118 East Broad Street
Texarkana, AR 71854

Email: jltextarkana@valornet.com

Office: (870) 772-9948

Fax: (870) 779-1176

Website: www.jltextarkana.org