

April 27, 2010

Dear Exhibitor:

**SAVE THE DATE \*\* December 3<sup>rd</sup> & 4<sup>th</sup>, 2010**  
**2010 Craft, Food & Wine Show**  
**Clarkson University's Cheel Arena, Potsdam, NY**  
**\*\*\* Book Your Booth ASAP \*\*\***

The **St. Lawrence County Chamber of Commerce** is pleased to announce the dates of December 3<sup>rd</sup> and 4<sup>th</sup> for the **2010 Craft, Food & Wine Show** at Clarkson's Cheel Arena in Potsdam, NY. For over 25 years, Clarkson organized the Autumn Craft Fair; and we are thrilled to continue the tradition of this Show, taking on a new name in 2009, along with the addition of Food & Wine.

The 2009 Show was a huge success, with over 2,000 in attendance, 100 vendors, (26 vendors on a wait list), and record sales reported by many. Those of you who participated in the 2009 Show have been anxiously awaiting the 2010 dates, and we appreciate your patience. Here's the information:

| <b><u>Exhibitor Set Up Time</u></b> |                                 | <b><u>Craft, Food &amp; Wine Show Hours</u></b> |               |
|-------------------------------------|---------------------------------|-------------------------------------------------|---------------|
| December 2 <sup>nd</sup>            | 3 pm to 7 pm                    | December 3 <sup>rd</sup>                        | 12 pm to 8 pm |
| December 3 <sup>rd</sup>            | 8 am to 11 am (\$ 25 extra fee) | December 4 <sup>th</sup>                        | 9 am to 4 pm  |

- 1) Registration Form, Floor Layout, Campus Map – All attached,
- 2) New this year! -- Pre-order Meals for your convenience -- Form attached,
- 3) Loading & Unloading assistance provided through the back dock entrance,
- 4) Over night security is provided on Thursday & Friday night to safeguard your products,
- 5) Exhibitors are required to remain set up for all Show hours,
- 6) Complimentary refreshments provided both mornings for your enjoyment,
- 7) (1) Table & (2) Chairs provided per booth unless noted otherwise on form,
- 8) Booths are 8' wide by 10' deep.
- 9) **New** – One day exhibitor registration allowed in Lobby Area. Call for details & booking.

As you know, the Cheel Arena availability is contingent upon their men's and women's hockey schedules. Although this year, the Show is later than it has normally been, we only had two weekends to pick from! This weekend in December provided the best for Holiday Shopping; we hope you agree!

With 26 businesses turned away last year, please don't wait to book your booth!

Jo Ann Roberts, Events & Promotions Manager  
St. Lawrence County Chamber of Commerce  
[jroberts@stlawrencecountychamber.org](mailto:jroberts@stlawrencecountychamber.org)  
315 386-4000

# 2010 Craft, Food & Wine Show

December 3<sup>rd</sup> & 4<sup>th</sup>, 2010

Clarkson University's Cheel Campus Center, Potsdam, NY

**8' x 10' Booth** How Many? \_\_\_\_\_ x \$ 75 each equals: \_\_\_\_\_

**Extra Tables** How Many? \_\_\_\_\_ x \$ 5 each equals: \_\_\_\_\_

\_\_\_\_\_ No, I don't need tables at all as I bring my own displays.

**Pre-Ordered Meals** How Many? \_\_\_\_\_ x \$ 10 each equals: \_\_\_\_\_

(don't forget to send meal order forms with this registration form)

\_\_\_\_\_ Friday Morning Set Up – \$ 25 extra fee \_\_\_\_\_

**Total Amount Due with Application:** \_\_\_\_\_

(If other payment arrangements are needed or if paying with credit card, call Jo Ann at the Office.)

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_

Type of Business / Merchandise: \_\_\_\_\_

New York State Sales Tax I.D. #: \_\_\_\_\_

(Food Vendors must show proof of Ag & Markets or Dept. of Health certification / license in businesses name.)

**Desired Booth Space (1<sup>ST</sup>, 2<sup>ND</sup>, 3<sup>RD</sup> Choices) – Processed in order as received!**  
(booths with electric are only available on perimeter locations, noted on Floor Plan)

\_\_\_\_\_

Section / #

\_\_\_\_\_

Section / #

\_\_\_\_\_

Section / #

**New in 2009** -- Additional space, above the Show floor, was offered to Vendors as overflow in 2009. If interested in one of these spaces, please call Jo Ann at the Chamber office; 315 386-4000.

**New in 2010** – Vendors interested in participating for only one day will be able to do so in the 'Main Street' lobby area of Cheel Arena for \$ 50. Please call Jo Ann for details and booking..

Comments / Special Requests: \_\_\_\_\_.

**Please make checks payable to:**

St. Lawrence County Chamber of Commerce

\_\_\_\_\_  
Exhibitor Signature

Questions? Call Jo Ann; 315 386-4000

**Please Return Application to:**

SLCCOC – Craft, Food & Wine Show

Attn: Jo Ann Roberts

101 Main Street, 1<sup>st</sup> Floor

Canton, NY 13617

or by fax: 315 379-0134

**2010 Craft, Food & Wine Show**  
**December 3<sup>rd</sup> & 4<sup>th</sup>, 2010**  
**Clarkson University's Cheel Campus Center, Potsdam, NY**

**Vendor Meal Options**

Clarkson University's Cheel Center offers a variety of food items at three (3) different locations for your lunch and dinner needs throughout the Show; i.e., pizza, pasta, salads, subs and grilled items.

However, as some of you know from doing previous Shows, it is not always easy to 'get away' from your booth if working alone to get lunch or dinner during the Show hours. For your convenience, we have arranged for pre-paid, pre-ordered meals, as follows:

**Boxed Meal includes:**

**Choice of Beverage:** (Bottled Water, Pepsi, Diet Pepsi, Mt. Dew, Diet Mt. Dew, Root Beer, Ginger Ale)

**Choice of Sandwich:** (Ham, Turkey, Roast Beef, Salami)

**Other Stuff:** Bag of Chips, Veggie Bag, Fruit Cup and Cookie

**Meals are \$ 10 each**, and will be delivered to your booth, starting at the times noted below. If more than one person is ordering meals, please fill out a sheet for each person and return with registration forms and payment.

Business Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_  
(leave blank)

Vendor Name: \_\_\_\_\_

**Friday Lunch – 11:30 a.m.**

Beverage Choice: \_\_\_\_\_

Sandwich Choice: \_\_\_\_\_

**Friday Dinner – 5:30 p.m.**

Beverage Choice: \_\_\_\_\_

Sandwich Choice: \_\_\_\_\_

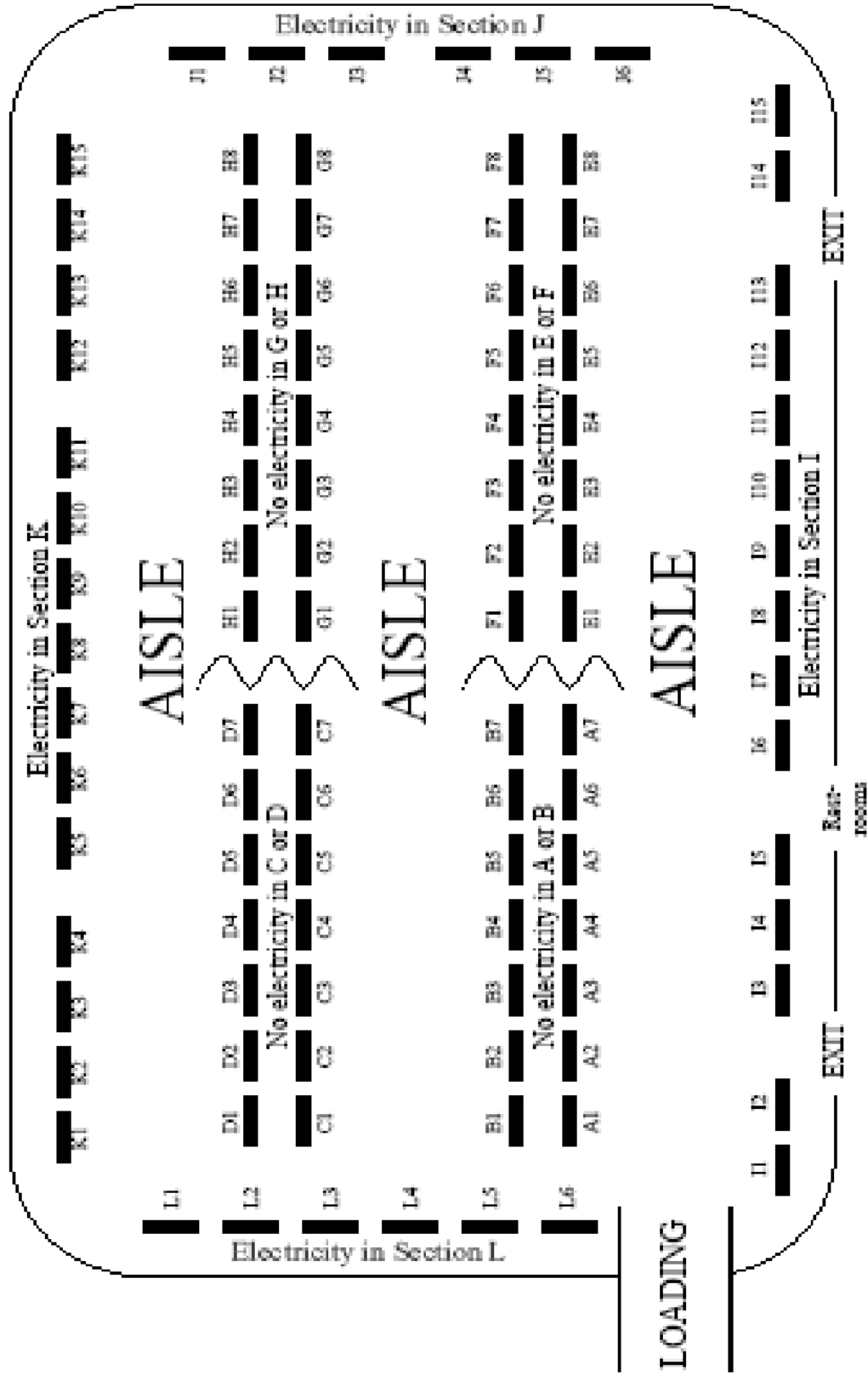
**Saturday Lunch – 11:30 a.m.**

Beverage Choice: \_\_\_\_\_

Sandwich Choice: \_\_\_\_\_

Total Meals ordered at \$ 10 each: \_\_\_\_\_

Please check the items you would like, and add the total cost to the Registration Form where noted. Thanks!



Electricity in Section K

Electricity in Section J

Electricity in Section L

Electricity in Section I

LOADING

Rest-rooms

AISLE

AISLE

AISLE

No electricity in C or D

No electricity in E or F

EXIT

EXIT