

March 10, 2011

Dear Exhibitor:

The **St. Lawrence County Chamber of Commerce** is pleased to announce the dates of the **2011 Craft, Food & Wine Show** at Clarkson's Cheel Arena in Potsdam, NY.

December 9th & 10th, 2011

***** Book Your Booth ASAP *****

The 2010 Show in December saw all 142 booths booked throughout the 2-day Show, and approximately 4,000 people in attendance. Vendors reported they had 'record sales' over any other Show they'd ever done. I guess that means it was a huge success all the way around! For all of you who have patiently awaited this correspondence, here's the information:

Exhibitor Set Up Time Craft, Food & Wine Show Hours

| | | | |
|--------------------------|---------------------------------|---------------------------|---------------|
| December 8 th | 3 pm to 7 pm | December 9 th | 12 pm to 8 pm |
| December 9 th | 8 am to 11 am (\$ 25 extra fee) | December 10 th | 9 am to 4 pm |

- 1) Registration Form, Pre-order Meal Form, Floor Layout, – all attached,
- 2) Loading & Unloading assistance provided through the back dock entrance,
- 3) Over night security is provided on Thursday & Friday night to safeguard your products,
- 4) Exhibitors are required to remain set up for all Show hours,
- 5) Complimentary refreshments provided both mornings for your enjoyment,
- 6) (1) Table & (2) Chairs provided per booth unless noted otherwise on form,
- 7) Booths are 8' wide by 10' deep.
- 8) One day exhibitor registration allowed in Lobby Area. Note as such on Registration Form,
- 9) Food Vendors must show proof of Ag & Markets or Dept. of Health certifications.
- 10) All food vendors planning to serve samples are required to contact the Dept. Of Health for necessary permits and guidelines; 315 386-1040.

As you know, the Cheel Arena availability is contingent upon their men's and women's hockey schedules. We had two weekends to pick from; this one or Thanksgiving

I receive calls and emails every day from vendors looking to register for this Show. If you want to participate, register EARLY to ensure availability and desired booth location; forms are processed on a 'first come, first serve' basis, so I can't stress this enough!

Any questions, give me a call!

Jo Ann Roberts, Events & Promotions Manager

St. Lawrence County Chamber of Commerce

jroberts@stlawrencecountychamber.org

315 386-4000

2011 Craft, Food & Wine Show

December 9th & 10th, 2011

Clarkson University's Cheel Campus Center, Potsdam, NY

2-Day Vendors Only (Arena or Walkway Above Arena Floor)

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

1-Day Vendors Only (Main Lobby)

_____ Friday only How Many? _____ x \$ 50 each equals: _____

_____ Saturday only How Many? _____ x \$ 50 each equals: _____

'Extra or No' Table Needs ONLY (keep in mind, each booth comes with (1) table already).

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

Or,

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

Pre-Ordered Meals for Delivery to Booth (don't forget to attach order form)

Yes! How Many? _____ x \$ 10 each equals: _____

Set Up (2-Day Vendors Only)

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

Electric (FYI – wireless internet throughout building.)

_____ Yes, I absolutely need electric for my business' product. (No Charge)

Total Amount Due with Application: _____

(If other payment arrangements are needed or if paying with debit or credit card, give me a call!)

Business Name: _____ Contact Name: _____

Contact Phone: _____ Contact Email: _____

Address: _____

Type of Business / Merchandise: _____

New York State Sales Tax I.D. #: _____

Desired Booth Space (1ST, 2ND, 3RD Choices) – Processed in order as received!

(booths with electric are only available on perimeter locations, noted on Floor Plan)

_____ Section / # _____ Section / # _____ Section / #

_____ **I'd prefer to be upstairs in the walkway above Arena floor.**

Comments / Special Requests: _____.

Please make checks payable to: Please Return Application to:

St. Lawrence County Chamber of Commerce by mail: SLCCOC – Craft, Food & Wine Show

Attn: Jo Ann Roberts

101 Main Street, 1st Floor

Exhibitor Signature Canton, NY 13617

Questions? Call Jo Ann; 315 386-4000

by fax: 315 379-0134

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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!