

Dear Prospective Holiday Market Merchant,

The Junior League of Columbia, Inc. is preparing for our 2010 Holiday Market. Our goal is to continue to highlight unique and unusual merchandise and we want to offer you the opportunity to share in the excitement.

We invite you to consider participating in our 25th Annual Holiday Market to be held December 1 - 5, 2010. Our Market will again take place in the Americraft-Cantey Building at the South Carolina State Fairgrounds; a site conveniently located to downtown Columbia.

Our Holiday Market is a highly publicized event that consistently draws an attendance of over 10,000 shoppers. The event is advertised via television, radio, newspaper, billboards and posters. In addition to the advertising, we are planning spectacular special events. All of this to ensure that you have a successful Market!

Merchants have the option of renting a single or a combination of 10' x 10' booth spaces priced at \$1,200 for aisle, \$1,500 for corner and \$1,800 for entrance locations. Corner booths, corner booths located at the entrance and booth locations *cannot* be guaranteed. There is an additional refundable deposit of \$50 for leaving your booth clean and the Americraft-Cantey Building by 8 p.m. on Sunday. Additional penalties, along with the forfeiture of your deposit, will be assessed for merchants exceeding the allowable check-out time of 8 p.m. or leaving trash in their booth space.

An application fee in the amount of \$20 is required with your application. Other costs will include a SC Tax License, Richland County Business License, and equipment rental. **Phone/DSL lines will not be available through AT&T. Merchants requiring credit card services should contact their bank about wireless options and fees.** Merchants are required to donate a gift certificate of \$100 or merchandise of equal value to be presented for bid in one of our silent auctions.

If you are interested in participating in our 2010 Holiday Market, please return the enclosed application along with photos and/or samples of your merchandise. (Photos and/or samples of your merchandise are not necessary from merchants who participated in our 2009 Market.) Due to limited space and an overwhelming response of applications, it is to your advantage to reply as soon as possible to be processed for consideration. Merchant selection will be done on a rotating basis to vary merchandise and is at the discretion of members of the Holiday Market Merchant and Executive Committees. In an effort to open our doors to Columbia-area businesses, the Holiday Market Merchant Committee plans to include a minimum of five local merchants in the 2010 Market.

Your application does not confirm acceptance into the 2010 Holiday Market. You will be notified in early May whether you have been selected to participate in the show. For further information, please see the application, visit our web site at www.jlcolumbia.org or e-mail the committee at ewillis175@yahoo.com.

We hope you will apply for this exciting Market and we look forward to hearing from you.

Sincerely,

Elizabeth Willis
Merchants Committee Chair
Holiday Market

