

THE SPECTRUM

Presents the

Dickens'

Christmas

Festival

November 30 -

December 3, 2011

Dixie Convention Center

St. George, Utah

Happy Holidays

from ol'

What's 'is Name!

**EXHIBITOR
PACKET**



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2011 CALENDAR OF EVENTS

OCTOBER 1	Final Payments Due Advertising Materials Available
 NOVEMBER 29 Tuesday	 Set-up from 9 a.m. until 9 p.m. Final Meeting & Booth Approval 7 p.m. Queen Victoria Stage
 November 30 Wednesday	 Festival Opens Grand Opening 10 a.m.
 November 30 December 1,2,& 3 Weds. - Sat.	 Festival Dates Hours: 10 a.m. until 9 p.m.
 DECEMBER 3 Saturday	 Take-down <u>after</u> Festival closes 9 p.m. or until finish

DICKENS' GENERAL INFORMATION

Welcome! "Consider yourself part of the family!" We are pleased that you have chosen to be part of the Dickens' experience in St. George, Utah. Our goal is to provide you not only with a great show with lots of customers and sales, but we would also like to make your Dickens' Christmas Festival a most pleasant part of your Christmas season where you may catch the spirit and pass it on.

ADMISSIONS:

Adults.....	\$6.00
Children (5-12).....	\$4.00
Seniors (65+).....	\$4.00
Children under 3....	FREE

PRIZES: Best of Show: One Exhibitor will be awarded "Best of Show" and will receive their choice of either \$100.00 or FREE Entry into next year's Dickens' Christmas Festival (\$400.00 value).
Queen's Awards: Ribbons awarded by the Dickens' Committee for outstanding exhibit, costuming, or merchandising. (just our way of saying thanks-no cash value)

SECURITY: Normal Dixie Center security will be supplemented with additional security supplied by the Festival. However, it is impossible to completely protect all exhibits at all times. Booth spaces must be manned at all times by exhibitors. **Neither the Festival, The Spectrum, nor the Dixie Center is responsible for loss, theft, or damage to an exhibitor's personnel or property.** (See the back of Contract #5) Please take cash boxes and small or valuable items with you overnight.

SMOKING: Due to strict fire code regulations, all smoking must be done outside in designated areas. Anyone smoking inside will be asked to leave.

ALCOHOLIC BEVERAGES: Anyone consuming alcohol beverages during the Festival will be asked to leave immediately.

COLORING CONTEST: \$100.00 in Dickens' Dollars will be awarded to each of the two winners of the Coloring Contest which they may spend at any booth. Redeem Dickens' Dollars at the office for cash at the end of the show.

FIRE PROTECTION: It is suggested all booths have fire extinguishers; it is mandatory to have one if you have any heating device in your booth.

DICKENS' FINANCIAL INFORMATION

BOOTH FEES:

All booth Fees are due and payable in full on or before October 1, 2011. Exhibitors not paid in full after this date will forfeit deposits and booth reservations and their booths will be reassigned and resold unless prior arrangements are made. Fees or applications after October 1, 2011, will be assessed an additional \$50.00 per booth. It is possible to pay booth fees by credit card (Visa or MasterCard only) but the entire fee must be included plus a \$12 handling fee.

CANCELLATIONS & REFUNDS:

During the Festival season our energies are concentrated on promoting the event and working on advertising. It is extremely time consuming to fill cancelled booths---even with a waiting list. In order to minimize these problems we have a firm cancellation policy. We do understand that situations occur when exhibitors may have to cancel. To protect exhibitors and show management, the following rules will apply as per your contact #10:

There will be a 25% service charge on all monies paid for cancellations prior to Sept. 30, 2011. There will be NO refunds made for cancellations after this date. If all fees are not paid in full by October 1, 2011, the exhibitor's booth will automatically be resold without notification and there will be NO refund.

Booth fees and deposits cannot be applied towards future Festivals.

SALES TAX:

All exhibitors are required to collect and pay sales tax on all merchandise sold. A Temporary Sales Tax Packet with a tax chart and tax form with instructions will be given before the Festival opens at Check-In (November 29, 2011) for any exhibitor who does not already have a Utah State Sales Tax License. The City of St. George requires temporary licenses for all exhibitors. These temporary licenses are \$5.00 per vendor for the entire show and THIS HAS ALREADY BEEN INCLUDED IN YOUR BOOTH FEES!

RETURNED CHECKS:

Checks returned from your bank for ANY reason will be charged \$25.00.

VISA/MASTERCARD:

Festival Management will be offering a Bankcard option for those exhibitors who have customers who wish to make purchases on their Visa or MasterCard (no American Express or Discover Card). The fee to use this service will be 7% and will be deducted out of the monies owed at close of festival on Dec. 3rd. Detailed instructions and forms will be given at the Pre-Festival Meeting on November 29.

WAYS YOU CAN HELP MAKE THE FESTIVAL A SUCCESS

1. Tell everyone you come in contact with about the Festival and always be POSITIVE!
2. Every booth will receive a supply of discount coupons and advertising materials. Be certain to distribute all of these coupons and posters. (They won't motivate anyone if they're sitting in the trunk of your car!) Have businesses distribute the "Two-for-One" coupons at their cash registers. Keep a few of these with you at all times and give them to everyone you come in contact with.
3. Plan NOW for the Festival. Don't wait until the last of November to start thinking about your merchandise, booth, or costume.
4. Practice speaking the "Queen's English" at home so that you will feel more at ease with simple phrases. We are trying to make this easier for you and still be an effective part of our Festival.
5. If you know of anyone who would like to be involved in the Festival, either as an exhibitor, volunteer, street performer or entertainer, please notify us by leaving a message at 1-877-8LONDON (856-6366) or local call 435-688-2990.
6. Make your booth and costume **WONDERFUL!!!**

SELLING TECHNIQUES

Maintain a positive attitude at all times. We cannot stress the importance of this enough. People love to be around and are attracted to and purchase things from individuals who are cheerful, positive and generally excited about everything (the Festival, their merchandise, the Christmas season, etc.). No one wants to be around a "Scrooge".

Displaying a friendly smile will get you off to the right start. Being attentive always pays tribute to a sincere interest in the customer's needs. Developing enthusiasm for your merchandise transmits that enthusiasm to every buyer. Courtesy has no equal in winning the customer's good will. Having a good-looking booth, great costume, and fantastic sign will attract the buyer's attention. Use a booth cryer -- don't be afraid to speak out and call customers over to your booth. This is considered very appropriate in Olde London. Be assertive, but not pushy. **BE POSITIVE!**

PRE-FESTIVAL HINTS

WHAT IS YOUR OBJECTIVE?

Is it to sell merchandise, advertising, get exposure for your business, obtain a mailing list, etc.? -- or all of the above. This seems simple but you need to determine this BEFORE the show. Use attention-getters, give-aways, gimmicks, contests, drawings, entertainment, prizes and anything else that will draw attention to your booth and merchandise.

BOOTH CONSTRUCTION

GENERAL REGULATIONS:

The Dickens' Christmas Festival is not just another craft show or ordinary boutique. It is a total Christmas experience emphasizing Christmas shopping. Therefore, the atmosphere created by our exhibitors' booths is vital. A quality event like the Dickens' Festival requires a little more thought and preparation in how your exhibit is going to look. It is important that you take time and effort to develop and build a quality indoor display. You are responsible to bring whatever will best display your work and merchandise, keeping with the nineteenth century London theme. **ALL BOOTHS ARE TO RESEMBLE ENGLISH SHOPS SO THAT THE ENTIRE FESTIVAL LOOKS LIKE AN OLD ENGLISH STREET SCENE.** Due to limited set-up and take-down times, it is imperative that your booth be pre-constructed. There will be no heavy construction or painting of booths inside the building. The ceiling in the Exhibit Hall is high; we encourage high booths because they give an overall village effect. All booths are requested to have rooflines outlined with little lights. Pop-up tents provide great booth frameworks but do not by themselves create the magic we're looking for. Metal side poles and top need to be camouflaged and the tops should be outlined with twinkle lights. In this packet we show some simple ideas on how to construct a wonderful booth utilizing the pop-up tent. **NOTE: POP-UP TENTS ARE NOT ALLOWED UNLESS THEY ARE CAMOFLAGUED AND DECORATED. WE DO NOT WANT OUR FESTIVAL TO LOOK LIKE A PUBLIC CAMPGROUND!** Remember, the overhead lighting will be out, so you must light your booth and merchandise from within. You are required to have your entire booth or cart within your designated space unless prior arrangements are made. Please do not expect to squeeze a few extra inches out for an overhang, bay window, etc., without permission. Floor plans are drawn as accurately as possible. However, the positioning of electric outlets, doors, etc., either in or next to your booth may not be exact. Have a flexible design.

CONSTRUCTION:

Building a booth or adapting one that you already have does not need to be a gigantic headache. Most of us are used to the construction methods that are used when constructing a house with 2x4's and plywood so most of the time when booths are constructed in this manner, they look like a house, and weigh just as much and are almost impossible to move or take apart. The idea is to have a functional plan that will aid you in displaying and selling your merchandise while costing as little as possible. Scenery is just an illusion that is sturdy enough to support the idea or façade or a design, not the weight of a house. Heavy lumber should be used only where extra weight is needed to support larger merchandise or equipment.

BASIC GUIDELINES

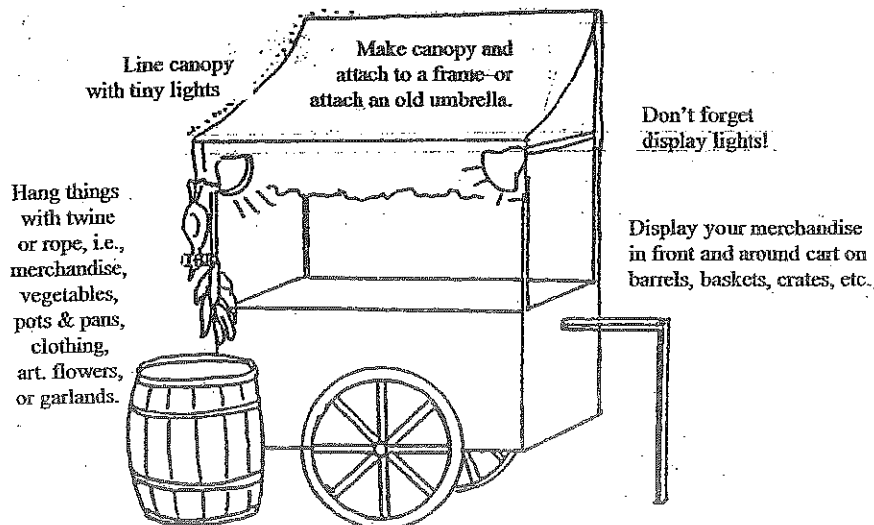
1. Do NOT use 2x4's, plywood, nails, paneling or other heavy materials. (So how are you going to build this thing if you don't use conventional materials?)
2. Use 1x2's or 1x1's, thin ply, or insulation board, thermoply, foam board, or other lightweight material held together with grabber screws, staples, bolts, with prefabbed pieces that are designed to fit together like a puzzle.
3. Sections of wall units should be made no larger than 4 x 8 in order to facilitate transportation and movement, plus most lumber and building materials come in this size and there is little waste.
4. Roofs should not be a major problem. Remember, it's only an outline that you need. It does not rain or snow in our building (maybe a little London fog though) and there are not going to be chimney sweeps crawling around up there to clean out the soot. So, whatever you do, don't make it heavy. Remember the overhead lighting will be out, and that your roof needs to be outlined with lights. Cardboard or lightweight shingles look great in the dark.

MARKETPLACE LOOK

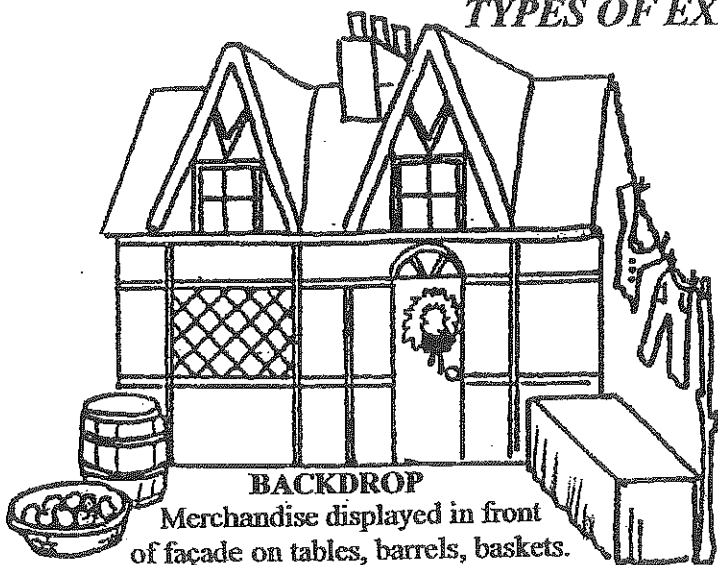
Carts, barrels, and baskets are very effective in creating a "marketplace" atmosphere that can be a great way to display or sell some types of merchandise, with common street folk bantering back and forth selling their wares. Carts may be large or small (not over your designated space). No chrome or modern carts please unless they are covered or "aged". Crates, wooden tables, are also acceptable in a market-type area. Plan on decorating with artificial or real fruits and vegetables, garlands, pots and pans, hanging baskets, dried flowers, etc. and wear compatible common-folk clothing. Ropes hanging articles from the ceiling can also be very effective.

SIGNS/SHOP NAMES

You may select any name you wish for your "shop". Signs should be made of wood or other suitable material. No posterboard signs please. Feel free to use the name of your own business to promote future exposure and recognition, or if you wish, create a new, fun name for your shop. Be creative—this is the first thing many customers see and it can attract their attention from across the room. No plastic-vinyl commercial signs will allowed!

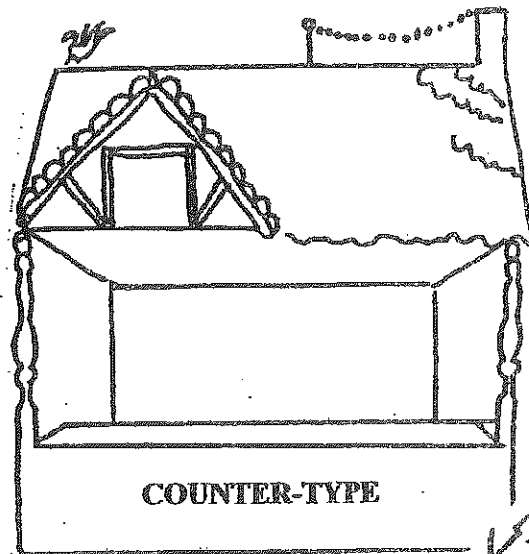


TYPES OF EXHIBIT BOOTHS

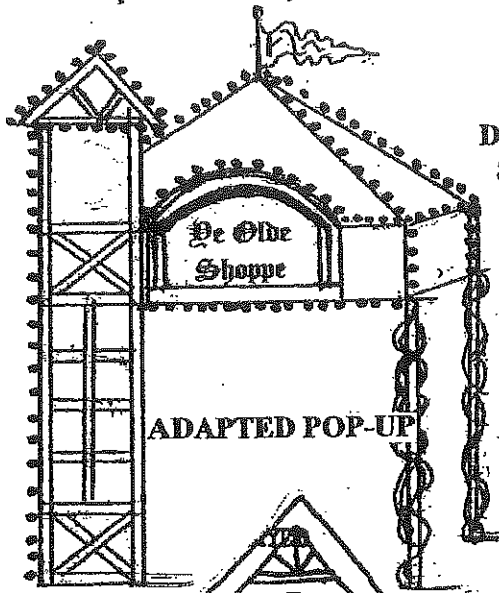


BACKDROP

Merchandise displayed in front of façade on tables, barrels, baskets.



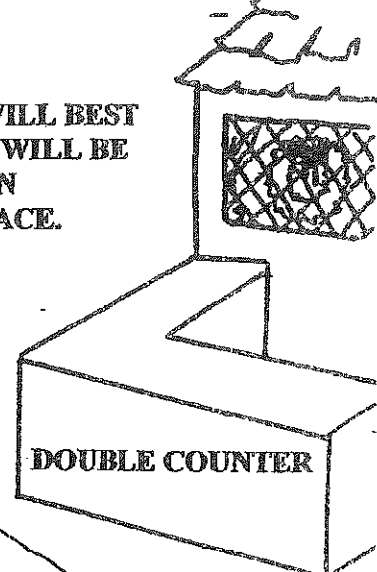
COUNTER-TYPE



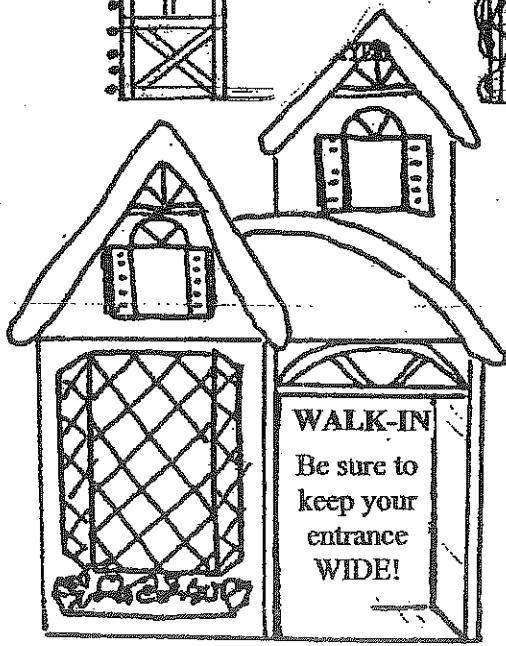
ADAPTED POP-UP

DECIDE WHAT TYPE OF BOOTH WILL BEST SELL YOUR MERCHANDISE AND WILL BE MOST ADVANTAGEOUS IN YOUR BOOTH AREA AND SPACE.

(i.e., Walk-In, Counter, 2 or 3 Open Sides, Backdrop, etc.)

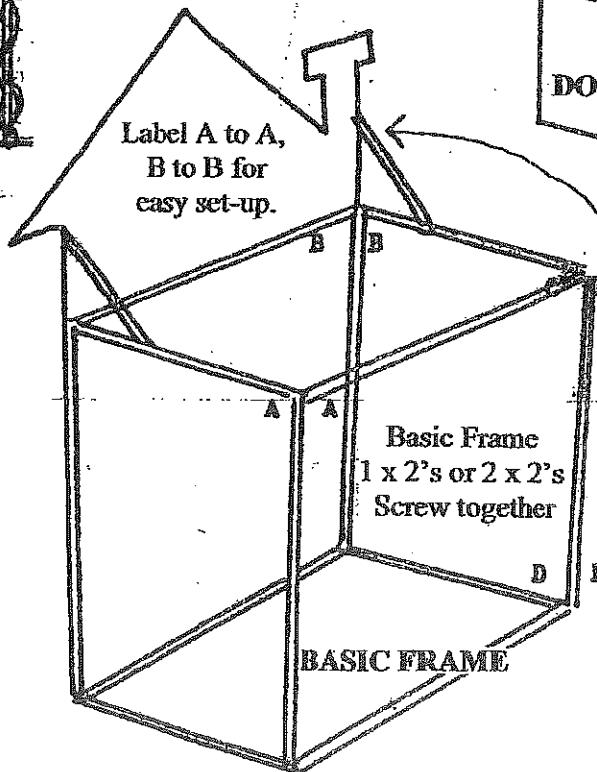


DOUBLE COUNTER



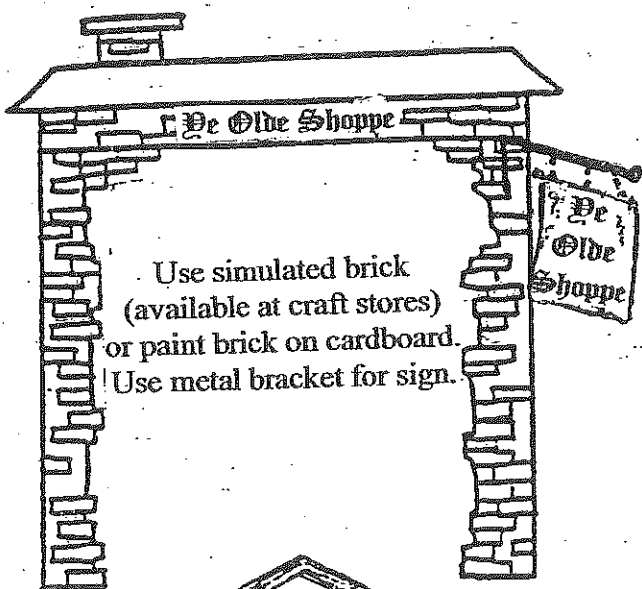
WALK-IN

Be sure to keep your entrance WIDE!

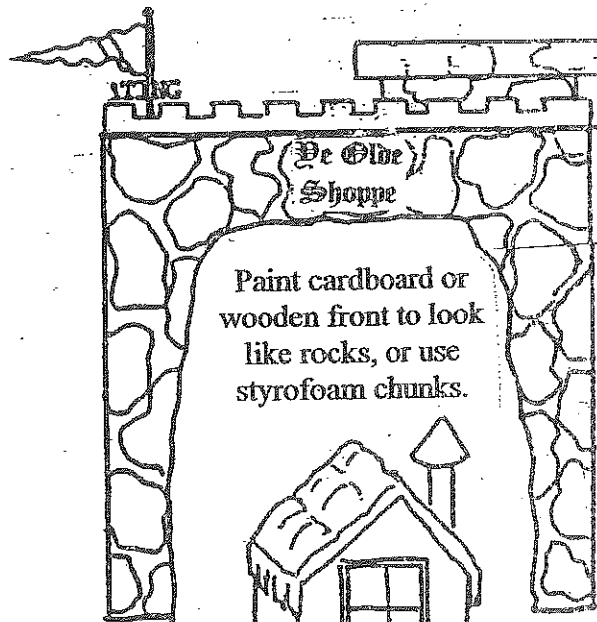


ROOFLINES
Cut out of Upson Board, Thermoply, Foam Board & attach to frame.

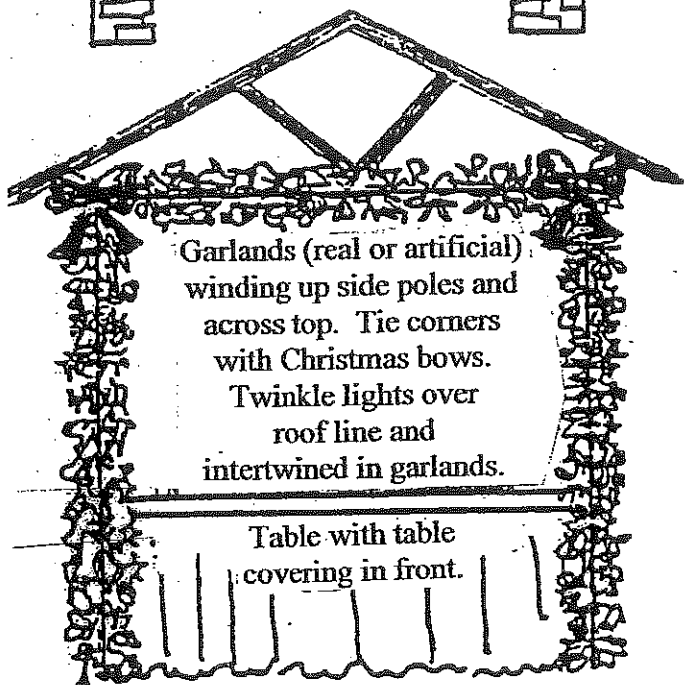
DECORATION IDEAS: Paint is cheap. Use lattice panels, artificial bricks or stones, Tudor wood strips made of cardboard, foam, wood or even just paint. Hang things: merchandise, old pans & utensils, art, flowers & garland, old clothing, etc. Make your rooflines interesting and be certain to outline them with twinkle lights.



Use simulated brick (available at craft stores) or paint brick on cardboard. Use metal bracket for sign.

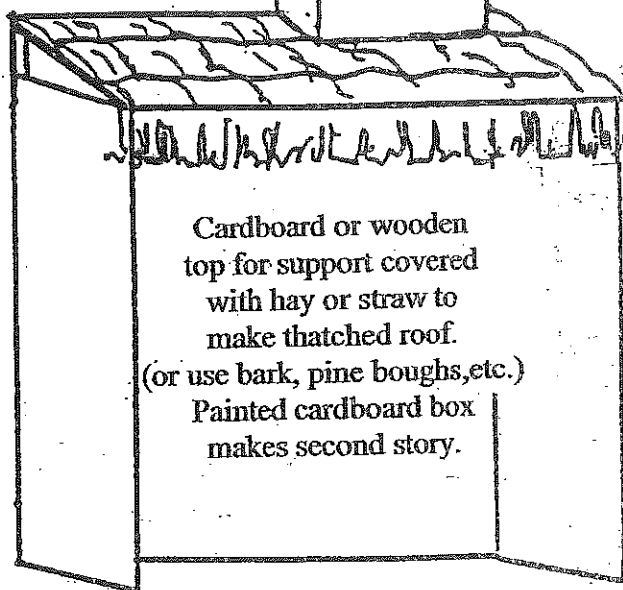


Paint cardboard or wooden front to look like rocks, or use styrofoam chunks.



Garlands (real or artificial) winding up side poles and across top. Tie corners with Christmas bows. Twinkle lights over roof line and intertwined in garlands.

Table with table covering in front.

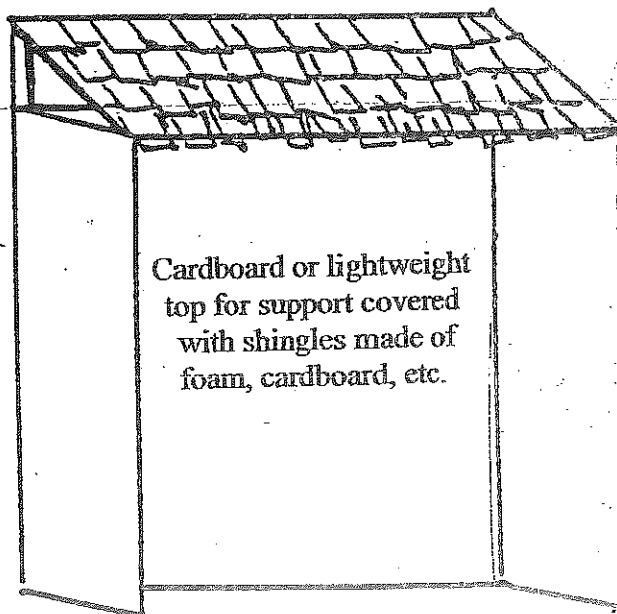


Cardboard or wooden top for support covered with hay or straw to make thatched roof. (or use bark, pine boughs, etc.) Painted cardboard box makes second story.



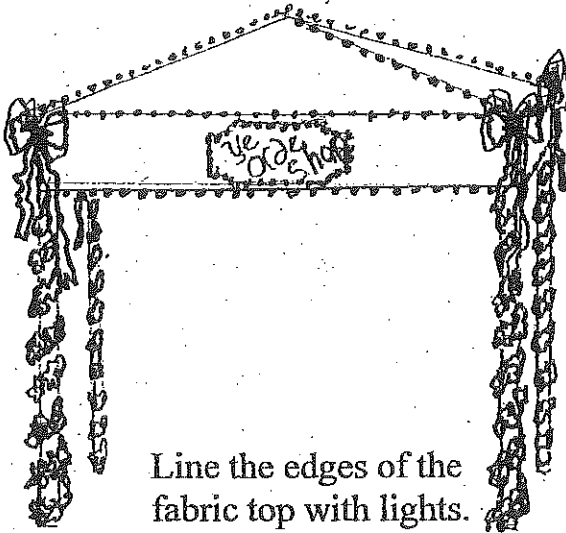
Wooden panels extending out to form windows. Hang little curtains. Top with wooden or cardboard sign.

Nail boards in an "X" or paint to look Tudor.



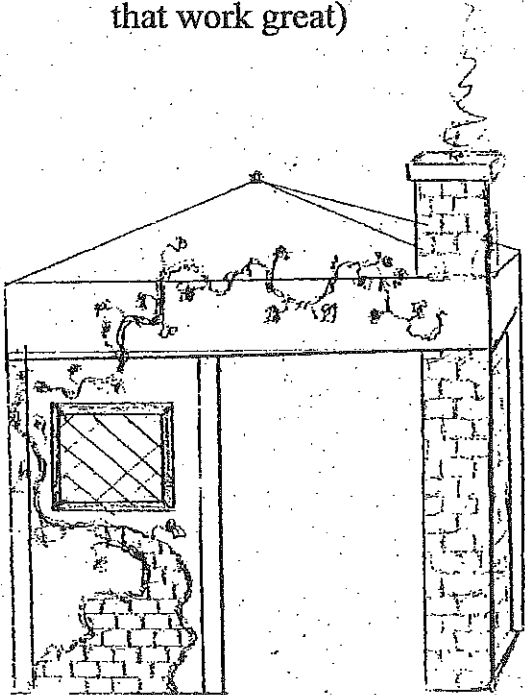
Cardboard or lightweight top for support covered with shingles made of foam, cardboard, etc.

POP-UP TENT IDEAS



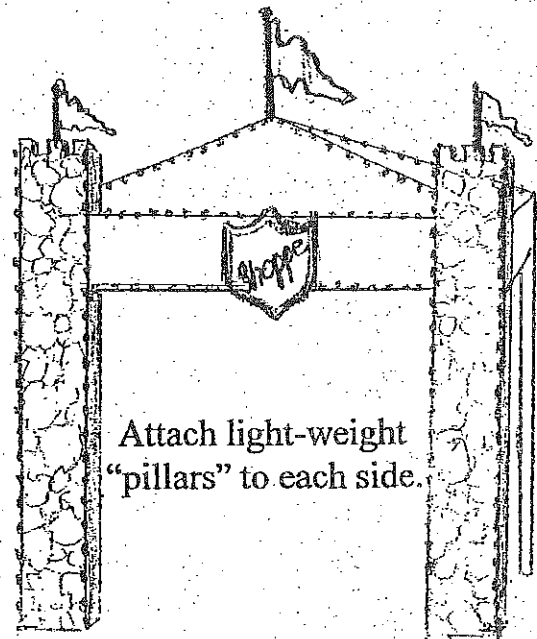
Line the edges of the fabric top with lights.

Cover the metal side poles with fabric or cardboard tubes (carpet comes rolled on cardboard tubes that work great)



USE THE POP-UP TENT AS FRAMEWORK ONLY. THEN ADD COVER-UPS AND DECORATIONS TO MAKE IT LOOK LIKE A LITTLE STORE FRONT.

Garland or fabric wrapped around the side poles help to camouflage the metal & make the tent more "old-fashioned." Add a bow to the corners & lots of lights.



Attach light-weight "pillars" to each side.

a light-weight house form can be attached to the front to make the "cottage" look.

POP-UP TENTS ARE GREAT!

THEY MAKE GREAT FRAMEWORKS BUT...THEY MUST BE DECORATED SO THAT WE DON'T LOOK LIKE A KOA CAMPGROUND!

REQUIRED LIGHTING CONNECTIONS

The Festival requires this form of safe wiring for your booth's lighting. Always use a fused power strip, run each light separately into the power strip. It is o.k. to add extension cords onto the lights original cord in order to reach the location of your power strip. The main requirement is that there are never two or more wires connecting into one extension cord (see Diagram No. 2). Many department and hardware stores carry inexpensive spring loaded clip or reflector lamps. These lamps usually run around \$8.00 each and if you use a 100 or 150 watt bulb, four of these lamps will give you more than enough light.

The lights and wiring in this diagram are overly exposed so you can get an idea of how to run each individual cord into the fused power strip and then plug the power strip into the show's main power behind your booth. This system also makes it easy to turn your lights on and off each day. Make sure that your lights are turned off each night when you leave the show.

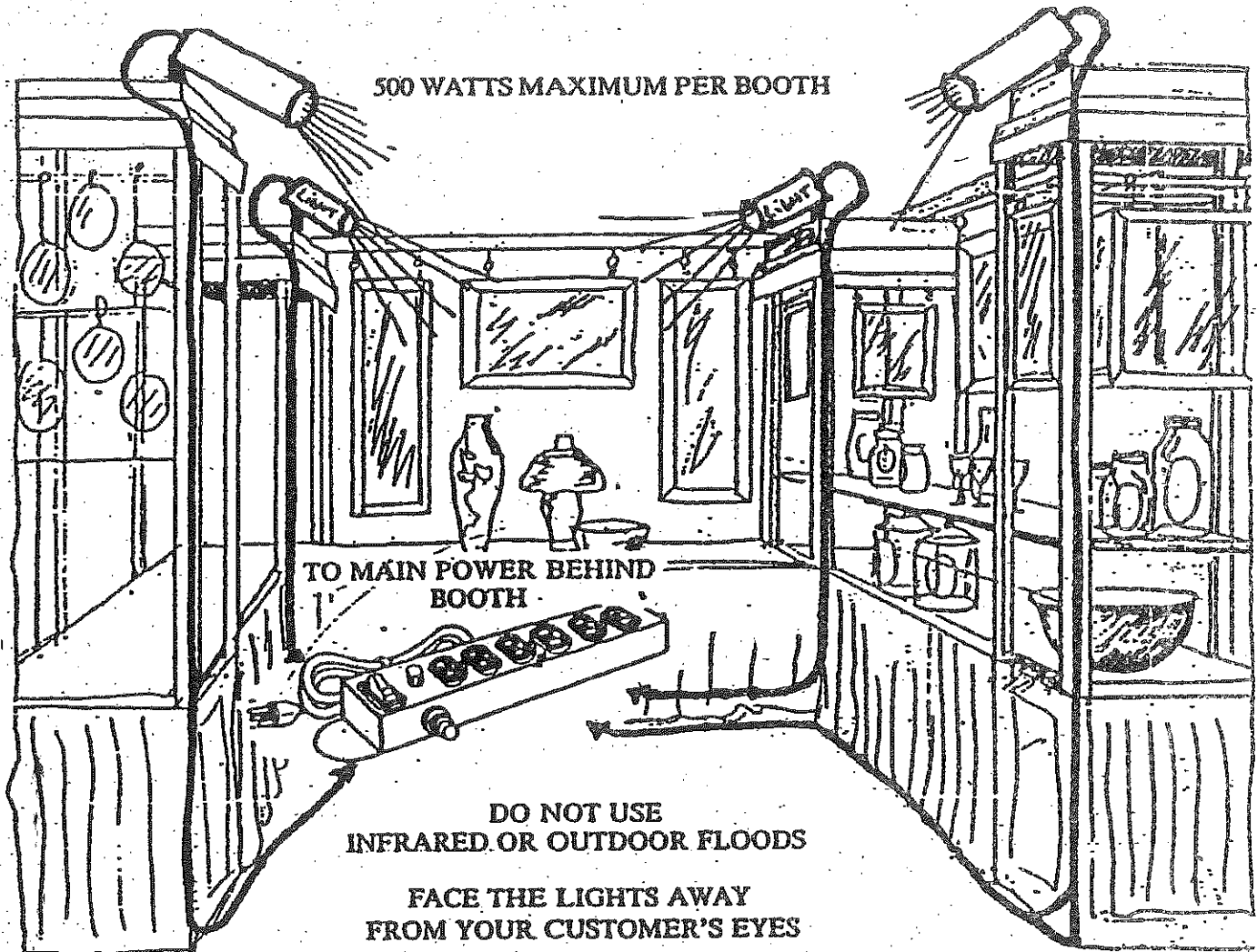
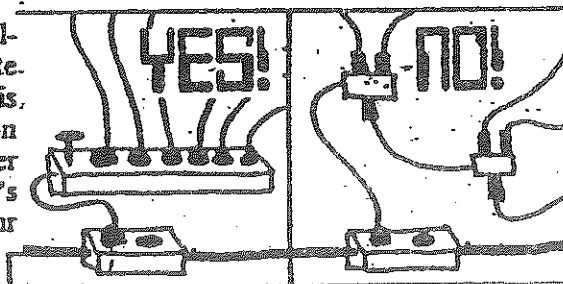


DIAGRAM NO. 2

A six outlet power strip will allow you plenty of power. Note that each single light cord is plugged into its own outlet on the power strip. Then the power strip is plugged into the show's main power source behind your booth.



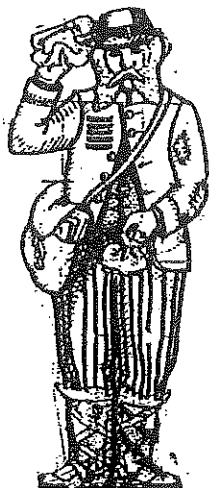
NEVER!! Use lightweight extension cords in this manner. It is extremely unsafe and it will never pass the fire marshal's or our inspection. Also, do not bridge a 5' or 10' foot section in your wiring with a 50' or 100' extension cord. We have seen this done many times and it creates a power drain that is unsafe and very dangerous.

PICK A CHARACTER

SIMPLE FOLK

Lower Class, Street Vendors

Earthy, Very Casual, Friendly,
Bantering, Somewhat Loud



SHOPKEEPERS

Middle Class, Merchants

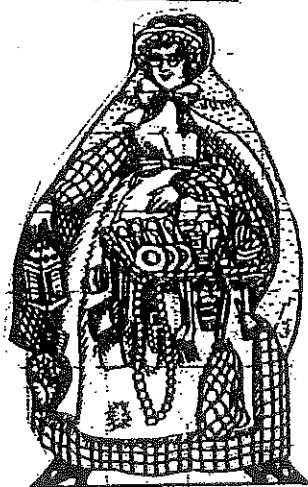
Proper, Industrious,
Hard-Working



LORDS & LADIES

Upper Class, Rich Folk, Nobility

Very Proper, Even Snooty,
Formal, Refined



"Ow's it goin'?"

You, the street people-farmers
& milkmaids & rogues &
wenches! You live by the sweat
of your own labor & you wear
your muslin & rags proudly.

"Good Day Gracious Sir"

Your skill and fine wares
astound all who wander past
your shop searching for that
perfect treasure. The bustling
throng of buyers appreciate
your industry.

"Hear Ye! Hear Ye!"

Great Lords and Fine Ladies!
You dazzle the eye of all who
behold your lovely satins and
fine attire, adorned with jewels.

Does your character represent . . .

- A. Your own personality?
- B. Your merchandise?
- C. Your ability to market your product?

ENGLISH NINETEENTH CENTURY COSTUMES ARE MANDATORY! This is a theme Festival...husbands, wives, cousins, aunts, uncles, helpers, EVERYONE! NO ONE wearing an Exhibitor Wristband will be admitted unless they are wearing the appropriate costume! This also applies to "last minute" helpers.....relief help.....ANYONE!!!

IF YOU ARE WORKING IN A BOOTH, YOU MUST BE IN COSTUME..NO EXCEPTIONS!
 Anyone who is not properly costumed will be asked to leave the booth

This does not have to be expensive nor difficult. Below are a few simple ideas to help make this simple. Please come dressed as changing areas are limited.

A FEW GENERAL RULES:

- No ladies in pants or slacks.
- Everyone, male or female must wear a hat or head covering.
- No tennis shoes or Levis/jeans.

MEN:

SHIRTS- Use any light, plain shirt and take off the collar, leaving only the neck piece. This is good for a poor person. Or turn the collar up and wear a cravat.



CRAVAT-Cut a piece of black material 8" x 60", make a narrow hem all around. Put on the neck with the center at the front of the neck, wrap around the neck back to front again and tie in a bow.

PANTS-Pants should be dark. Plaids, stripes, checks, textured materials will all work. Rather tight is best and they should be pegged (made smaller) at the bottom.

KNICKERS-Cut off pants just below the knee. Hem and gather with tie or button.

VESTS-Five button or more, lapels and wild patterns are great.

LEGGINS-Tube of fabric tied into place with string or cloth.

COATS-Large woman's fitted coat will work. To make a fitted frock coat, cut a man's suit coat off just below the waist. Make up a length of fabric by taking apart and piecing the pants and then make a skirt out of this material and sew it onto the coat. It must be wide enough to make pleats at the side and back.

MISC.-Add mufflers, old hats tied with rags, stocking caps, inexpensive derbys & top hats purchased at Halloween, gloves without fingers, aprons, etc. The layered look is good!

WOMEN:

SKIRTS-Very full, stripes, plaids, plain, textured are all fine.

BLOUSES-Short, three-quarter, long blousy sleeves are all good, can be worn with laced vests, cumerbunds, or laced jumpers. Fitted jackets ending at waist or with peplins are nice.

HATS-Mob/Mop Caps or hats made from straw baskets are easy and work great (patterns and instructions are included in this packet). Big floppy hats adorned with ribbons, feathers, etc., work well too.

MISC.-Add aprons (one edge tucked up into waistband), shawls wrapped around the body, berthas tied around shoulders, long vests over all. Again the layered look is great!

FABRIC & MATERIAL:

Don't be afraid to be creative and original. Old drapes make wonderful material for fine ladies' dresses. Wide lace can be purchased inexpensively and then sewn around the neck of either a man's or ladies' collar. Put odd patterns and colors together. You don't need to be color-coordinated. It's more fun and authentic if you are dressed in a mixture of colors, patterns, and fabrics.

SIMPLE REMINDERS:

No tennis shoes, jeans, T-shirts. No pants for ladies. Basic format is long skirts or dresses for ladies; slacks and shirts for gents. Everyone wears a hat or something on the head.

PATTERNS:

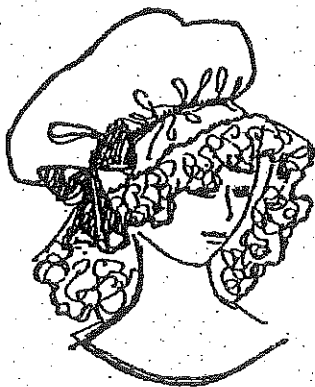
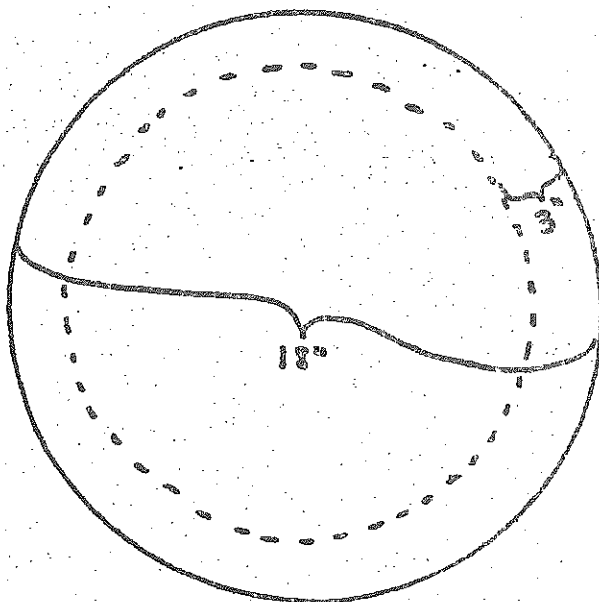
Simplicity has some good patterns: #8910 (carolers), #9761 (Lady's Gown), #8375 (Victorian Bustle), #9713 & #9723 (Dresses).

HALLOWEEN:

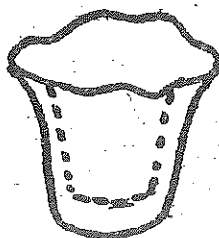
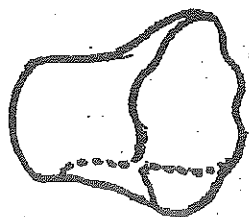
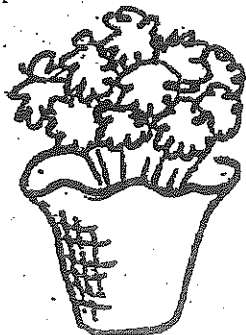
You can find wonderful costumes at Halloween especially for men. Top hats and Bowlers as well as black capes all work great!

EASY MOB/MOP CAP-

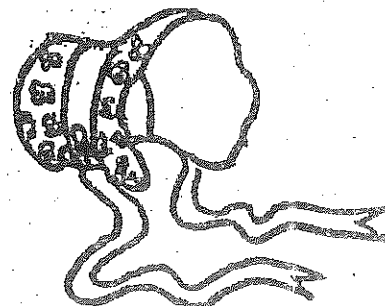
1. Cut 18" fabric circle.
2. Sew elastic 3 inches in from outside edge.
3. Trim raw outside edge with lace, eyelet, etc.
(Cutting with pinking shears originally eliminates the need of hemming or trim).



mob cap variation

EASY STRAW FLOWER BASKET BONNET

=



ENGLISH DIALECT

When fairgoers attend our Festival, we want them to feel like they have just walked through a time-tunnel and have entered Charles Dickens' nineteenth century London. We want them to FEEL like they are really in old London. The atmosphere and magic of the show are very important. Therefore it really helps if our exhibitors realize that they are also performers helping to create this mood and effect while they are selling their wares. In the past we have stipulated that all exhibitors make an effort to speak with an old English accent. For some of you this was fun; for others, not only did it definitely bring you out of your comfort zone, it was almost impossible. We realize that first and foremost your main goal is to merchandise and sell your product. Our main goal is to have everyone attending have such a wonderful experience in our old London town that not only will they return, but they will encourage others to attend – thus increasing your sales and exposure. When festival-goers actually “feel” they are in old London, they get caught up in the atmosphere, they tend to buy more to preserve the memory and they tell others about this unique experience. Lots of you speaking “old English” really helps.

This year we intend to rely more heavily on our Street Theatre – actors and actresses – to provide that authentic English flavor. If you are comfortable and have fun with the accent, by all means go for it! If you hate this kind of thing, please just learn a few simple phrases and use them: “Guh die, mate!” (good day, mate), “Ow ya doin’ Suh” (or “Mam”), “Cherrio!” (goodbye).

QUESTIONS YOU WILL PROBABLY BE ASKED DURING THE FESTIVAL:

1. How much does this cost?
2. Where did you get your ideas?
3. How long did it take to make this?
4. How long have you been doing this?

POSSIBLE RESPONSES: (spelled phonetically)

1. “Ear luv – yer lookin’ fer a bargain ain’t ya? Wee, I’ll tell ya wot – I’ll give ya the bes’ bargain of the bloomin’ die – cheap at ‘alf the price.” Or “It ain’t too dear”(expensive).
2. “Outta me noggin’ luv” or “Ow! Tis an ole famlee secret, it tis!”
3. “Ow! Evah suh long!” or “Wot’s time? Tis the tendah lovin’ care that counts!”
4. “All me laugh”(all my life) or “Ear...Ah’ve been workin’ the lane now for _____, jus’ like me fatha’ (or mutha) before me!”

GREETINGS:

“Ow ah ya?” (How are you?)
 “Ello luv” or “Dahlin’”, “Gal” or “Gull”
 or “Mistah”, “Cap’n”, “Mum”, “Guvnah”.
 “Gud Evenin’” (Good evening)
 “Ello dahlin’...ow ya doin’?”
 “Nice die izin tit?”

GOODEYES:

“Bye Bye” or “Good die”
 “Cherrio Deah!”
 “Ta-ta Luv”
 “Toodle doo, Guvnah”
 “See ya lightah”
 “Thanks evah suh much!”

POSSIBLE WORD TO USE:

“Smashin’... Tell ya wot...Jolly good...Just ducky...Ah rot...(Little pronounced) Li’ull”

EASY HINTS:

- Don’t pronounce “H’s” (H is silent).
- Use the word “Me” in place of “My”.
- “Ow!” exclamation, used anywhere and everywhere.
- “Ah do” (means I do) used at the end of phrases.
- Drop the “G” on ing word (speakin’).
- Pronounce all long “A’s” like long “I’s” (name =nime).

BE VERY ANIMATED...USE LOTS OF FACIAL EXPRESSION...BE LOUD & NASAL...USE LOTS OF HIGH AND LOW PITCHES IN YOUR VOICE

MOVE-IN & SET UP:

CHECK IN AT THE QUEEN VICTORIA STAGE AS SOON AS YOU ARRIVE!

Confirm your exact booth location and pick up your Exhibitor Wrist Bands.

DRIVE UP TO UNLOADING AREA, UNLOAD, DRIVE OUT

During Set-up we will be using the loading docks on the back (east side) of the Dixie Center. Exhibitors will be allowed to drive up to the loading docks and quickly unload their merchandise onto the provided carts and dollies. When your Vehicle is unloaded, PLEASE move it away from the entrances and park it in the lot. Then return to your items and proceed to set up your booth and stock. **DO NOT LEAVE YOUR CAR BLOCKING THE LOADING DOCKS WHILE YOU MOVE YOUR MERCHANDISE INTO THE BUILDING!** Park your car in the designated parking areas and return to move your merchandise and product into the Hall. This way, everyone will be able to move in quickly with a minimum of time wasted waiting for others to move in. **DO NOT LEAVE YOUR VEHICLE PARKED IN FRONT OF AN ENTRANCE WHILE YOU ARE WORKING ON YOUR BOOTH!** Management has full authority to direct and regulate move-in traffic.

NO CHILDREN DURING SET-UP! There are many booths needing to set-up and decorate during a short period of time. Please be considerate and helpful.

YOU MUST HAVE YOUR EXHIBITOR WRIST BAND ON AT ALL TIMES TO GAIN ACCESS TO FESTIVAL AREAS!

PRE-FESTIVAL MEETING: MANDATORY!!!

Tuesday, November 29th - 7:00p.m. - Queen Victoria's Stage

The Pre-Festival Meeting will begin sharply at 7:00 p.m. at the Queen Victoria's Stage. All exhibitors **MUST** be in attendance. You will be given last minute updates and instructions at this time and will have a few minutes to ask any questions you may have. Immediately following this short meeting, you will be asked to go to your booth and turn on everything you will be using that requires electricity (lights, decorations, ovens, etc.).

Your booth and costumes will then be approved. You do **NOT** need to be in costume at this time, just have it available. Any costume that does not meet set standards or is deemed unsuitable must be changed before opening. **NO TENNIS SHOES OR LEVIS!**

DURING THE FESTIVAL

PARKING:

Please park on the east (back) side of the building and enter through the Exhibitor's Entrance. Do NOT park beyond the gate.

PASSESS/ENTRY INTO THE FESTIVAL:

During Set-up, everyone working in your booth will be given an Exhibitor Wrist Band (limit 6 per booth) which will allow them entry into the Festival through the Exhibitor Entrance at the back of the building (east side). Your Wrist Band must be on you at all hours of the Festival and during Take-down. These will be given to you when you check in upon arrival. It will greatly help time-wise if you have a list of those working in your booth written out to turn in at this time.

Please, NO children under the age of eight! Children not participating in the entertainment theatre are not to be in the booths or running loose through the Festival. Older children working in booths must be supervised and must be in costume.

The Exhibitor Door will be open 1 hour prior the Festival Showtime. Booths MUST be open and ready for business 10 minutes before opening. If your booth is not open and ready at this time, it looks unprofessional, offends the public, the management of the show, and the other exhibitors who are doing their part to make the show a success and are making an effort to be on time. **There simply is NO excuse for being late.** The first half-hour and the last half-hour are the times when most shoplifting occurs. Please stay in your booth until the show is completely clear of the public when it's closing time.

DAILY CHECK OUT:

Please be certain to have everyone in your booth "Check-Out" at the Exhibitor Entrance/Exit when leaving each evening. This is for your protection, so that we know when everyone has left the building and can initiate overnight security procedures. **If you have any heating devices of any kind in your booth, be certain they are unplugged when you leave!**

CLEANLINESS:

If you see any garbage or paper scattered about, please take the time to pick it up and dispose of it. We will have hired help (chimney sweeps) specifically cleaning the aisles (streets) but if everyone participating in the Festival helps, we will have a clean and inviting atmosphere.

LEAVING YOUR BOOTH:

If you must leave your booth unattended momentarily, please put out a clever little sign ("Gone to the hanging" - "visiting the Queen", etc.) and have the booth next to you keep an eye on your merchandise. Help each other ,

AFTER THE FESTIVAL

TAKE-DOWN:

SATURDAY EVENING, DECEMBER 3 - 10 P.M. OR AFTER CUSTOMERS LEAVE!

All booths must remain intact and manned until the public has left the hall and the show has been closed. At that time, the overhead lights will be turned on. After your booth has been dismantled and your merchandise is ready to be moved, your vehicle will be allowed to drive up to the loading docks. Please do not bring your vehicle into these areas until you are completely ready and torn down. Please be patient and courteous as there are many booths needing to be moved out in this short period of time. All booths and exhibits must be removed from the building this evening. Detailed instructions will be given at the Festival.

When you are completely loaded and ready to do, please Check-Out at the Festival Office. (And say Good-Bye or Cherri-O 'til next year!)

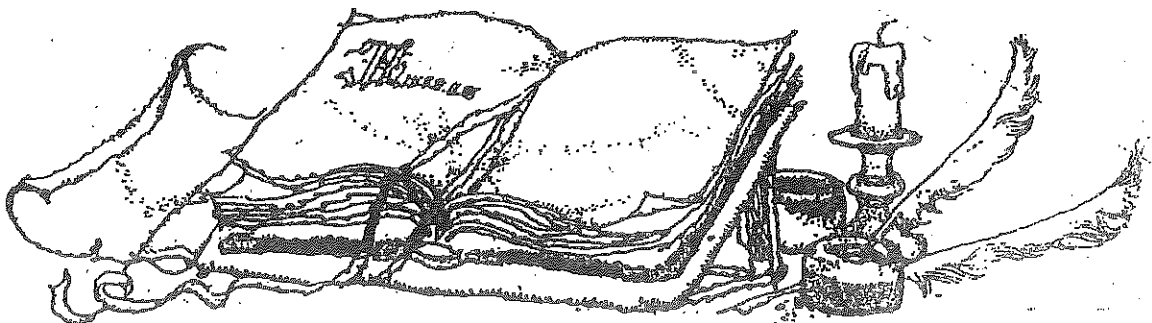
WARNING: Most theft and damage occurs during Move-In and Out. Each exhibitor is responsible for his own property and personnel.

GARBAGE:

Please haul away your own trash or bag it and leave it in the Dixie Center dumpsters. **DO NOT LEAVE GARBAGE IN THE BUILDING OR IN THE BUILDING GARBAGE CANS!** Please bring your own trash bags and ties.

FOLLOW-UP:

Be certain to follow-up on any promises you made during the show (future contacts, delivery promises, etc.). If you received a discounted room, don't forget to thank the hotel office before you leave. This will help when we ask for discounts again next year. Thank you notes to exceptional customers are also good follow-throughs and will help to perpetuate your business.



Terms and Conditions

Festival Rules and Regulations

1. The 2011 Dickens' Christmas Festival will be produced by the Olde World Historical Council and will be presented in both St. George, Utah, and Salt Lake City, Utah. The St. George Festival will be held at the Dixie Convention Center on Wednesday through Saturday, November 30 through December 3, 2011, and will be open to the public from 10 am until 9 pm. The Salt Lake City Festival will take place at the Utah State Fairpark located at North Temple and 1000 West. It will take place on the following two weekends, Thursdays through Saturdays, December 8 - 10 and again December 15 - 17, 2011, and will be open to the public from 10 am until 10 pm each day.
2. Booth locations will be assigned by jury according to the date application/contract is received with designated payment. In the event that all of the Exhibitor's choices are taken, the Producer will assign the best available space.
3. The Exhibitor agrees to occupy exhibit space assigned, and to be open and staffed prior to and during all regular show hours. In the event the Exhibitor shall not occupy said space, the Producer is expressly authorized to occupy or cause said space to be occupied in such manner as it may deem best for the interest of the Festival without any rebates or allowance whatsoever to Exhibitor and without in any way releasing the Exhibitor from any liability thereunder. The Exhibitor also agrees not to sublet or apportion to anyone else said space without approval. All merchandise sold or displayed is subject to the Producer's approval.
4. It is the sole obligation of the Producer to furnish above exhibit space plus general electricity and heating. All other services of any nature shall be ordered and paid for in advance by the Exhibitor. This includes additional electrical requirements (wiring and wattage usage). Exhibitor is responsible to provide heavy duty electric cords to bring electricity to the booth.
5. Insurance, if desired by the Exhibitor, must be obtained by her/him at her/his own expense. The Producer and its sponsors (The Spectrum, Dixie Convention Center, Utah State Fairpark and any other sponsors) assume no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Producer and its sponsors from any and all liability for any damage, injury, or loss to any person or goods which may arise from the rental of and occupation of said space by the Exhibitor, and agrees to hold and save the Producer and its sponsors harmless of any loss and/or damage, or personal injury by reason thereof.
6. The Producer and its sponsors will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to reasons of the enclosure in which the show is to be produced being, before, or during the festival destroyed by fire or other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, or any legal authority, or any other cause beyond the Producer's control.
7. Exhibitor shall be liable for delivery, handling, erection and removal of his own displays and materials.
8. All pertinent Fire Codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed.
9. The Producer may rent and license space for any exhibit of interest to the general public or of educational value. All exhibits must be designed, contracted and operated in good taste and in accordance with the best interest of the exposition, which Producer in its sole discretion shall have the right to decide. All sales, publicity, and promotional activities conducted by the Exhibitor must be confined to her/his space. The Producer will prohibit the installation and operation of any exhibits not meeting its approval. And the Producer, in its sole discretion, may prohibit the conduct of any activity whatsoever which it deems harmful and not in the best interest of the exposition.
10. Booth Cancellation Policy. There will be a 25% service charge on all monies paid for cancellations prior to September 30, 2011. For cancellations occurring *after* September 30, 2011, there will be NO refund of the deposits made. If all fees are not paid in full by October 1, 2011, the Exhibitor's booth will automatically be sold without notification and there will be NO refund.
11. This contract (as well as application guidelines) constitutes the entire contract between the parties and no waivers, modifications, or amendments shall be valid unless written upon or attached hereto AND shall be approved in writing by the Producer of the Dickens' Christmas Festival.

"God Bless the Christmas Keepers"

2011 St. George's Church Dickens' Garden Stage

