



Welcome To THE SPECTRUM'S 2009 Dickens' Christmas Festival

GENERAL INFORMATION

LOCATION

We are pleased to announce "THE SPECTRUM'S" Dickens' Christmas Festival will be held at the Dixie Convention Center, in St. George, Utah.

DATES AND HOURS

◆ Wednesday	December 2nd	10:00am - 9:00pm
◆ Thursday	December 3rd	10:00am - 9:00pm
◆ Friday	December 4th	10:00am - 9:00pm
◆ Saturday	December 5th	10:00am - 9:00pm

ACCOMMODATIONS

Several hotel properties with the St. George Lodging Association have generously offered to give our out of town exhibitors discount rates during the show (December 2 through December 5, 2009). You will receive a list of these hotels with your acceptance letter.

ADVERTISING

We are firm believers that advertising is key to the success of the Festival. We will be conducting an exciting advertising campaign. All of our advertising and publicity will stress THE SPECTRUM'S Dickens' Christmas Festival as not only a place to buy original and unique Christmas gifts, but also that our guests will have an experience they won't forget! We are committed as is THE SPECTRUM to work hard at getting an appropriate combination of newspaper, radio, magazine and direct mailings. One of the best advertising strategies is word of mouth, so spread the word! We also hope you will participate in distributing fliers, posters and coupons.

On Sunday, November 29, 2009, THE SPECTRUM NEWSPAPER will produce, print and distribute 25,000 copies of a special edition "Dickens" Tabloid to their entire circulation. They will also run additional copies for us to give to our patrons attending the Festival as a program.

In this publication we will be spotlighting a few selected booths in each area at no extra charge. If you would like to be considered for this advertising opportunity and can supply photos and copy information, please check the appropriate box on your application. Space is limited.

ENTERTAINMENT

Our guests will be entertained from the moment they walk in the door until the time they leave. They will be greeted by actors and actresses who will charm them with their talents. Characters from Charles Dickens' stories such as Fagin and Scrooge will roam the Festival and interact with festival guests. Continuous entertainment from local and state performing groups can be seen throughout each day on three different stages. Mini productions of Charles Dickens' "Oliver Twist" and "Scrooge" will bring the spirit of Christmas to our many guests throughout the Festival. Children of all ages come to the Festival to see the "real" Father Christmas to tell him their Christmas wishes. Numerous musical performances will circulate throughout the "streets" of our Dickens' Village. The tall, tall Spirits of Christmas Past, Present and Future will both charm and delight our guests as well as characters from "Scrooge." Our London streets would not be complete without Queen Victoria and company. **If you know any singing, dancing, or other performing groups you think might be interested in being part of our Festival, please have them contact us - the more the merrier and busier! Toll free (877-8LONDON [856-6366]).**

EXHIBITOR BOOTH INFORMATION

Information About Booths In General

Because the atmosphere of the Festival is largely dependent upon the quality and interest of the exhibitor's booths, it is important that you

take the time and effort necessary to create an interesting booth display. Be assured, this doesn't mean that we expect you to spend a fortune creating your booth. Plans and ideas for inexpensive and simple booth construction can be found on our website under vendor information. You are responsible to bring whatever will best display your work, 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. Because of the limited set-up and take-down time, it is imperative that your booth be pre-constructed. There will be NO heavy construction or painting of booths inside the building. **NO VINYL SIGNS -- NO EXCEPTIONS!**

While pop-up tents work well for basic framework, they do NOT provide the look of an English shop. They MUST be modified to meet set standards. If you plan to use this type of tent structure please pay attention to the ideas and suggestions on our website.

Carts / Barrels

Carts may be arranged in an open-air market atmosphere, with common street folk bantering back and forth selling their wares. You will need to provide your own cart or barrels, large or small, in keeping with the olde English theme. (No chrome, modern carts, etc.) Cart space is 6 x 8. Marketplace type ideas or barrels combined with the carts also provide the open-air market effect.

Add-On Areas

Booths located next to areas with a B may use that adjoining 10 x 10 area (generally in a corner) as an extension of their booth for only \$60.00 additional (an inexpensive way to double your booth space).

◆ Please indicate on your application that you want to use this space.

Required Booth Lighting and Electrical

During the Festival all overhead lights will be off except a few spots and each individual "shop" (booth) will be lit from within giving the appearance of an English town at night. We are requesting that all booths and rooflines be lit with lights outlining our "village". Not only does individual lighting help to create an impressive atmosphere, it draws attention to your merchandise making it easier to sell and display. It is necessary that you use sufficient lighting and safe wiring. Allotted wattage will be provided for each booth space as well as simple lighting information and suggestions.

Demonstrations

It is well documented that exhibitors demonstrating within their booths attract crowds, thereby calling attention to their products and selling more. We strongly encourage that if you are selling a product that can be demonstrated, you make all efforts to do so.

Set-up and Take-Down

Set-up will be on Tuesday, December 1st from 9:00 am to 9:00 pm only. At 7:00 pm there will be a final mandating on the "Queen Victoria Stage" (no exceptions). All booths, electrical hook-ups, signs, etc. must be completed and approved by a booth supervisor. Booth supervisors will check your booth following the meeting. Take-down will be after the Festival has ended on Saturday, December 5th, until it is cleared out completely. Detailed set-up and take-down procedures will be included in the Dickens' Information Packet you can view online.

Security and Exhibitor Attendance

Whenever booths are not opened and ready for business, it offends the public, the Festival management, and the other exhibitors who are doing their part to make the Festival a success. Not only does it look unprofessional to be closed while the Festival is open, you are subjecting yourself to security problems with an unattended booth. There will be security guards present during all hours of the Festival but we strongly advise you to pack up all cash boxes and valuable merchandise nightly. THE SPECTRUM'S Dickens' Festival cannot be responsible for damage, theft, or loss of merchandise. **Exhibitors are at their own risk and we urge you take precautions to protect valuables.**

COSTUMES

Because the Festival is a theme fair, ENGLISH 19TH CENTURY COSTUMES ARE MANDATORY! Be assured that your costume does not need to be expensive nor elaborate. You most likely have something that will work (with a few alterations) in your own closet. No jeans or sneakers will be permitted. Ladies must wear a skirt or dress, no pant costumes. Drawings, pattern numbers, ideas, and locations where you can get what you are looking for can be found on our website. Any costume which is deemed not suitable for the theme and standards of the Festival must be altered upon request.

FEES

Booth Fees

Although this is a juried show there will be no jury fee. Please take time to look at the enclosed map with booth numbers, locations, and sizes. Because of the unusual way the booths are situated, there are no undesirable locations. Every person attending the Festival must pass each booth twice! All booths are required to collect Utah Sales Tax on all merchandise sold. You will be given a sales tax chart and instructions before the festival opens. The City of St. George requires licenses for all Exhibitors. Temporary licenses are \$5.00 per vendor for the entire show. This is included in your fee. Food vendors are responsible to obtain food handler permits and pay the temporary food permit fee to SouthWest Public Health before the start of the show.

BOOTH SIZES & FEES

10 x 15 (3 open sides)	\$600.00
10 x 15 (2 open sides)	\$575.00
10 x 15 (1 open side)	\$550.00
10 x 10 (3 open sides)	\$500.00
10 x 10 (2 open sides)	\$475.00
10 x 10 (1 open side)	\$450.00
10 x 10 (2nd Booth - same merch)	\$300.00
10 x 10 ("B" corner)	\$ 60.00
6 x 8 (Cart Space)	\$300.00
Food Booths	\$730.00

This year Food Booths will be allowed to sell drinks.

NO COMMISSIONS

NO BOOTH SPACES WILL BE RESERVED WITHOUT DEPOSITS

- ◆ A partial payment of \$100 must be submitted with your application. Checks will be returned if you are not accepted to participate in THE SPECTRUM's Dickens' Festival.
- ◆ Your check will be cashed upon acceptance and you will be notified approximately 1 week after jury date.
- ◆ It is possible to pay for your booth by credit card (Visa or MasterCard only) but the entire booth fee must be included.
- ◆ Final payment is due and payable on or before October 1, 2009. NO refunds will be given after that date. (See cancellation policy on back of contract - #10)

IMPORTANT DATES TO REMEMBER

◆ Get your application in as soon as possible; booths are assigned on a first come, first served basis. Jury dates will be on the last business day of each month.

October 1	Final payments due, advertising material available
December 1	Set-up from 9:00 am to 9:00 pm Final Meeting and Booth Approval (mandatory, no exceptions) on the Queen Victoria Stage (7:00 pm)
December 2	Grand Opening / 10 am

FESTIVAL DATES

December 2-	Wednesday / Thursday / Friday /
December 5	Saturday
	Hours: 10:00 am - 9:00 pm
December 5	Take-down <u>after</u> Festival closes at 9:00pm until finish

INSTRUCTIONS FOR ENTERING

Send in your application as soon as possible. First Jury will begin June 30, 2009. Spaces will be assigned on first come, first served basis. Acceptance to the Festival will be based on photographs and descriptions included with your application. We look for unique and interesting merchandise. Placement will be made as space allows. Please review information in this application so you are familiar with the specifications and requirements.

Be Certain to Include:

- ◆ Completed and signed application/contract (send in white copy, keep the yellow copy for your records).
- ◆ Booth choice: determine which booth(s) best suits your needs and designate on your application.
- ◆ A check or money order for \$100 payable to: Dickens' Christmas Festival or credit card information for full booth amount.
- ◆ Photographs and/or description(s) of your merchandise.
- ◆ Any special requests or questions regarding the Festival.
- ◆ Mail completed applications to:

THE SPECTRUM'S
Dickens' Christmas Festival
P.O. Box 911077
St. George, Utah 84791-1077

- ◆ If you have any questions please call: 1-877-8LONDON (856-6366) or local 435-688-2990

Visit our website: www.dickenschristmasfestival.com

Thanks To Our Sponsors!

SPECTRUM
A Marketing and Communications Company

CANYON MEDIA
BROADCASTING

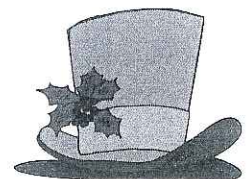
St. George
City Lodging
Association

ST. GEORGE
ZION NATIONAL PARK

DIXIE
CENTER
at St. George

WEST PRESS

We look forward to
receiving your application!
"God Bless the Christmas Keepers"



Terms and Conditions Festival Rules and Regulations

1. The 2009 SPECTRUM's Dickens' Christmas Festival will be presented December 2, 3, 4, and 5, 2009. The Festival will be open to the public from 10:00 am - 9:00 pm. The Festival will be held in St. George, Utah at the beautiful Dixie Convention Center.
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 electricity, general cleaning 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).
5. Insurance, if desired by the Exhibitor, must be obtained by her/him at her/his own expense. The Producer assumes no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Producer of and from any and all liability for any damage, injury, or loss to any person or goods which may arise from the rental and occupation of said space by the Exhibitor, and agrees to hold and save the Producer harmless of any loss and/or damage, or personal injury by reason thereof.
6. The Producer 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 for cancellations prior to September 30, 2009. For cancellations occurring after September 30, 2009, there will be NO refund of the deposits made. If all fees are not paid in full by October 1, 2009, 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.

