

Dickens' Christmas Festival

Exhibitor Packet



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DICKENS' GENERAL INFORMATION

Welcome! "Consider yourself part of the family!" We are pleased that you have chosen to be part of the Dickens' experience. 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.

PRIZES: Best of Show: One Exhibitor will be awarded "BEST OF SHOW" and will receive their choice of either \$100.00 or FREE entry in next year's Dickens' Christmas Festival (\$700.00 value).

Queen's Awards: Ribbons awarded by the Dickens' Committee for outstanding exhibit, costuming or merchandising (just our way of saying thanks- \$50.00 value).

SECURITY: Normal 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 nor the Dixie Center is responsible for loss, theft, or damage to an exhibitor's personnel or property.** (See item #5 on Rules and Regulations) 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.

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.

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 are sitting in the back of your car!) Have businesses distribute 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. LIKE our Facebook Page "DICKENS CHRISTMAS FESTIVAL" and Instagram Page "dickenschristmasfestival" and share our posts and information. We will be doing contests for free tickets and gifts.
4. Plan NOW for the Festival. Don't wait until the last of November to start thinking about your merchandise, booth, or costume.
5. 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.
6. 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 at info@dickenschristmasfestival.com or call 435-668-9969.

DICKENS' FINANCIAL INFORMATION

BOOTH FEES:

All booth fees are due and payable in full on or before October 1st. Exhibitors not paid in full by this date will forfeit deposits and booth reservations and their booths will be reassigned and resold unless prior arrangements are made.

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 contract #10:

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

Booth fees and deposits cannot be applied toward 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 for any exhibitor who does not already have a Utah State Sales Tax License.

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

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. 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 the 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 ceilings in the Exhibit Halls are 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.

CONSTRUCTION:

Building a booth or adapting one that you already have does not need to be a gigantic headache. 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 ideas 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:

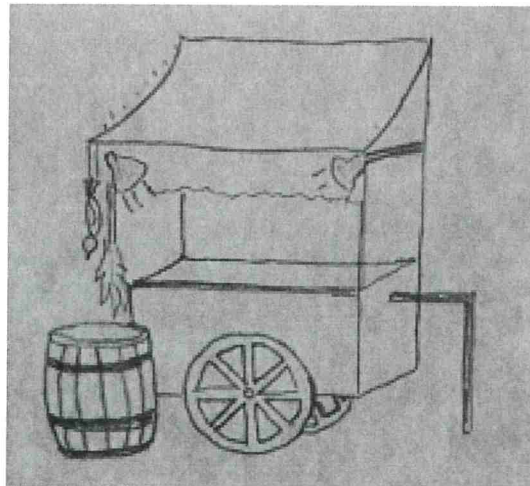
1. Do NOT use 2x4's, plywood, nails, paneling or other heavy materials.
2. Use 1x2's or 1x1's, thin ply, or insulation board, foam board, or other lightweight material held together with grabber screws, staples, bolts, with prefabbed pieces that are designed to fit together like a puzzle.
3. Sections of wall units should be made no larger than 4x8 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 the building so 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.

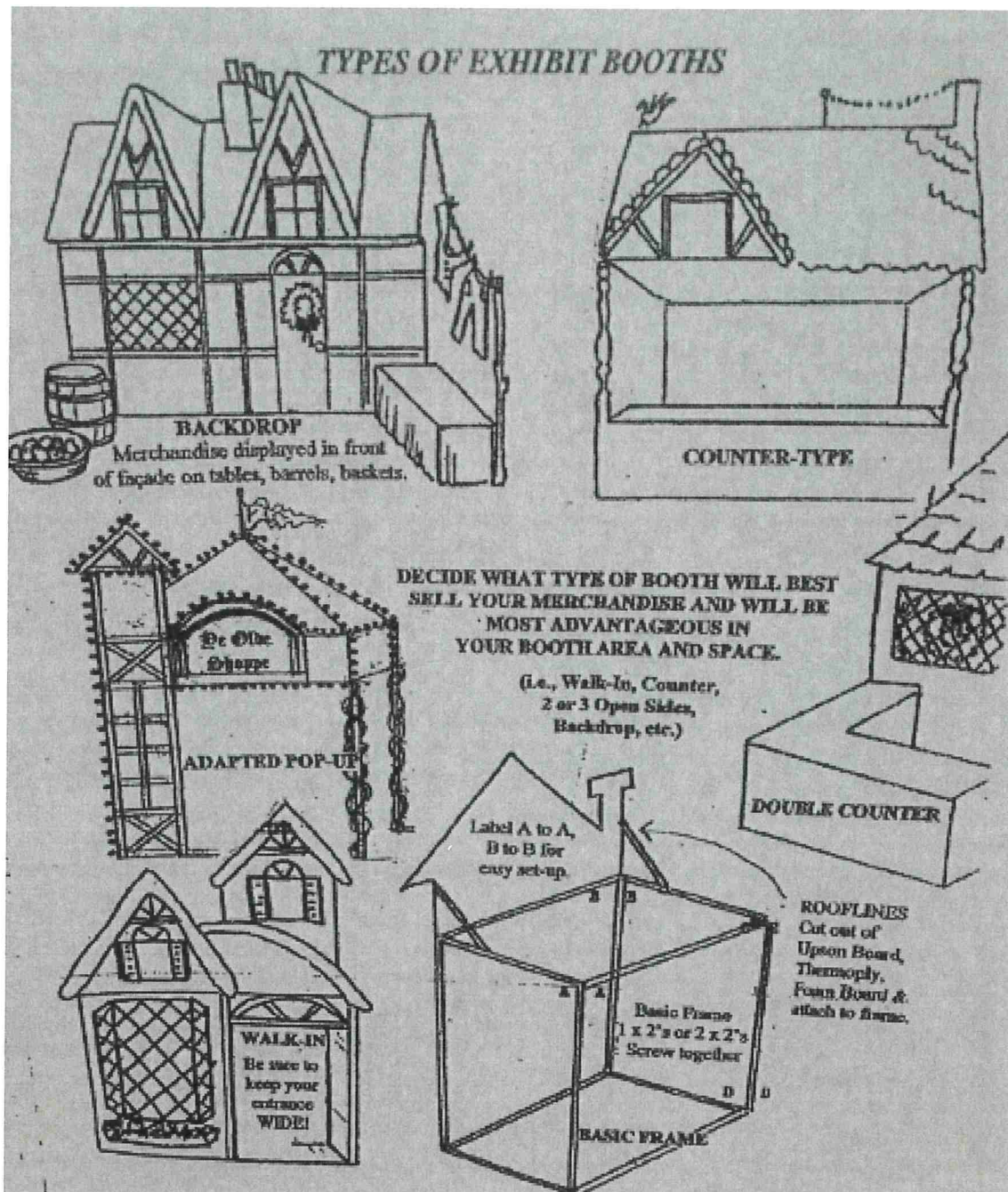
MARKETPLACE LOOK:

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. Carts may be large or small (not over your designated space). No chrome or modern carts 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. Ropes hanging articles from the ceiling can also be very effective.

SIGNS/ SHOP NAMES:

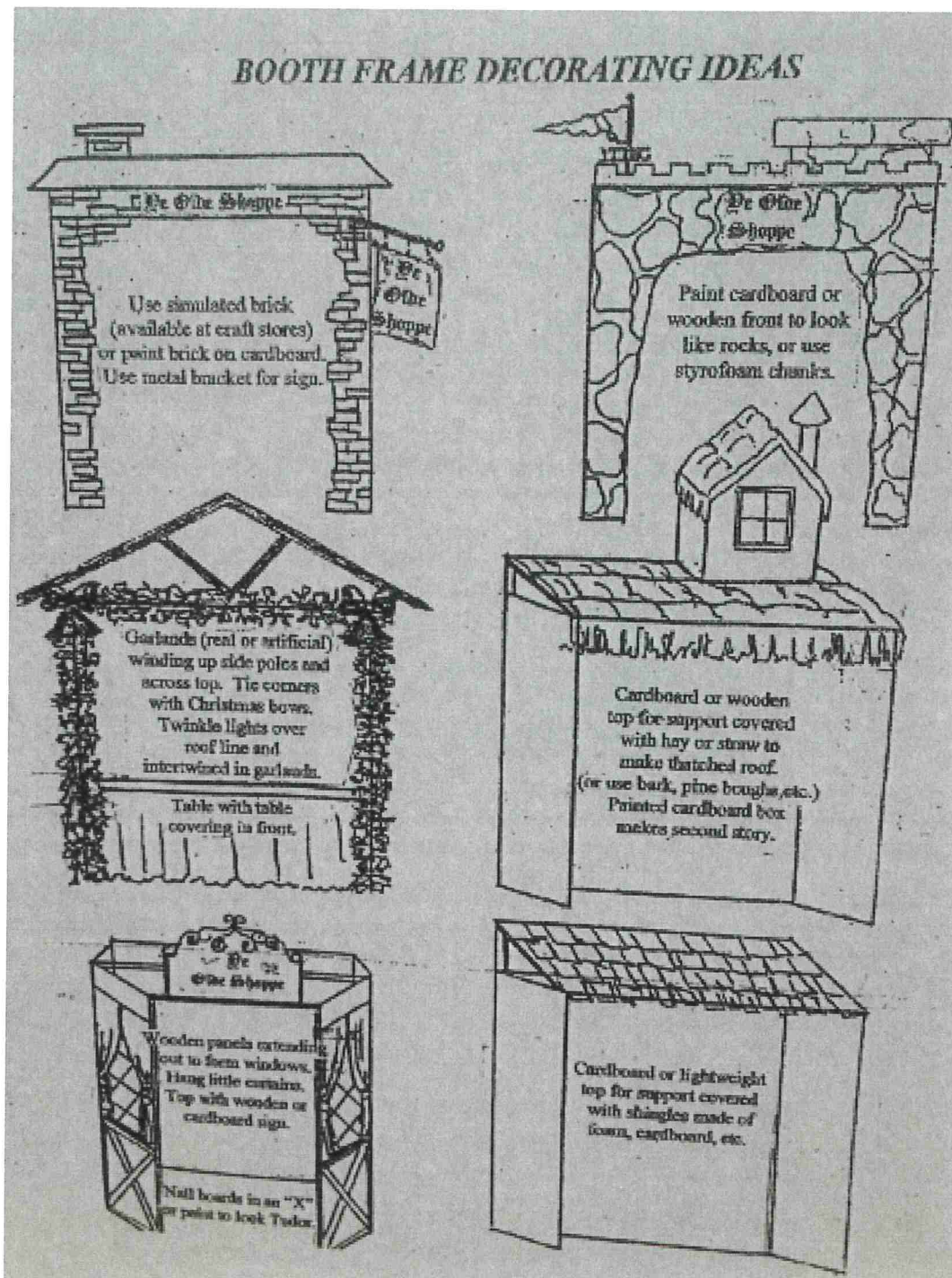
Signs should be made of wood or other suitable material. No posterboard signs please. Feel free to use the name of your own business to promote future exposure and recognition, or if you wish, create a new, fun name for your shop. Be creative- this is the first thing many customers see and it can attract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





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.

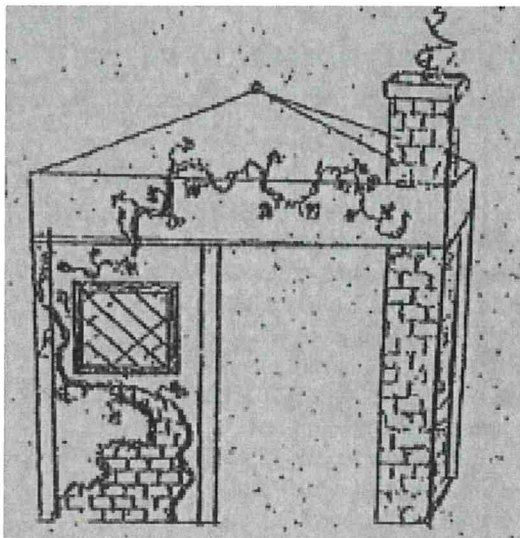


- Use simulated brick or paint brick on cardboard.
- Paint cardboard or wooden front to look like rocks or use Styrofoam chunks.
- Garland winding up the side poles and across the top- tie corners with bows.
- Wooden panels extending out to form windows, hang curtains.
- Cardboard or wooden top for support-cover w/shingles made of foam/ cardboard.

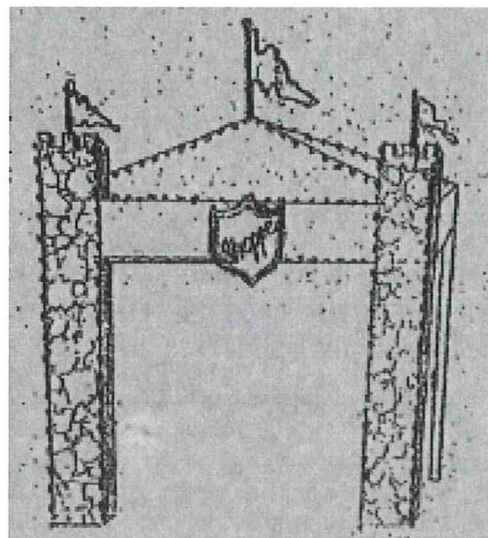
POP-UP TENT IDEAS

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

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



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



Attach light-weight "pillars" to each side.

Cover the metal side poles with cardboard tubes (carpet comes rolled on cardboard tubes that work great).
Line the edges of the fabric top with lights.

REQUIRED LIGHTING CONNECTIONS:

The Festival requires safe wiring for booth lighting. Always use a fused power strip and run each light separately into the power strip. It is okay to add extension cords onto the lights original cord in order to reach the location of your power strip. Do not bridge a 5 or 10 foot section in your wiring with a 50' or 100' extension cord. It creates a power drain that is unsafe and very dangerous.

The main requirement is that there are never two or more wires connecting into one extension cord. Run each individual cord into the fused power strip and then plug the power strip into the shows main power behind your booth. This system will also make it easy to turn your lights on and off each day.

Each booth is allowed 500 watts. If you require additional power, arrangements must be made prior to set up. Do not use infrared or outdoor floods. Always face the lights away from your customer eyes and please make sure that your lights are turned off each night when you leave the show.

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. We realize that your main goal is to merchandise and sell your product. Our main goal is to have everyone attending have such a wonderful experience 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 and tend to buy more to preserve the memory. 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 atmosphere. 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.

Examples:

"Ow ah ya?" (How are you?)
 "Ello luv, dahlin, gal, or mum" (Hello)
 "Gud Evenin" (Good evening)
 "Ow ya doin?" (How you doing)
 "Good die or cheerio" (good day)
 "Ta-ta Luv" (goodbye)
 "Thanks evah suh much" (Thanks ever so much)

Words to use:

"Smashin"...Tell ya wot....Jolly good.... Just ducky... Ah rot...

Easy Hints:

Don't pronounce "H's"
 Use the word "Me" in place of "My"
 "Owl" 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 AMINATED..... USE LOTS OF FACIAL EXPRESSION.... BE LOUD & NASAL... USE LOTS OF HIGH AND LOW PITCHES IN YOUR VOICE

MOVE IN & SET UP:

CHECK IN AS SOON AS YOU ARRIVE!

Confirm your exact booth location and pick up your Exhibitor information.

EXHIBITORS MUST CHECK IN BY 4PM ON SET UP DAY OR THEIR BOOTHS WILL BE SOLD!!

DRIVE UP TO UNLOADING AREA, UNLOAD, DRIVE OUT:

We will be using the loading docks on the back of the Dixie Convention Center. Exhibitors will be allowed to drive up to the loading docks or the nearest doors and quickly unload their merchandise. 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 OR DOORS WHILE YOU MOVE YOUR MERCHANDISE INTO THE BUILDING! Park your car in the designated parking areas and return to move your merchandise and product in. 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 WRISTBAND ON AT ALL TIMES TO GAIN ACCESS TO FESTIVAL AREAS!

PRE-FESTIVAL MEETING WILL BE AT 7PM ON SET UP DAY AND IS MANDATORY!!!

The Pre-Festival Meeting will begin on time at the Queen Victoria 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 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 and enter through the Exhibitor's Entrance. Do **NOT** park beyond the gate or near the building.

PASSESS/ENTRY INTO THE FESTIVAL:

During Set-up, everyone working in your booth will be given a wristband (limit 6 per vendor) which will allow them entry into the Festival through the Exhibitor Entrance. The wristband 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. Anyone wearing a wristband must be in costume and working.

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 Doors 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.

If you have any heating devices of any kind in your booth, please notify management and 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- 9 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 show.

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 put it in the 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.

RULES AND REGULATIONS

1. The Dickens' Christmas Festival will be produced by the Olde World Historical Council and will be presented in Southern Utah at the Dixie Convention Center located at 1835 Convention Center Dr. in St. George, Utah.
2. Booth locations will be assigned by jury according to the date application/contract is received with designated payment. In the event that all 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. The Producer will provide each 10x10 space with 500 watts of electricity at no extra charge. There will be a charge for additional wattage required. 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 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 on 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 25% service charge on all monies paid for cancellations prior to Oct. 1st. For cancellations occurring after that date, there will be NO refund of the deposits made. If all fees are not paid in full by October 1st, the Exhibitor's booth will automatically be sold without notification and there will be NO refund.
11. This contract 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.