



2011

# King Arthur's Fall Harvest Festival



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The Connecticut Renaissance Faire

Merchant Packet

# THE CONNECTICUT RENAISSANCE FAIRE

## GROW INITIATIVE – FREE STUFF

Welcome to the Connecticut Renaissance Faire’s Grow Initiative -- a cooperative effort between you and the Faire to increase both the number of patrons at the show as well as your profit potential. Your shop is part of a group of businesses working together to create a Medieval Marketplace at the Faire. Whether you realize it or not, you are one of several departments in a larger store.

Your success, the success of your fellow merchants, and the success of the Faire overall are determined by how well we all work together. This is what the Grow Initiative is all about – teamwork. When we recommend an accessory or product in another shop to complement something being purchased at ours, we help our fellow merchant. And when that merchant sends business back our way it’s returning the favor.



### HELPING EACH OTHER

Here are a several ways you can work with other merchants to grow your business at the Faire:

- **Be Positive:** Whoever said, “Attitude is everything” knew what they were talking about. Be positive when you interact with customers. We’re a tight community so talk up your fellow merchants and the Faire and word will get around.
- **Cross-promote:** If a fellow merchant has a belt that goes great with a dress you’re selling talk to them about featuring the belt on your dress with purchase information pointing back to their shop. This may help them sell more belts and you more dresses.
- **Facebook:** If you have a Facebook Fan Page for your business (if you don’t – you should make one ASAP!) be sure to recommend the Facebook Fan Pages of your fellow merchants to create a solid network to reach patrons and increase sales.
- **Live Demo:** Allow merchants or faire personnel you trust to borrow something you sell to wear/use throughout the day. When patrons see that product on one or more people it puts in their head it must be popular and they’re more likely to purchase it when they find it. Your live demos should also recommend where to get the product to patrons who inquire.
- **Recommend:** If a fellow merchant has something that you think would go great with something they are purchasing from you – suggest it to them and tell them where to get it. Also if a customer is looking for a particular product and you know where it is at the Faire – recommend the best way to get there.
- **Stand up and Sell:** Have you ever been to a successful store where all the salespeople are just sitting around? Probably not. The most successful stores are the ones where salespeople engage you. At the Faire it is critical to your sales that you talk to customers. Talk with an accent and give them something they can’t see anywhere else. THIS is what sells your wares. Smile, say hello, and welcome them to your shop. Interact with them, tell them about your product(s) without being pushy and you’re more likely to make the sale.

### HOW THE FAIRE HELPS YOU

It makes us happy to see your business doing well at our show. Your success is important to us, which is why we took the time to put this packet together. Here are some of the things we’re doing to help you:

- **Email List:** At the end of this season we are creating a special merchant e-newsletter to keep you apprised of behind the scenes at the Faire. It is our hope this list will further increase communication between the Faire and you.
- **Link:** We link back to merchants who link to us. If your website links to ours please be sure to let Brian know so he can update your link on the appropriate Shops page.
- **Facebook Merchant Group:** We started a Facebook Merchant Group to communicate with you regarding merchant related issues. For information on how to join this group, please contact [Brian@ctfaire.com](mailto:Brian@ctfaire.com).

### HOW YOU CAN HELP THE FAIRE TO HELP YOU

Below are a variety of ways you can help the Faire spread the word about the show. The more ways you help, the more patrons are likely to attend the show, and the more sales you stand to make. So everything you do to help the Faire is also helping your business.

- **Blog Us [FREE]:** If you maintain an online blog or journal talk us up. The same holds true if there are certain message boards you frequent. The more places people learn about us the more patrons who will come.
- **Calendar Listing [FREE]:** Look at your local newspaper and see if they provide free calendar listings. If so, print the calendar listing we have on our website (make sure it is for the right year) and submit it to them. If you are internet savvy you could also list us on internet-based calendar sites, as well.
- **Email [FREE]:** If you maintain a customer emailing list (or just have a lot of friends) send them an email. Let your friends or customers know you're going to be at CTRF and invite them to stop in and say hello. That is a subtle way of saying come buy that product you wanted to get.
- **Facebook: [FREE]** If you don't already have one, create a Facebook Fan Page for your business and start recruiting customers. Facebook is the number one way to get the word out in the marketing industry and best of all it's free. Be sure to create a FAN page and not a regular page or group page for your business.
- **Free Listings [FREE]:** It is possible you will find places on the internet, your local newspaper, or other places where you can list information about CTRF. Please feel free to list us and let us know where!
- **Info Cards [FREE]:** If you run your business at other Renaissance Faires or Craft Shows prior to CTRF we highly encourage you to distribute info cards there. Many times patrons will scope out your booth to determine what they want to purchase later on. By presenting them with our card you give them an opportunity to return to your shop later in the year to get what they want. We're printing cards to distribute for our next show and handing them out at the end of this one. If you'd like to distribute them, please let us know before the end of this show.
- **Inform the Media [FREE]:** Maybe you have a friend who has a friend that is a reporter or you know a reporter yourself. Mention us to them as an excellent human interest story with numerous photo opportunities. There are also many ways to submit story ideas to local media outlets online. Don't hesitate to plug us.
- **Posters [FREE]:** We're printing 11x17 posters to distribute for our next show and handing them out at the end of this one. We can always use help getting these posters into high-traffic areas like grocery stores, movie theatres, video places, restaurants, shops in the mall, and anywhere else that gets a lot of indoor traffic. Contact us for

posters before the end of the show OR print the 8.5x11 ones we make available on our website.

- **Referral [FREE]:** Give a positive recommendation about us to fellow merchants, friends, or patrons at other shows. Not only will your optimistic feedback help convince them to swing by your booth at CTRF it will get them to bring friends along too.
- **Website Link [FREE]:** If you have a website be sure to link to us and let your site visitors know you'll be at CTRF (and when). Most people prefer instant gratification so if they were on the fence about buying something from you online they are more likely to visit you at our show.
- **Website Write-up: [FREE]** If you have a website, talk us up there. Let people know that we are a "must see" show and point out why they have to stop in.

Perhaps you have an idea or another free way to promote the Faire we haven't listed here? Please let us know about it. Each one of the promotional ideas you do above will make an impact on the number of patrons that visit the show. The success of the Grow Initiative depends on YOU. If you take an active stance, help in every way you can, and encourage your fellow merchants to do the same we'll reach tens of thousands of people who will come to the Faire to buy what you sell. If we are passive, assume everyone else will pick up the slack, and do nothing to help the grow initiative we'll all stagnate.

#### WHERE TO BEGIN

If you would like to take an active stance in increasing your overall sales please contact Faire Marketing Director, Eric Tetreault, at [eric@ctfaire.com](mailto:eric@ctfaire.com) ASAP. Let him know how you plan to help so we can make note on our marketing calendar. Our marketing campaign for the next show begins as soon as this year's production ends. All emails will receive a response acknowledging your participation and communicating to you what steps will be taken (if any) on our end and yours to make the plan work.

#### THIS IS YOUR SHOW TOO

We are happy to have you as part of The Connecticut Renaissance Faire and as a member of our faire family. We hope you consider us your "home faire" and work with us toward mutual success.

Thanks again for giving your Faire family a helping hand that will enable us to all grow.

# THE CONNECTICUT RENAISSANCE FAIRE

## GROW INITIATIVE – PAID STUFF

We want your business to succeed which is why we have some of the lowest merchant rates in New England, don't have jury fees, and don't take a percentage of your sales. Want to help us to help you even more? Consider one of the following advertising options shown below and help promote your business along with the Faire. All money received from the Grow Initiative is added directly to our marketing budget to enable us to reach more potential visitors to buy your wares. All offers subject to change without notice.



Please make checks payable to "The Connecticut Renaissance Faire" and mail them ASAP to:

The Connecticut Renaissance Faire • 12 Ellis Road • Southbridge, MA 01550 • Attn: Brian Harvard

| Qty | Advertising Description   | Amount Each                | Amount |
|-----|---|----------------------------|--------|
|     | <b>Facebook – Featured Merchant:</b> We'll feature you on our Facebook Fan Page and talk you up to nearly 10,000 fans. This includes a link to your website or Facebook Fan page.   | \$20.00                    |        |
|     | <b>Business Cards:</b> Have 1,000 cards designed with your business name and information on one side (consider a small coupon) and CTRF's information on the other. Other quantities available. Contact us for details. Cards ship directly to your address so you can distribute them at various shows throughout the year. If you prefer, WE can distribute the cards for you at parades and other venues.                  | \$60.00                    |        |
|     | <b>Insert Coupon:</b> Run a coupon with a limited number of other CTRF merchants that will be distributed to over 100,000 households in Connecticut via an 8.5x11 insert into the Hartford Courant. You tell us the content of the coupon and we'll design it. ** LIMIT 10 businesses!  | \$100.00                   |        |
|     | <b>Newsletter Banner:</b> A 150x150 pixel advertising banner in our e-newsletter that reaches over 8,000 subscribers.   | \$125.00                   |        |
|     | <b>Newsletter Article:</b> We'll make you the main event in one of our e-newsletters talking up your product to over 8,000 subscribers.   | \$150.00                   |        |
|     | <b>Complimentary Tickets:</b> We'll put your business logo on 1,000 complimentary tickets to our show (your choice of spring or fall) as well as "Complimentary ticket courtesy of <your business name>." *Limit TWO businesses per season.   | \$250.00                   |        |
| 1   | <b>Advertising Boost:</b> Many of our merchants have shared their frustration that their independent marketing budgets are too small to have any impact. These dialogs inspired us to establish a marketing co-op contribution option. By pooling together small budgets, we could achieve a large impact. \$150, \$250, \$500...they will all add up to allow increased radio, cable, on-line or other forms of advertising. | \$Cooperative Contribution |        |
|     |   | Subtotal:                  |        |
|     |   | <b>Grand Total:</b>        |        |

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

## MERCHANT GENERAL INFORMATION

All checks must be postmarked no later than the registration deadline date shown below in order to be considered registered at that rate. NOTE: Food merchants please call for your rate.

| Date .....            | Cost   |
|-----------------------|--------|
| By January 31 .....   | *\$300 |
| By February 28 .....  | \$325  |
| By March 31 .....     | \$350  |
| By April 30 .....     | \$375  |
| By May 31 .....       | \$400  |
| By June 30 .....      | \$450  |
| By July 31 .....      | \$500  |
| By August 30 .....    | \$550  |
| After August 30 ..... | \$600  |

Note: You will be issued a single ID Badge for your booth for a cart/mobile booth. Any additional employees must enter the faire at the current rate of admission.

### RATES – BOOTH/TENT

All checks must be postmarked no later than the registration deadline date shown below in order to be considered registered at that rate. Rates are shown in square footage. NOTE: Food merchants at .50 per square foot. Minimum tent size is 10x10.

| Date .....           | Cost       |
|----------------------|------------|
| By January 31 .....  | *\$3.00/SF |
| By February 28 ..... | \$3.25/SF  |
| By March 31 .....    | \$3.50/SF  |
| By April 30 .....    | \$3.75/SF  |
| By May 31 .....      | \$4.00/SF  |
| By June 30 .....     | \$4.50/SF  |

|                       |           |
|-----------------------|-----------|
| By July 31 .....      | \$5.00/SF |
| By August 30 .....    | \$5.50/SF |
| After August 30 ..... | \$6.00/SF |

Note: You will be issued a single ID badge for each 100 SF area of your tent (initial 10x10 allows for 1 owner and 1 employee). Any additional employees must enter the faire at the current rate of admission.

### DISCOUNTS

The following discounts are available:

|                         |            |
|-------------------------|------------|
| Period Tent* .....      | -\$0.25 SF |
| Wooden Structure* ..... | -\$0.50 SF |

\* Must be approved by CTRF.

### CLEANUP DEPOSIT

When you submit your registration for our show you must include an additional check written out to “The Connecticut Renaissance Faire” that includes a memo of “Cleanup Deposit”. This check:

1. Should be written for \$50.
2. Should be postmarked for the last day of the performance.
3. Will be shredded if your sales area is properly cleaned and approved by the General Manager once the Faire is over.

If your sales area is abandoned and/or left in disarray your cleanup deposit is forfeit and we will cash the check to cover cleanup expenses. If cleanup expenses exceed the deposit you will be billed accordingly.

### PAYMENT CHECKLIST

Please gather the following and get it to us all at the same time. If we are missing any part of this information you will not be considered registered for the event until we do. This could mean you fall into a different, higher-cost, registration slot. If you have any questions, please contact Brian at [brian@ctfaire.com](mailto:brian@ctfaire.com) or (860) 478-5954.

1. **Check:** Please make your check or money order payable to “The Connecticut Renaissance Faire.” If your check is for the incorrect amount, is not signed, or cannot be cashed you are not

considered registered for the event. If you fall into a new time-block as a result you will have to pay at the new rate.

2. **Cleanup Deposit Check:** Be sure to include your cleanup check.
3. **Merchant Info:** Fully and legibly complete the merchant information form.
4. **Contract:** Thoroughly read, sign and date the Merchant Contract. This contract includes important notes, penalty information, and essential information you and your employees are required to know.

**INSURANCE CHECKLIST**

Your one-million-dollar liability policy MUST include the following entities as “Additionally Insured”:

- Mythical Journeys LLC, 11 Llynwood Drive, Bolton, CT 06043
- Hebron Agricultural Society, 347 Gilead Street, Hebron, CT 06248

Insurance is required for the entire length of time you are setting up and breaking down. Please have your insurance carrier email your certificate to brian@ctfaire.com no later than 14 days prior to opening.

**SALES AREA**

As of 2009 the Faire implemented a new policy requiring all merchant tents to be “period” by their fourth year with us. Merchants without a period tent on their fourth year will not be allowed to vend with us.

**EVENT DATES**

These are the dates for our event:

| September 2011 |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|
| Mon            | Tue | Wed | Thu | Fri | Sat | Sun |
|                |     |     | 1   | 2   | 3   | 4   |
| 5              | 6   | 7   | 8   | 9   | 10  | 11  |
| 12             | 13  | 14  | 15  | 16  | 17  | 18  |
| 19             | 20  | 21  | 22  | 23  | 24  | 25  |
| 26             | 27  | 28  | 29  | 30  |     |     |

| October 2011 |     |     |     |     |     |     |
|--------------|-----|-----|-----|-----|-----|-----|
| Mon          | Tue | Wed | Thu | Fri | Sat | Sun |
|              |     |     |     |     | 1   | 2   |
| 3            | 4   | 5   | 6   | 7   | 8   | 9   |
| 10           | 11  | 12  | 13  | 14  | 15  | 16  |
| 17           | 18  | 19  | 20  | 21  | 22  | 23  |
| 24           | 25  | 26  | 27  | 28  | 29  | 30  |
| 31           |     |     |     |     |     |     |

**Dates:** Sep 24, 25 & Oct 1, 2, 8, 9, 10\*\*, 15<sup>1</sup>, 16, 21\*, 22<sup>1</sup>, 23

\*\* *Columbus Day (Monday, Oct 10): Required for all merchants to attend. Please plan accordingly.*

<sup>1</sup> *Halloween Knight Event: We are open until 8:00p.m. this evening. Please plan accordingly.*

\* *School Day (Friday, Oct 21): Required for all merchants to attend. Please plan accordingly.*

# CONTRACT

It is your responsibility to read and understand this contract in its entirety before signing. This contract contains clearly-defined rules and fines for not following these rules.

## BOOTH STAFFING RESPONSIBILITIES

**STAFFING:** I, the Merchant, will make certain my booth is properly staffed even if I am unable to staff it due to illness, family emergencies or anything short of a state approved emergency. My booth will remain set up during and operational during all open hours of the CTRF unless otherwise agreed upon in writing by the CTRF Merchant Coordinator.

**FINE:** I, the Merchant, understand that if my booth is not open for business on any of the operational faire days I will be fined \$100 per occurrence by CTRF. I agree to pay this fine before the next operational faire day and understand that failure to do so means I will not be allowed to return to the faire nor will my merchant fee be refunded.

**FINE:** I, the Merchant, understand falsely representing employees for my booth or attempting to sneak guests onto site without permission may result in immediate dismissal from the Faire without refund.

## BOOTH START/CLOSE TIME

**READY TIME:** I, the Merchant, agree to have my sales area completely set up and that my employees and I will be in costume no later than 9:30 am on each day of the CTRF that I am in attendance for. I agree that any of my employees and I will remain in costume and character throughout the day while I am on the CTRF grounds while it is open to the public.

**FINE:** I agree to pay \$100 per incident of myself or my employees being in the public eye out of costume during faire hours within my booth.

**OPENING/CLOSE TIME:** I, the merchant, understand my booth must not open late or close early and will keep my booth open and operational while the faire is running.

**FINE:** I, the merchant, understand that is I open late (past the time of opening gate) or close early (before the official faire close time is announced) I will pay \$25 per 15 minute period.

**VEHICLE:** I, the Merchant, agree to have my vehicle and/or the vehicles of my employees off site and in the designated merchant parking area no later than 9:00 a.m. on each day of the CTRF that I (or my employees)

are in attendance for. I will not attempt to bring my vehicle on site or allow my employees to do so at the end of the Faire day until the Merchant Coordinator has authorized it.

**FINE:** I agree to pay any fees related to the towing of my vehicle or employee vehicles for not adhering to these rules. Additionally I agree to pay \$25 per 15 minute period that vehicles associated with my booth are on site past 9:00am. Example: If my vehicle (or one of my employee's vehicles) is on site for 20 minutes this is TWO 15-minute periods).

## BOOTH SALES AREA

**SPACE:** I, the Merchant, agree to use only the space I have paid for. If I must exceed this space I will obtain permission from the CTRF Merchant Coordinator who must approve the expansion. I understand that additional fees may apply for this expansion.

**SALES AREA:** I, the Merchant, understand that I must provide my own sales area and costume and that it must be approved by the CTRF in advance. Included in this sales area will be an appropriate sign made of wood or similar durable material that best represents the time period, my business and the CTRF. I also agree to fashion my booth with a Renaissance-Fantasy style that covers exposed pipes, tables or modern looking implements.

**CLEANLINESS:** I, the Merchant, agree to keep my booth and a radius of 10' feet around my booth free of trash and debris during the run of the CTRF.

**BREAKDOWN:** I, the Merchant, agree to break down and remove my booth from the CTRF site within two days after the CTRF closes for the season unless otherwise approved in writing by the CTRF Merchant Coordinator.

**SALES:** I, the Merchant, understand that the CTRF provides a setting in which I may sell my wares and that the CTRF is in no way responsible for a lack in sales I may incur for any reason. This includes, but is not limited to; inclement weather, patron traffic, location of site, location of sales area, etc. I understand the faire is willing to work with merchants to help them maximize their sales potential and agree to speak with them if concerns arise while still holding the CTRF harmless if unable to react.

**ANACHRONISMS:** I, the Merchant, understand that anachronistic items such as wrist watches, cigarettes, neon colors, cell phones, tennis shoes/sneakers, modern print bandannas, spandex, jeans, or modern clothing during the hours the CTRF is open to the public. I agree to keep any weapons I wear as costuming peace bound at all times unless I am part of a performance

that requires it. I agree not to bring firearms to the CTRF at any time for any reason.

**SECURITY:** I, The Merchant, understand that though there will be an onsite security presence throughout the weekend runtime of the CTRF, the CTRF is not responsible for damage to or theft of my property at any point for any reason and will not hold the CTRF or its security team accountable for such. If I decide to leave my sales area set up between CTRF weekends I understand that the CTRF is not responsible for damage to or theft of my property for any reason and will not hold them accountable for such. I understand that this extends to the property of my employees.

**WEATHER:** Bad weather is a possibility during the run of the Faire. I understand it is my responsibility to insure my tent is properly secured to withstand severe weather.

**FINE:** I, the Merchant, understand that failure to properly secure my tent/wares may result in a maintenance fee if CTRF staff is forced to secure my tent or wares. The amount of this fee will be determined by CTRF staff based on the amount of work required.

**INSURANCE:** I, the Merchant, understand that Premises & Product Liability Insurance is not included in my registration fee and agree to provide my own. I understand that I am required to present evidence of insurance to the CTRF Merchant Coordinator no later than 14 days prior to opening.

**TAX ID:** I, the Merchant, understand that I am required to have and present a State of Connecticut Tax ID Number. I understand that if I do not provide one the State may provide one for me during the CTRF during inspection. I understand that the CTRF is not responsible for any fines or penalties I may incur for not having a valid State of Connecticut Tax ID Number when inspected. If I decide to sell food, I agree to have all permits required by the town of Hebron and State of Connecticut to sell such and will adhere to all rules set forth by the state and town in this regard.

**PETS:** I, the Merchant, understand that pets are not allowed at the festival and agree not to bring a pet into the faire grounds unless it is my registered service animal or I have written approval from the CTRF Merchant Coordinator. I understand a fee may apply.

## CODE OF CONDUCT

**PROFESSIONALISM:** I, the Merchant, agree to behave in a professional manner at all times that best represents my organization and that of the CTRF. I also agree to ensure that my employees maintain this same level of professionalism.

**SMOKING:** I, the Merchant, understand that smoking is not allowed on site and agree to smoke only off site and

out of the view of patrons during the CTRF open hours to maintain the ambience of the CTRF.

**FINE:** I, the merchant, understand there is a \$25 fine for breaking the above smoking rules (for each offense).

**FAMILY SHOW:** I, the Merchant, understand that this is a 'family-based' show and agree to keep my tone to a mild PG-13 level that best represents the CTRF.

**ALCOHOL & DRUGS:** I, the Merchant, understand that the suspicion of use of alcohol and/or illegal drugs during faire hours will not be tolerated and will refrain from using either on the CTRF site at any time. Use of illegal drugs after hours will not be tolerated.

**FINE:** I, the merchant, understand I will be expelled immediately from the site without refund should I break the alcohol & drug rule(s) above.

## RULES COMPLIANCE

Failure to comply with any rules stated in this merchant contract, application or welcome packet may result in immediate removal from the faire without refund of your merchant fees.

## WARES & PHOTOS

**WARES:** I, the Merchant, agree to provide a photo of each of the wares I intend to sell at the CTRF. I agree not to sell or display any merchandise that has not been approved for sale in writing by the CTRF Merchant Coordinator. I also understand that submitting a photo does not insure I will be able to sell that item at the CTRF and that the CTRF reserves the right to limit or exclude any of my wares (even if previously approved) at any time, for any reason.

**FINE:** I agree to pay CTRF \$100 (and remove the item from my sales area immediately) for each item I am not authorized to sell.

**SALES AREA:** I, the Merchant, agree to provide a photo of my sales area and business sign, any employees and myself in appropriate costuming. I understand that photos are non returnable and that I must resubmit photos even if I have submitted them in previous years for clarity in this contract. I also understand that if I do not include a photo of my sales area and costume for approval I may be refused to set up at the CTRF if my sales area and/or costuming are not suitable for the ambience of the festival. I will receive no refund of my registration. I understand all photos are due with the submission of this application.

## OTHER

**REGISTRATION:** I, the Merchant, understand that I must pay the full registration amount in order to be considered registered for the CTRF. I understand that

my registration fee is nonrefundable unless I am refused space or refused in a category of wares I wish to sell.

**PEACE TIES:** I, the Merchant agree to peace-bind any weapons I am authorized to sell upon sale. I will not sell weapons that I cannot peace-bind. If I am unsure what peace-binding is or how to acceptably peace-bind a particular ware I will contact the Merchant Coordinator for an explanation before selling it.

**FINE:** I understand that the sale of such weapons without a peace-binding is forbidden and agree to pay a \$25 fine for each weapon I sell that is found to be unsecured. This will be decided by the Merchant Coordinator.

**HOLD HARMLESS:** I, the Merchant, agree to hold Harmless; the Connecticut Renaissance Faire and Mythical Journeys LLC, or any staff or person involved with the Connecticut Renaissance Faire; held in the year my contract is valid for, for any and all damages to persons and properties resulting from acts of God, loss, theft, vandalism, injury or medical emergency. Further: the above mentioned persons, groups or organizations, shall be held harmless from any cause of action, claim or petition, filed in any court or administrative tribunal, arising out of said event, including all costs, attorneys' fees, judgments or awards.

**INTERPRETATIONS:** I, the Merchant, understand that Faire management reserves the right to make the final interpretation on these rules.

**DEPOSIT:** I, the Merchant, agree to provide CTRF with a \$50 deposit in the form of a check at the time of setup. I understand that if I want the check returned at the end of the faire I must provide a self-addressed stamped envelope with the check. If I do not provide this envelope my check will be destroyed at the end of the faire run unless my sales area is found to be unclean in which case I will forfeit my \$50 deposit to the faire for cleanup expenses.

With my signature I, the Merchant, agree to adhere to all the rules of the above contract. I understand that failure to do so may result in the removal of my business from the CTRF immediately and without refund.

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SIGNATURE

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PRINT NAME

---

DATE

### CTRF - MERCHANT SALEABLE WARES FORM

Please select two items you sell that you consider to be your main booth theme. These will be considered your primary and secondary wares - items the success of your business hinges upon. Examples of this may be: fairy wings, import swords, chainmail armor, cloaks, gold jewelry, silver jewelry, period games, men's' clothing, women's' clothing, pottery, fairy horns, plate mail armor, period instruments, face painting, wind chimes, dream catchers, photos in costume, costume rentals, fantasy artwork, etc. The more unique each item is the more likely to be accepted. All wares beyond your primary and secondary are considered noncritical and may be removed from your selection at any time at the discretion of the Merchant Coordinator. You may not sell items that are unapproved for sale. You will be notified of all unacceptable wares.

| PHOTO # | COST | DESCRIPTION |
|---------|------|-------------|
|         |      | * PRIMARY   |
|         |      | * SECONDARY |
|         |      |             |
|         |      |             |
|         |      |             |
|         |      |             |



# KING ARTHUR'S FALL HARVEST FAIRE

## 2011 MERCHANT INFORMATION FORM

|  |            |  |
|--|------------|--|
| REGISTERED BUSINESS NAME   |            | EMAIL  |
| FAIRE BUSINESS NAME (IF DIFFERENT THAN REGISTERED NAME)  |            |  |
| BUSINESS OWNER'S NAME  |            |  |
| ADDRESS  |            |  |
| CITY   | STATE      | ZIP  |
| DAY PHONE  | CELL PHONE |  |
| <p><b>BOOTH SHAPE:</b> Draw your booth shape in this square showing L x W measurements as well as your frontage side. Tent minimum is 10x10.</p> |            | <p><b>SERVICE REQUESTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> ELECTRICITY for my booth for run of faire - \$50</li> <li><input type="checkbox"/> ELECTRICITY for Food Merchants for run of Faire billed based on usage.</li> <li><input type="checkbox"/> RUNNING WATER for my booth for run of faire - \$0</li> </ul> <p><b>BOOTH INFORMATION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I offer a _____ % discount to participants with a valid CTRF ID.</li> <li><input type="checkbox"/> I require an area away from stages to demonstrate my product(s).</li> <li><input type="checkbox"/> I am interested in demonstrating my craft and need CTRF approval.</li> <li><input type="checkbox"/> My booth is a _____ square foot Tent \$ _____</li> <li><input type="checkbox"/> My booth is a Cart or Peddler Booth \$ _____</li> </ul> <p><b>DISCOUNTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Period Tent* ..... -\$0.25 SF</li> <li><input type="checkbox"/> Wooden Structure* ..... -\$0.50 SF</li> </ul> <p><b>FAIRE USE ONLY</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Postmarked by _____</li> <li><input type="checkbox"/> Check # _____</li> <li><input type="checkbox"/> Paid in Full</li> </ul> |