



Holly Day Market

2010 Holly Day Market Application - November 11 – 14, 2010

Contact Information:

Business Name: _____
 Contact Person: _____
 Address: _____ City: _____ State: _____
 Zip: _____ Phone: _____ Fax: _____
 Cell: _____ E-mail: _____
 Web site: _____
 Are you a Wholesaler? Y N Retailer? Y N Both? Y N

How did you hear about The Junior League of Lexington Holly Day Market? _____

- ___ Yes, I want to participate.
 ___ No, I cannot participate this year, but I would like to be kept on the mailing list.
 ___ No, please remove from mailing list.

Merchandise Information:

Specific description of all merchandise you would like to show:

Please indicate the percentage of merchandise you will have in your booth. Any merchandise you plan to show must be listed.

(Example: 20% Toys, 40% Holiday Décor, 40% Home Décor)

___% Antiques	___% Folk Art	___% Men's Clothing
___% Beauty/Personal	___% Garden	___% Men's Gifts
___% Books	___% Gourmet Food	___% Monogramming
___% Children's Accessories	___% Holiday Décor	___% Music
___% Children's Clothing	___% Home Décor	___% Pet Gifts
___% Children's Décor	___% Jewelry	___% Pewter
___% Collegiate Merchandise	___% Ladies Accessories	___% Stationery
___% Cooking Accessories	___% Ladies Clothing	___% Toys
___% Fine Art	___% Linens	___% Other _____
___% Floral		

Will you be giving out any food samples? ___No ___Yes, explain _____

Does your product sell best when it is demonstrated or tested? ___No ___Yes

If yes, please explain how you sample or demonstrate your product _____

In what price range are your products sold? (Please put a percentage for each price range that applies.)

___% \$0-25 ___% \$26-50 ___% \$51-100 ___% \$100-150 ___% \$150 and above

How long have you been in business? _____

Approximately how many shows do you participate in each year? _____
Is your merchandise available in malls or retail stores in the Lexington-metro area? ___No ___Yes
If yes, what stores? Where? _____
Have you been a previous Jr. League of Lexington Holly Day Market Merchant? ___No ___Yes
If so, what year(s): _____
Please list other Junior League Markets in which you have participated and the year(s):

Any other information that you would like to share about your business: _____

Please indicate the type and number of booths you prefer. (Price includes one 6 ft skirted table, two chairs, and one electrical outlet):

- ___ Single Booth - \$675
- ___ Double Booth - \$1200
- ___ Corner Booth - \$950
- ___ Triple Booth - \$1800
- ___ Double Corner Booth - \$1500

___ (Please Initial) I agree to donate a gift certificate or merchandise with a value of \$125 for the Junior League's Silent Auctions at the Holly Day Market.

Would you like to participate in our marketing promotions, including Facebook? ___ No ___ Yes

To complete the application process, please include the following and send to the address below:

- 1) Completed application – either processed through computer or printed from PDF file.
- 2) Color photographs of merchandise and booth display. Please label with your merchant name.
- 3) Samples of the items that you intend to sell. Please label with your merchant name. The Junior League of Lexington reserves the right to use these samples as part of marketing promotions, raffles, silent auctions, etc. (If you need samples returned you must send return shipping information and a self-addressed stamped envelope/box.)

Return by **May 28, 2010*** to:

Junior League of Lexington
C/O: HDM Merchants Chair
PO Box 687
Lexington, KY 40588-0687
Phone: (859) 252-8014

Email: HDMmerchants@lexjrleague.com (Preferred method of contact)

***Applications submitted with photos and samples by May 7th, 2010 will receive a 10% discount off booth fee.**

****Applications submitted without samples or photos will NOT be juried.**

Merchant selection will be determined by the members of the Holly Day Market Merchant Committee and Executive Committee.

Contracts will be emailed approximately 30 days upon completion of the jury process.

Thanks for your participation and we look forward to the opportunity to work with you!

