



Dear Merchant,

The Junior League of Lexington is pleased to invite you to be a part of our 4<sup>th</sup> Annual Holly Day Market 2010. Our Holly Day Market is designed to attract buyers from the Central Kentucky area to shop at an upscale, juried market featuring a variety of merchants from across the country. Based upon our advertising and marketing plan, this will be the biggest and best show yet, as we expect between 3,000 – 5,000 shoppers daily to attend this event.

We will kick off our shopping extravaganza with a fabulous Preview Party on Thursday night, November 11<sup>th</sup>, 2010. Throughout the rest of our show, November 12<sup>th</sup> – 14<sup>th</sup>, we will have shopping events featuring decorating demonstrations, musical concerts and many more fun-filled activities that will entice shoppers to the Holly Day Market.

In order to offer a variety of products and to optimize each merchant's sales potential, the merchants will be selected via a jury process. In order to be considered, you must include photographs and/or brochures, as well as samples that represent the merchandise that you will sell at your booth. You may fill out the application electronically or print and fill out the PDF file. Please note that if we receive your application, samples and photos **by May 7<sup>th</sup>**, you can **save 10%** off your booth rental fee. Also, this year we are offering a referral program: **refer another merchant** (with signed and paid contract) and you can also receive **10% off** your booth rental fee.

Feel free to contact me at anytime. I am happy to answer any questions that you may have. I look forward to working with you.

Sincerely,

Bethany Rogers  
The Junior League of Lexington  
2010 Merchants Chair  
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