

# ***MISTLETOE MARKET***

## **Oklahoma City in 2010 - October 8, 9, & 10**

*Mistletoe Market* is the premier holiday shopping extravaganza held in Oklahoma City. Market attracts over 110 merchants from across the United States. We had record setting attendance in 2009, and welcomed over 11,000 shoppers during Mistletoe Market who purchased and enjoyed a unique variety of merchandise in a festive holiday setting. As we excitedly gear up for our 2010 Market, we invite you to join us!

The Junior League of Oklahoma City Mistletoe Market is in its 18th successful year. The Junior League and our merchants were very pleased with the success of Mistletoe Market 2009. Many merchants stated that their sales exceeded expectations. Shoppers kept coming throughout the weekend due to an extensive advertising and marketing plan, which included broadbased print, radio and television spots combined with multiple live radio and television remotes during the show.

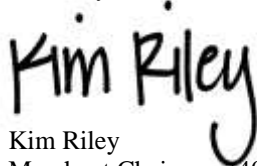
In addition to excellent planning and an organized Junior League team, Mistletoe Market offers you our famous Oklahoma hospitality, including, among other amenities, a designated Hospitality Area for our merchants to enjoy breakfast and lunch, refreshments, check their email, and take short breaks. In addition, our wonderful volunteers will be available to deliver refreshments and change directly to your booth and offer periodic bathroom breaks throughout the three-day show.

### **2010 Mistletoe Market Information**

- Location:** Oklahoma State Fairgrounds Travel & Transportation Building  
(Center of Oklahoma City with direct access to I-40 and I-44)
- Booths:** 10 X 10          10 X 20          10 X 30 (limited number)
- Application:** **Forward attached application with a \$500 deposit.** Please also include samples and 3 color photos of your booth.
- Acceptance:** Completion of application **does not** guarantee selection. A jury of Junior League members reviews each application. Merchants are notified of acceptance by mail. **All** merchants who apply for our 2010 Market will go through the same jury process.
- Deadline:** **April 15, 2010** – Application deadline is based on first come first served. We will continue to review applications following deadline. The sooner you apply the better your chances of acceptance.

Please keep in mind that all proceeds from Mistletoe Market are used in supporting the Junior League of Oklahoma City's focus area of Literacy to benefit our community projects. We are proud that Mistletoe Market has allowed us to distribute over \$1.5 million to Oklahoma City through funding of community projects during the past seventeen years! We ask that you consider Oklahoma City in 2010. If you have any questions, please contact me.

Sincerely,



Kim Riley  
Merchant Chairman (405) 843-6067 ext. 510

**Junior League of Oklahoma City  
Mistletoe Market 2010 - Application to Exhibit**

**Exhibitor Profile:**

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

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (must provide) \_\_\_\_\_ Website: \_\_\_\_\_

We have participated in the following shows (indicate year of participation): \_\_\_\_\_

\_\_\_\_\_ Years in business: \_\_\_\_\_

If you have previously participated in Mistletoe Market, what years? \_\_\_\_\_

**Merchandise Information:** Specific description and price range of merchandise:

\_\_\_\_\_

\_\_\_\_\_

Please indicate percentage of merchandise to be represented in exhibit space (example: 60%  
needlepoint and 40% floor cloths) \_\_\_\_\_

\_\_\_\_\_

**Please indicate your booth preference:**

<b>BOOTH SIZE</b>	<b>REGULAR</b>	<b>PREMIUM</b>
10' X 10' Enclosed Booth:	\$866.00	\$1,155.00
10' X 10' Open Corner Booth:	\$1,011.00	\$1,334.00
10' X 20' Enclosed Booth:	\$1,443.00	\$1,877.00
10' X 20' Open Corner Booth:	\$1,663.00	\$2,166.00
10' X 20' End Cap Booth:	\$1,877.00	\$2,454.00
10' X 30' Enclosed Booth:	\$2,021.00	\$2,633.00
10' X 30' Open Booth:	\$2,240.00	\$2,922.00
Cart:		\$722.00

**Premium space** is defined as the center aisle booths leading from the Mistletoe Market entrance to the centerpiece Christmas tree in the middle of the building. One block of center aisle booths on the far side of the Christmas tree are also defined as premium space. Booths located at entrance doors are also considered premium.

**Payment information:**

\_\_\_\_\_ My check payable to the Junior League of Oklahoma City is enclosed for **\$500**.

\_\_\_\_\_ Please charge my \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3digit V-code: \_\_\_\_\_

Full billing address for Credit Card: \_\_\_\_\_

Authorized Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

**Please circle the one category that best describes your merchandise:**

Antiques	Candles/Potpourri	Men's clothing
Stationary	Fine Arts	Metal Ware
Furniture	Garden	Pewter ware
Home Décor	Men's Accessories	Food
Linens/Pillows	Ladies Accessories	Jewelry
Floral	Children's Accessories	Gifts
Ladies Clothing	Books	Toys
Children's Clothing	Christmas Décor	_____

**Application process:**

**Step A:** Complete this **application**, send with three (3) color **photographs**, pricing information and **samples** of your merchandise. Because booth presentation is very important, the photographs you supply should accurately represent the manner in which your merchandise will be displayed. We reserve the right to accept all or part of your merchandise in our jury process. **A \$500 deposit is due WITH your application and will be held pending results of the jury process. Your samples will not be juried without the deposit.**

\_\_\_\_\_ **Yes, I would like my samples returned and have included a PREPAID SHIPPING LABEL, or STAMPS for the proper postage amount.**

\_\_\_\_\_ **No, keep samples as a donation to JLOC Mistletoe Market. I understand I will not receive my samples back.**

**Step B:** Upon receipt of your Application, the 2010 Jury Committee will begin the jury process.

**Step C:** Upon approval of your application an acceptance letter will be mailed and your deposit will be processed. Then a contract with payment deadline, terms and conditions will be mailed. **If your Application is not accepted, you will receive a letter of decline along with your deposit.**

**Please note:** Every effort will be made to accommodate your preferred booth size and location. However, the overall look and integrity of the show will be the first priority of the Mistletoe Market Board. Further, this Application is for review purposes only. Submission of this Application does not imply acceptance for the 2010 Mistletoe Market. The main factors in considering selection of merchants include: (1) Merchandise (category, type, uniqueness and quality) (2) Presentation of merchandise (3) Adherence to deadlines in returning items requested.

**\*\*NO REFUNDS OR CANCELLATIONS WILL BE ALLOWED AFTER August 15, 2010**

**Mistletoe Market 2010  
Junior League of Oklahoma City  
1001 NW Grand Boulevard  
Oklahoma City, Oklahoma 73118-6039**

**405-843-6067 ext 510  
Attn: Kim Riley  
Mistletoe Market Merchant Chairman**