



**THE JUNIOR LEAGUE OF SYRACUSE, INC.**

*Women building better communities®*

**2016 Holiday Shoppes Fact Sheet**

**The Show:** Our 3-day holiday shopping extravaganza features a wide variety of specialty shops and attracts a diverse crowd (more than 5,000!) from all over Central New York.

**The Location:** Horticulture Building, NYS Fairgrounds, Syracuse, NY

**Dates:** Thursday, November 17, 2016 (Set-up Day) 11 AM – 7 PM  
\*No set up will be allowed before 11am Thursday. All set up must be completed by 7pm Thursday.  
Friday, November 18, 2016 10 AM – 7 PM  
Saturday, November 19, 2016 10 AM – 6 PM  
Sunday, November 20, 2016 12 PM – 5 PM

**Buyer Profile:** The Holiday Shoppes attracts a large cross section of ages and income brackets from Central New York by showcasing unique and diverse merchandise as well as presenting holiday entertainment.

**Advertising:** The show is advertised aggressively through a print, radio, and billboard campaign as well as extensive publicity efforts using TV, outdoor signage, social media, and direct mail.

**Booth Costs:** Rental per booth for contracts received by September 30, 2016:

10 x 10 \$ 400.00

10 x 20 \$ 750.00

10 x 30 \$1,125.00

Not-for-Profit Booth (proof required) 10 x 10 \$ 100.00

**NOTE: We will not be able to accommodate ½ booth spaces.**

Merchants will be invoiced a \$50.00 late fee for contracts received after September 30, 2016.

**Selection Process:** Upon completion, please fill out the online application (before August 31, 2016), \$100.00 deposit per booth, and non-returnable samples or photographs of your merchandise to:

The Holiday Shoppes | The Junior League of Syracuse, Inc.  
431 East Fayette Street, Suite 225  
Syracuse, NY 13202

Phone: 315.423.9773  
Fax: 315.471.1464

If you choose to send returnable merchandise, please make arrangements through UPS for the return and furnish the Holiday Shoppes with the UPS return code or enclose a postage paid envelope.

You will be notified as soon as possible of your acceptance or denial into the Holiday Shoppes. Accepted merchants will then receive a merchant contract and information packet. The signed contract and balance of your booth(s) rental cost will be due by September 30, 2016. Contracts received after this date will be assessed an automatic late fee of \$50.00. Booth space is assigned on a first come, first served basis. You will be notified of your booth space upon check in at the show (rear of building).

**Merchant Selection:** Selection is by invitation only and the criteria for selection are:  
1. Type, uniqueness and quality of merchandise in each category.  
2. Merchant cooperation and promptness in returning information and fees requested by the Junior League of Syracuse.  
3. Only established retailers and non-wholesalers will be invited.  
4. Please note: If you are a franchise business, the selection and acceptance of your application will be on a first come, first served basis.

**Questions:** Email us at [office@jlsyracuse.com](mailto:office@jlsyracuse.com)

