

**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.

**Location:** [Horticulture Building](#), NYS Fairgrounds, Syracuse, NY ([directions](#))

**Dates:**

Thursday, November 8, 2018 (Set-up Day)	11 AM – 7 PM*
<i>*No set up is allowed before 11am and must be completed by 7pm.</i>	
Friday, November 9, 2018	10 AM – 7 PM
Saturday, November 10, 2018	10 AM – 6 PM
Sunday, November 11, 2018	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 widely 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 October 31, 2018:

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: Sorry, but we are unable to accommodate ½ booth spaces.**

Contracts received after October 31, 2018 from Merchants will be invoiced a \$50.00 additional fee.

**Selection Process:** Please complete the online application before September 1, 2018, plus a \$100.00 deposit per booth, and non-returnable samples or photographs of your merchandise to:

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

Phone: 315.423.9773  
Fax: 315.471.1464

Should 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 October 31, 2018. Contracts received after this date will be assessed an additional 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: Franchise businesses are selected and accepted on a first come, first served basis.

**Questions:** Email us at [office@jlsyracuse.org](mailto:office@jlsyracuse.org) or [hs@jlsyracuse.org](mailto:hs@jlsyracuse.org)

