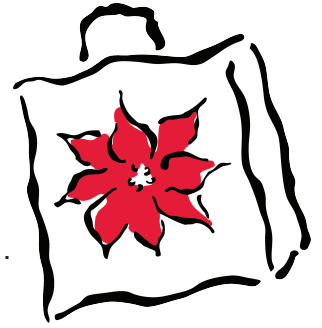


THE JUNIOR LEAGUE OF SYRACUSE

HOLIDAY SHOPPES

Our **3-DAY** holiday shopping extravaganza features a wide variety of specialty shops & attracts a diverse crowd of over 5,000 from the Central New York area.



LOCATION

HORTICULTURE BUILDING | NEW YORK STATE FAIRGROUNDS
SYRACUSE, NY

DATES

Thursday, November 10, 2022 12PM-7PM (*set up day, no set up allowed prior to 12PM*)

Friday, November 11, 2022 10AM-6PM

Saturday, November 12, 2022 10AM-6PM

Sunday, November 13, 2022 10AM- 4PM

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 through a combination of traditional advertising and digital advertising. This includes but is not limited to Digital Ad Campaigns, Social Media Advertising, Broadcast Radio, and some print opportunities. The League's Communications team also delivers extensive publicity efforts using television, outdoor signage, marketing the event through The Junior League's multiple social media platforms, and email marketing. We maximize all marketing and advertising efforts possible to bring a successful and well executed event to all.

BOOTH RENTAL

10' x 10' \$400.00 **10' x 30' \$1,125.00**

10' x 15' \$600.00 **10' x 40' \$1,500.00**

10' x 20' \$750.00

Not-for-Profit Booth (proof required):

10' x 10' \$100.00

We are charging \$100 per corner.

Become a Featured Merchant (2 different posts on our social media platforms) for an additional \$100

HOW TO APPLY

PLEASE COMPLETE THE ON-LINE APPLICATION AT

<https://www.jlsyracuse.org/new-merchant-profile/>

New merchants will first need to create a merchant profile. The application requires a deposit and photographs of your merchandise. You will be notified as soon as possible of your acceptance into the Holiday Shoppes. Accepted merchants will then receive a merchant contract and information packet. The signed contract, a certificate of insurance, and the balance of your booth(s) rental cost will be due by October 15, 2022. You will be notified of your booth space upon check in at the show.

MERCHANT SELECTION CRITERIA:

- Type, uniqueness and quality of merchandise in each category
- Merchant cooperation and promptness in returning information and fees requested
- Established retailers and non-wholesalers
- Franchise businesses are selected and accepted on a first-come, first-served basis.

QUESTIONS:

Email us at hs@jlsyracuse.org