



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 7, 2019 (Set-up Day)	12 PM – 7 PM*
<i>*No set up allowed prior to 12pm (noon) and must be completed by 7pm.</i>	
Friday, November 8, 2019	12 PM – 8 PM
Saturday, November 9, 2019	10 AM – 6 PM
Sunday, November 10, 2019	10 AM – 4 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 Rental Costs:

10' x 10'	\$400.00
10' x 20'	\$750.00
10' x 30'	\$1,125.00
10' x 10'	\$100.00 Not-for-Profit Booth (proof required)

A corner booth may be requested for an additional \$100

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

Selection Process: Please complete the [online application](#). 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 or denial 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 1, 2019. You will be notified of your booth space upon check in at the show.

Merchant Selection Criteria:

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

Questions: Email us at office@jlsyracuse.org or hs@jlsyracuse.org or you may call the Junior League of Syracuse office at 315.423.9773



Holiday Shoppes