



**BUYERS
MARKET**
OF AMERICAN CRAFT

2010 EXHIBITOR APPLICATION

FEBRUARY 12-15 • JEWELRY PREVIEW: FEBRUARY 11
Pennsylvania Convention Center, Philadelphia

AUGUST 23-25
Baltimore Convention Center, Baltimore



Exhibitor Application Instructions

If you exhibited in a 2009 Buyers Market, and completed your contract, you will automatically receive a 2010 reservation form for that particular show.

1. Complete the Exhibitor Information Form on page 3 of this application.

You may apply at any time. Do not leave any section blank. Incomplete applications will be returned. Additional information is welcome, but do not send samples.

2. Include 5 product images and 1 booth shot.

Booth images should show the entire booth, with your work in it. If you don't have a booth shot, send a drawing or description. Your images will be kept on file and may be used for marketing and promotional purposes, so submit your best images.

Slides (preferred): Write your company name and "2010" on each slide, and place in a see-through slide jacket. Number each slide and include a detailed description sheet with corresponding numbers.

Digital images: Digital images must be at least 300 dpi. You **MUST** include color printouts of each image on the CD, as well as a detailed description sheet of the images.

3. Include a wholesale price list.

If you have a brochure or catalog, please include it with your application.

4. Include your personal/company biography or resume.

This document must include your name and address.

5. Complete the Space & Contract Request Form on page 4 of this application.

The Buyers Market offers three contract choices:

- February & August (Two-Show Contract)
- August only (Summer Contract)
- February 2010 & February 2011 (Two-Year Contract)

You must rank your contract choices in order of preference (#1 for your first choice, #2 for your second, and #3 for your third). Note: There are a very limited number of Two-Year Contracts, and they will be awarded based on a number of factors, primarily quality of work.

6. Include deposit payment.

Payment by check: You must include a separate deposit check FOR EACH SHOW. Make check payable to The Rosen Group, Inc. Your check will not be deposited unless and until you are accepted. February deposit is \$750; second show deposit is \$600.

- Write name of event on the check. (For example: BMAC February.)
- Write your company name if it isn't already printed on the check.

Payment by credit card:

- Fill in credit card information and sign.
- Select pay-in-full option or deposit-only option.

7. Send Application.

Use FedEx, UPS or Priority mail with tracking number, or certified mail.

Include a self-addressed, stamped postcard noting "2010 BMAC Application Received." Postcard will be mailed upon receipt of application. Submit all items requested, even if you have submitted them in previous years, to:

Buyers Market of American Craft
3000 Chestnut Avenue, Suite 300
Baltimore MD 21211

NOTE: Incomplete applications will be returned. All fees will be returned if your application is not accepted or if show management is unable to provide exhibit space. Please photocopy completed application for your records.

Cancellation Policy

Cancellations must be made in writing, and sent certified mail to be certain of arrival.

Cancellation 91 or more days prior to first day of show results in a cancellation fee based on booth size (10 x 10 non-corner: \$600; 10 x 10 corner or 10 x 15: \$650; 10 x 15 corner or 10 x 20: \$700; 10 x 20 corner: \$800).

Cancellation 90 days (after 11/12/09 for Feb. show; after 5/23/10 for August show) or closer to first day of show results in forfeiture of all fees due – to include total booth cost and all late fees on the account. All cancellations result in forfeiture of tenure status.

Please e-mail info@rosengrp.com for a complete copy of our cancellation policy.

Show Rules & Regulations

1. The Rosen Group, Inc., reserves the right to refuse any application or reservation form from any exhibitor for any reason at its sole discretion. The Rosen Group, Inc., reserves the right to revoke tenure for good cause. Products that infer or imply violence or criminal acts and products using materials acquired from the killing of endangered species (ivory, etc.) are not allowed. Failure to comply may result in expulsion from the show immediately without prior notification.

2. Exhibitors may promote only those products which comply with show regulations and which are described on the application. Changes in the line must be submitted and approved in writing at least 90 days before the event.

3. Exhibitors may not represent merchandise other than products designed by the applicant/exhibitor.

4. All products displayed must be designed and produced by the artist/exhibitor or under the direct supervision of the artist/exhibitor.

5. Wholesale prices should be marked on products to be exhibited.

6. Applicants are required to exhibit in person; employees or sales representatives may not be sent in his/her place.

7. All sales and display materials must be confined to the exhibit space specified and must be in good taste.

8. The exhibitor shall not, without written consent of The Rosen Group, Inc., assign or sublet his/her exhibit space or any part thereof.

9. The Rosen Group, Inc., reserves the right to reassign any exhibitor space at any time. In the event the exhibitor shall not occupy said space, The Rosen Group, Inc., reserves the right to occupy, or cause to be occupied, such space in such manner as deemed best for the interests of the show without rebate or allowance whatsoever to the exhibitor.

10. Liability insurance must be obtained by the exhibitor at the exhibitor's expense. The Rosen Group, Inc., and its agents and sub-contractors assume no risk and by acceptance of this agreement, the exhibitor expressly releases The Rosen Group, Inc., and its agents and subcontractors of and from any and all liability for damage, injury and loss to any person or goods which may arise from the use and occupation of said space. This includes damage during or near transport, delivery, mantling or dismantling of exhibits. Children under 12 are not permitted on show floor at any time. No one under the age of 16 is permitted on show floor during move-in and move-out.

11. In the event that the full rental sum is not paid in accordance with the payment schedule, the exhibitor agrees to pay, in addition to the unpaid balance, all court costs and attorneys' fees incurred by The Rosen Group, Inc., with regard to such collection.

12. Continual unresolved customer service or product quality complaints from wholesale buyers may result in termination of tenure.

13. The exhibitor shall not, without written consent of The Rosen Group, Inc., dismantle or move exhibits before the official closing of the event. Display samples sold to buyers may be picked up **ONLY** at the close of the show. All purchases must be accompanied by a receipt.

14. Exhibitors shall be solely responsible for the payment of any state or local taxes or license fees in connection with the shows.

15. Booth Guidelines: The booth should be a 3-sided freestanding display with a floor covering. Adhesive backed flooring is strictly prohibited. Booth must be clean with no unsightly wiring showing and storage areas concealed. Proper lighting is essential. A 14-gauge extension cord and power-strip with a circuit breaker are required.

A complete and detailed copy of show rules and regulations can be found on www.AmericanCraft.com and are part of the final contract.

QUESTIONS?

Call 410.889.2933, e-mail info@rosengrp.com or visit www.AmericanCraft.com.

SPACE & CONTRACT REQUEST FORM

STEP 1: RANK YOUR CONTRACT CHOICES (mark your first choice #1, etc.)

_____ **FEBRUARY & AUGUST 2010 (First review on Sept. 1, 2009)**
SHOW DATES: FEBRUARY 12-15, 2010 (Philadelphia) & AUGUST 23-25, 2010 (Baltimore)

_____ **FEBRUARY 2010 & FEBRUARY 2011 (First review on Sept. 1, 2009)**
SHOW DATES: FEBRUARY 12-15, 2010 & FEBRUARY 18-21, 2011 (Philadelphia)

There are a very limited number of two-year contracts available. Primary criteria for selection will be quality of work. Applicants are invited to include a statement of no more than 100 words supporting their request for a two-year contract.

_____ **AUGUST 2010 (First review on Dec. 1, 2009)**
SHOW DATES: AUGUST 23-25, 2010 (Baltimore)

Applications for all shows are reviewed on a rolling basis throughout the year.

STEP 2: SELECT YOUR BOOTH SIZE

BOOTH SIZE	FEBRUARY 2010 Philadelphia	AUGUST 2010 Baltimore	
<input type="checkbox"/> 10x10	\$18.75 per square foot	\$15.15 per square foot	Booth Cost Includes: <ul style="list-style-type: none"> • Pipe & drape (8' drape) • Booth sign • Chair • Material handling for freight shipped by show freight supplier • Complimentary promotional materials • Buyers Guide Listing • Free subscription to NICHE & AmericanStyle magazines • Free listing on NICHE Marketplace
<input type="checkbox"/> 10x15	\$17.64 per square foot	\$14.26 per square foot	
<input type="checkbox"/> 10x20	\$17.45 per square foot	\$14.10 per square foot	
<input type="checkbox"/> Corner	\$400 add'l	\$250 add'l	
Larger booth sizes available; call for more information.			

Special Section Options

<input type="checkbox"/> Inspired Interiors - February only	\$3.00/sf add'l (max \$600)
<input type="checkbox"/> Premier Jewelry - February only	\$3.00/sf add'l (max \$600)
<input type="checkbox"/> Eco Arts Market - February only	\$3.00/sf add'l (max \$600)

Two-Show Discount
 Exhibitors on a two-show contract (Feb. & Aug.) receive a \$350 discount on their summer booth fee!

STEP 3: SELECT YOUR PAYMENT OPTION

Check. Enclose separate deposit checks for each show. February deposit is \$750; second show deposit is \$600. You will be invoiced for the balance. Checks will be deposited upon acceptance into each show.

Charge my deposit and balance to credit card. Deposit will be charged upon acceptance to the show; balance will automatically be charged 90 days prior to the show.

Charge my deposit to credit card and invoice me for the balance. Deposit will be charged upon acceptance to the show.

Applicants applying after December 1, 2009, for the February show and after May 1, 2010, for the August show must include their full booth fee with their application.

STEP 4: VERIFY YOUR APPLICATION

By signing this application I agree to exhibit at the Buyers Market upon acceptance by The Rosen Group. I understand that submitting this application does not constitute acceptance into the show.

Signature _____	Date _____
Nation of Citizenship _____ # years _____	Nation of Residency _____ # years _____
<input type="checkbox"/> Check(s) enclosed Feb.: \$ _____ # _____ 2nd Show: \$ _____ # _____	
<input type="checkbox"/> Credit Card: <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover <input type="checkbox"/> AmEx	
Credit card # _____	Exp. date _____
Signature Panel Code (last 3 digits on reverse side of card) _____	
Print Name of Account Holder _____	
Billing Address _____	

PLEDGE:
 I am a full-time artist, legal resident or citizen of the country listed, producing the work described herein. I certify that all items described and shown with this application and represented by my company are by my design, made under my direct supervision in named country, with domestic labor and materials (where applicable). I have read and agree to abide by the rules and regulations contained in this application package. I agree to allow The Rosen Group, Inc., to use for promotion the slides/photos herein submitted. All of the above items are true and correct.

Signature _____