

# REGISTRATION

February 12-15, 2010 • Jewelry Preview: February 11, 2010

**BUYERS  
MARKET**  
OF AMERICAN CRAFT

Pennsylvania Convention Center | 1101 Arch Street | Philadelphia, PA 19107

MAIL REGISTRATION FORM TO: Buyers Market Registration  
3000 Chestnut Ave., #300, Baltimore MD 21211

FAX REGISTRATION FORM TO: (443) 524-3453

E-MAIL REGISTRATION FORM TO: info@rosengrp.com

CALL FOR ADDITIONAL INFORMATION: (800) 432-7238 x195

NICHE subscription allocation is \$10.00. AmericanStyle subscription allocation is \$15.00.

REGISTER ONLINE AT [www.americancraft.com](http://www.americancraft.com)

beginning November 1, 2010

## IMPORTANT

Proper credentials must be provided before your registration is accepted. We require one of each of the following: proof of business, proof of location, and proof of current resale of craft to confirm your registration and issue badges.

### Proof of Business

Federal Tax Return  
Sales & Use Certificate  
Business Check

### Proof of Location

Store Lease  
Storefront Photo  
Ad or Brochure

### Proof of Craft Resale

Invoices  
Retail Purchase Orders

## BUYER REGISTRATION FEES

Please complete this form and return to us before February 1, 2010. Your show badges and event tickets will be mailed to you before the show. After February 1, you must register on-site. There is a surcharge for on-site registration.

### Preferred Buyer Registration.....\$99

Includes badges for up to 4 employees, one-year subscriptions to NICHE and AmericanStyle magazines PLUS:

- Full web page on [www.AmericanStyle.com](http://www.AmericanStyle.com)
- Free copies of AmericanStyle to sell or give away
- AmericanStyle advertising discount
- Free Sunday buffet lunch at the Buyers Market
- Certificate, promotional decals and stickers
- Discounted office supplies
- Discounts with some suppliers

### Show Only Registration .....\$42

Includes badges for up to 4 employees and one-year subscriptions to NICHE and AmericanStyle magazines

### Additional Badges .....\$15 each

Yes No

- Have you previously attended a Buyers Market?  
  Would you like the same badges sent to you for the summer show, Monday-Wednesday, August 23-25, 2010 in Baltimore, Maryland?

## BADGE INFORMATION

List ALL employees who are to receive badges. Include yourself. Print clearly. All businesses which are not traditional storefront establishments will be asked to verify the employment of any more than 2 badgeholders.

1. Buyer Name \_\_\_\_\_

2. Buyer Name \_\_\_\_\_

3. Buyer Name \_\_\_\_\_

4. Buyer Name \_\_\_\_\_

### Additional Badges (\$15/each):

1. Buyer Name \_\_\_\_\_

2. Buyer Name \_\_\_\_\_

3. Buyer Name \_\_\_\_\_

(Please print clearly or attach business card here)

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Store Address (if different from mailing address) \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

ZIP/Postal \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Primary Contact Person \_\_\_\_\_

## YOUR BUSINESS PROFILE

Business Type:  
(check only one)

- Art Gallery
- Craft Gallery
- Gift Shop
- Boutique / Clothing
- Jewelry Store
- Mail Order
- E-Retailer
- Interior Design / Art Consultant
- Furniture Store
- Garden Shop
- Department Store
- Manufacturer
- Other

Areas of Merchandise for resale:

- Fine Jewelry
- Fashion Jewelry
- Wearable Fiber
- Decorative Fiber
- Accessories
- Wood
- Metal
- Ceramics
- Glass
- Kaleidoscopes
- Int. Furnishings
- Outdoor / Garden
- Faith-Based

2-Dimensional Art:

- Prints
- Photography

Gallery Description:

Sq. Ft. \_\_\_\_\_

Price Range \_\_\_\_\_

Year opened \_\_\_\_\_

% of American Craft Inventory \_\_\_\_\_

Location (mall, downtown, etc) \_\_\_\_\_

What do you specialize in? \_\_\_\_\_

Promotion Code \_\_\_\_\_

## SPECIAL EVENT REGISTRATION

Preferred Buyer Luncheon\*

Sunday, February 14, 12:30-2pm No charge \_\_\_\_\_ tickets  
(\*Preferred Galleries ONLY)

2010 NICHE Awards Celebration

Friday, February 12, 6pm No charge \_\_\_\_\_ tickets

## PAYMENT

- Check Enclosed (Make checks payable to The Rosen Group)  
 VISA  MasterCard  Discover  AmEx

CC#

Exp. Date   /

Signature \_\_\_\_\_

**Children under the age of 12 will not be allowed on the show floor.  
Excellent professional childcare is available on-site. Book your  
childcare in advance. Call 800-432-7238 x 195 for a reservation form.**