

Dear Christmas Through Lowell Showplace,

You have participated in the annual Christmas Through Lowell event in the past or have expressed an interest in participating in the 2021 show. Please read the enclosed information and then fill in the Application. Return to our office by Friday, July 23, 2021.



29th CHRISTMAS THROUGH LOWELL :
Friday, Nov. 19 9:00am to 9:00pm
Saturday, Nov. 20 9:00am to 7:00pm
Sunday, Nov. 21 11:00am to 5:00pm

Completed applications due to Chamber Office by July 23, 2021
Applications received after deadline must include \$25 late fee

Rules & Regulations—Read Carefully

By signing this Application you agree to abide by all of the following rules.

- **Christmas Through Lowell items:** Must be Homemade, Antiques or Re-found Treasures — **NO commercial resale items (ie. purchased wholesale items, direct-sales businesses, etc.)**.
- **Food items:** A participant who sells food items made in the home (i.e. baked goods, canned goods, candies, etc.) is responsible for contacting the Kent County Health Department about their requirements — (616) 632-7100.
- **Jury:** All **new applicants** will go through a jury process. To maintain the quality of our show send two or three clear photos along with a complete description of your work when submitting your Application.
- **Staging:** Customers like visiting a warm and inviting atmosphere. Use Christmas decorations, play Christmas music and burn candles or potpourri to create a festive environment. Display your crafts in unique ways, not just laid out on tables.
- **Insurance:** The Lowell Area Chamber of Commerce cannot be held responsible for damage, loss, theft or personal injury during show hours, set-up or break-down. You must provide Proof of Liability Insurance in the amount of \$500,000 for the days of this event, which can be obtained from your Insurance provider. Proof of Insurance is required in order to participate.
- **Sales tax:** You are responsible for reporting sales tax to the State of Michigan.
- **Door prizes (Required):** Each CTL participant must provide a door prize at your showplace (approx. \$15 value). This door prize is displayed in a prominent place at your showplace and is identified as the “door prize”. A winner is selected by drawing from the small stamp cards that are left with you at the end of CTL. You will be responsible for notifying the participant and responsible for delivery of the door prize to the winner. Return all the stamp cards and name of your door prize winner to the Chamber for our marketing records on either Tuesday or Wednesday, November 23 or 24, following CTL.
- **Grand Prize (Required):** Each CTL participant must provide a small gift (approx. \$5 value) for inclusion in a basket of items. A winner is drawn from all of the large, direct-mail customer postcards you return to the Chamber. Winners will be chosen and notified by LACC.
- **Hours of Operation:** You must adhere to the posted hours of our Christmas Through Lowell event that you have agreed to on this Application. Business starts at 9:00am Friday morning. Please do not close early on Friday, Saturday, or Sunday. We strongly encourage you to be open all three days. Remember, the event is marketed as a three-day event.
- **Signage:** The more directional signage you can provide to your venue the better.
- **Recipe:** Providing recipes at your location is optional! If you choose to have a recipe, this year's category is “Holiday Cookies,” and you should have 200-300 copies for customers at your site. Customers seem to like getting recipes.

Instructions for Designing your 2021 Ad Copy for Christmas Through Lowell

The three elements of color, photo/logo and text will help your showplace, inform, create awareness and produce greater sales. Create your ad for the brochure by providing the text info (not too small) and choosing one picture of your best products or your showplace logo to represent your venue. This is due to Chamber no later than Friday, July 23, 2021.

Ad Dimensions: 2 3/16 inches wide x 2 1/4 inches tall (see examples to right).

Show Name

Write a brief description here of your work (no more than five-six lines). Cluttered ads are hard to read — keep it simple. Make sure your font can be read easily.

Include graphics, if desired. We will add your location number or letter.

Show Address
Show Phone



2021 Christmas Through Lowell Application (vendor location only)

Contact Name: _____ Phone: _____

Mailing Address: _____ Zip _____

Show Name: _____ Show Phone: _____

Show Address: _____ Zip _____

E-mail: _____ Website or Facebook: _____

Complete description of exhibit:

Check all that apply:

- \$135 - locations with 1-25 vendors \$185 - locations with 26-50 vendors
 \$225 - locations with 51 and more vendors \$25 LATE FEE after July 23

Our venue will be open the following day(s):

- Friday Saturday Sunday
 9A-9P 9A-7P 11A-5P

- This is a new show site since last year
- NEW participant — photos of your craft items are included with Application, or I will email j-pegs of my work to info@lowellchamber.org
- Willing to add vendors to this venue
- Map marked with exact venue location (found on back of Application form)
- Have included my \$500,000 proof of active liability insurance copy for November 19, 20 & 21, 2021

Ad information — check appropriate choices:

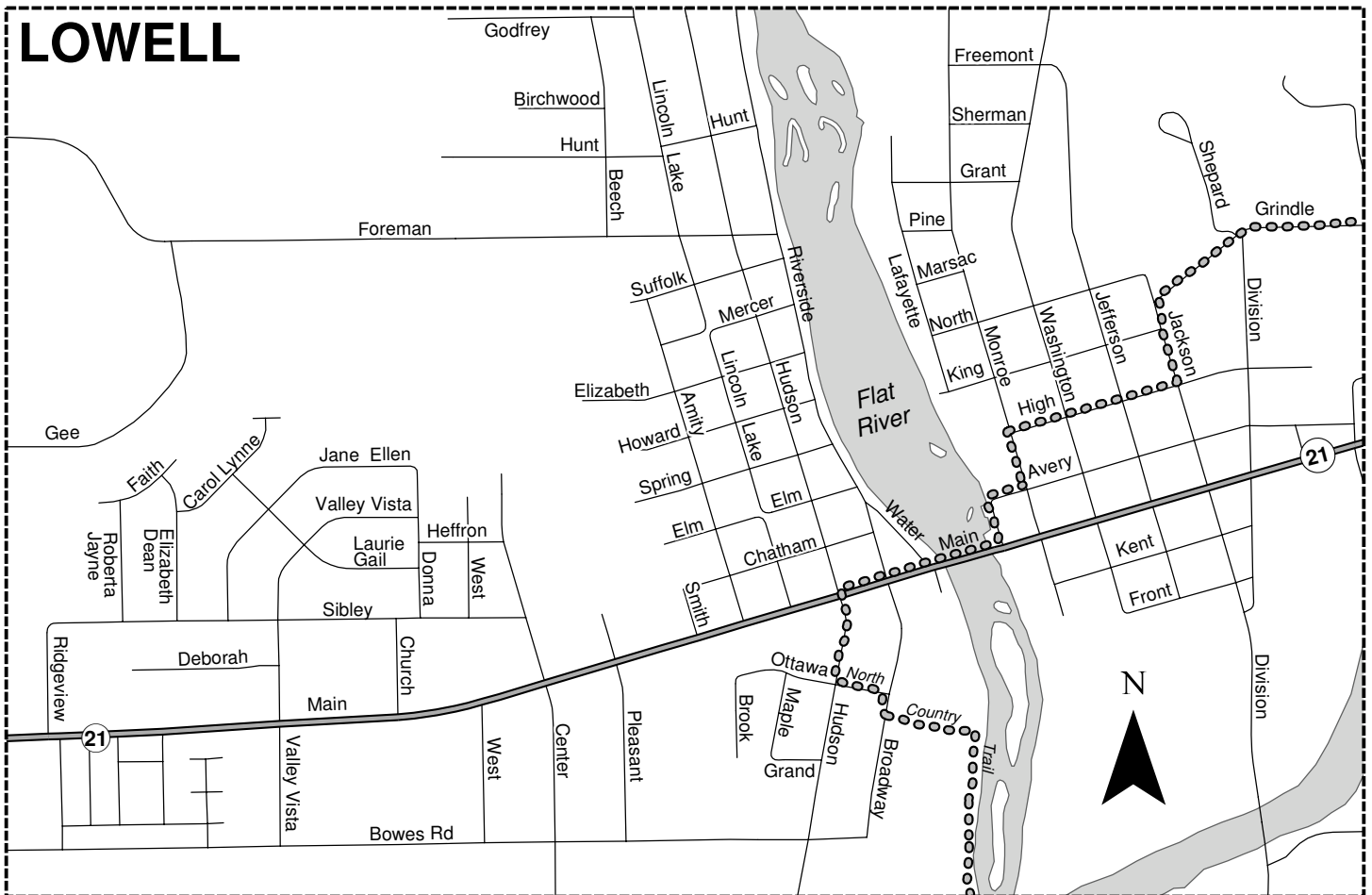
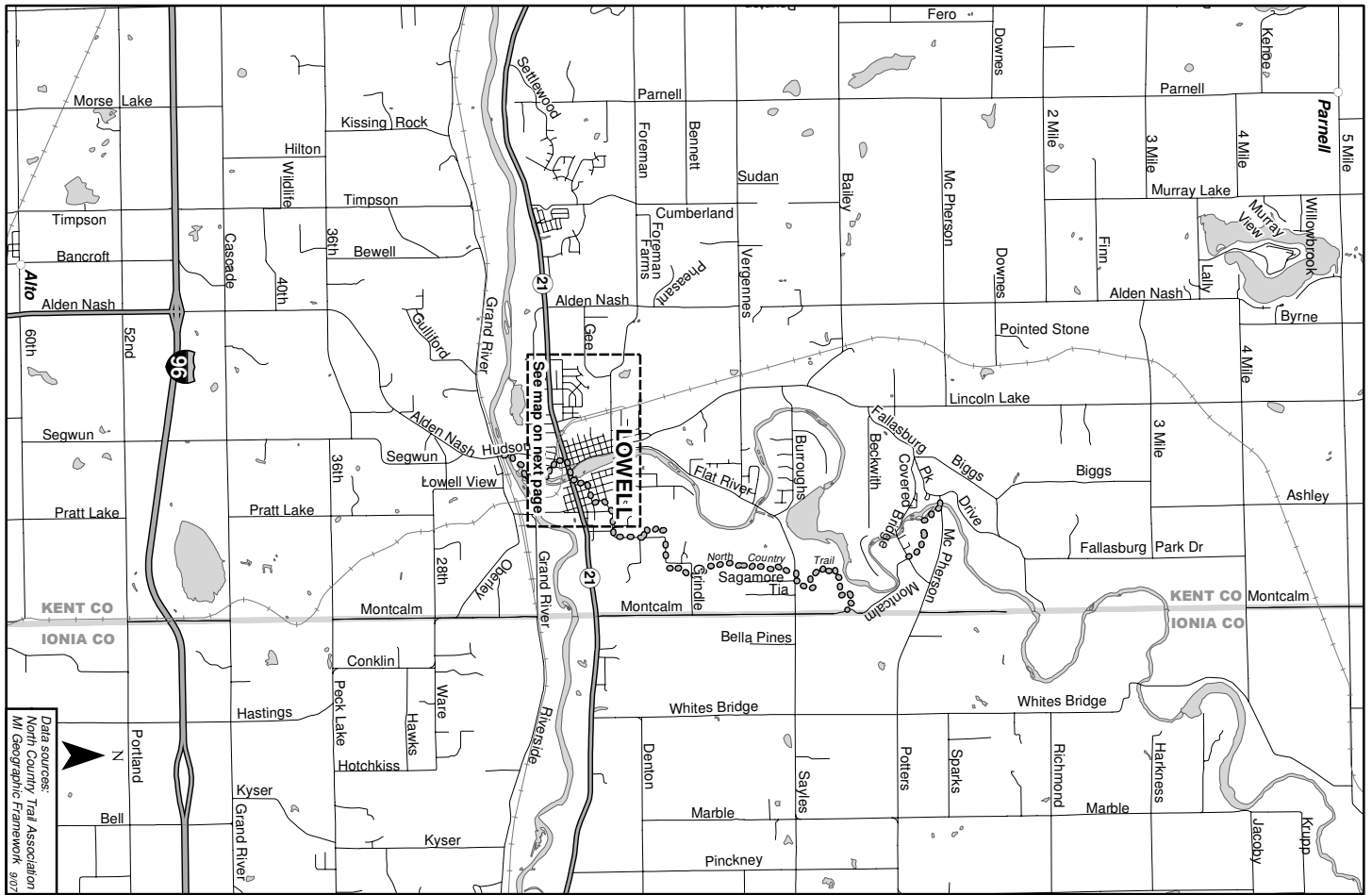
- Use 2019 ad.
- Ad copy/logo and/or high quality photo to be inserted into the ad is enclosed and also has been emailed to info@lowellchamber.org (see instructions for ad copy on Rules & Regulations page)
- New camera-ready ad copy has been emailed to info@lowellchamber.org.
(We will send you a proof copy of your ad and map location before it goes to print.)

I have read all of the Rules and Regulations and agree to comply with them:

Signature of Showcase Person: _____ Date Signed: _____

Send all required information to:
LACC, PO Box 224 – Lowell, MI 49331
For general questions, email to info@lowellchamber.org or phone 616-897-9161.

AVOID A \$25 LATE FEE: APPLICATION DEADLINE IS FRIDAY, JULY 23, 2021 - 4:00PM.



Data sources:
 North County Trail Association
 MI Geographic Framework 9/07