

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 2023 show. Please read the enclosed information and then fill in the application. Return to our office by Friday, July 28 2023.

31ST CHRISTMAS THROUGH LOWELL :
Friday, Nov. 17 9:00am to 9:00pm
Saturday, Nov. 18 9:00am to 7:00pm
Sunday, Nov. 19 11:00am to 5:00pm



Completed applications due to Chamber Office by July 28, 2023
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:** Including Homemade, Antiques, Re-Found Treasures and Commercial Businesses
- **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.
- **Vendors:** If you are a location accepting vendors, you are responsible for them. Including vendor selection, fees and all communication. Locations accepting vendors will be updated on the Chamber website, if you keep us updated.
- **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.
- **Grand Prize (Required):** Each CTL participant must provide a gift (\$20 min. value) for inclusion in a basket of items. A winner is drawn from all of the stamp cards that you must return to the Chamber on either Tuesday or Wednesday, November 21 or 22 following CTL. Winners will be chosen and notified by LACC. Deliver your item to the Chamber no later than November 1st.
- **Lowell Bucks:** The Chamber will be donating (4) \$100 prizes in Lowell Bucks for all Large Direct Mail postcards that are turned in. Please return any left at your location on Tuesday, November 21st or Wednesday, November 22nd 10am to 4pm.
- **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 Family Casserole," and you should have 200-300 copies for customers at your site. Customers appreciate getting recipes.
- **Kickoff Meeting:** Please attend the meeting at the Chamber building on Tuesday, October 17, at 6:00pm to receive valuable information to make this event successful for you.

Instructions for Designing your 2023 Ad Copy for Christmas Through Lowell

The three elements of color, photo/logo and text will help make your event successful. Make your ad new and exciting! 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 28, 2022

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

GlessBoards

Fine Furniture & Housewares
www.glessboards.com

- Floating Shelves
- Cutting Boards
- Accent Tables
- Frames
- Kitchenware
- More



Unique • Beautiful • Handmade

38

11656 Peck Lake Road

2023 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:

- \$150 - locations with 1-25 vendors
- \$200 - locations with 26-50 vendors
- \$250 - locations with 51 and more vendors
- \$25 LATE FEE after July 29, 2023

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

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

- This is a new show site since last year
- NEW** participant — photos of my 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 17, 18 & 19, 2023

Ad/Marketing information — check appropriate choices:

- Use last year's ad.
- Ad copy/logo and/or high quality photo to be inserted into the ad is enclosed **and** 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.)
- Email photos of merchandise/products that will be sold to membersupport@lowellchamber.org for use on social media

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

AVOID A \$25 LATE FEE: APPLICATION DEADLINE IS FRIDAY, JULY 28, 2023 - 4:00PM

Credit Card Type Visa Mastercard Discover Amount to be Charged: _____

Name as it appears on the Card _____

CC Mailing Address _____ City State Zip _____

Credit Card Number: _____ Exp.Date _____

CC Security # (3 or 4 digit # on back) _____