



26TH ANNUAL BUYER DAYS

Adirondack North Country Association's
Gift Product Trade Show
connects buyers with regional artisans

BENEFITS FOR BUYER DAY EXHIBITORS

Take home an average of almost \$3,000 in orders and sales in only two days.

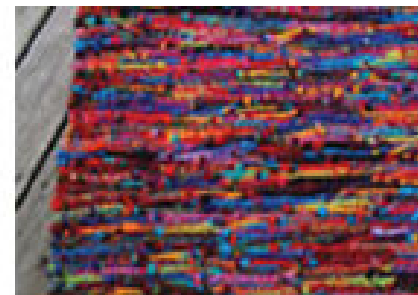
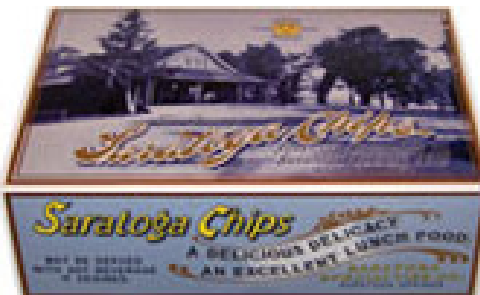
Increase your year-round earnings by producing your best-sellers in quantity. Sell in multiples to shop owners.

Establish accounts with savvy giftshop owners who, over the years, have built an established clientele dedicated to buying regionally made products. Lodging and restaurant owners with giftshops represented as well.

MARCH 7-8, 2012

City Center, Saratoga Springs, NY

Information available at www.adirondack.org





Buyer Days 2012

Business name: _____ Website: _____

Name/s of show attendee/s: _____

Address: _____ City/State/Zip: _____

Phone #: (_____) _____ Email: _____

New Product and/or Show Specials: (can also email to mhart@adironack.org) _____

First-time exhibitors will have to submit product samples and/or images for the jurying process. Contact us for more information.

Booth options:

8x10-foot booth: \$160.00

Booth and a half: \$270.00

10x10-foot booth: \$180.00

Two booths: \$330.00

Corner booth: \$240.00

Shared booth and a half (fee per exhibitor): \$130.00

By signing and submitting the application, you indicate that you accept and will abide by the Show Terms. Coordinator must have a copy of the signed application on file to confirm your booth. Unless noted otherwise below, ANCA has the right to use product photos that are available from the producer's printed or electronic materials for promotional purposes. (Submit photos to mhart@adironack.org)

I decline using my product shots used for promotion.

I wish to be contacted prior to usage.

Signature: _____ Date: _____

How to Register: Send a check payable to Adirondack North Country Association with this form to ANCA, 67 Main Street, Suite 201, Saranac Lake NY 12983. Or pay online at www.adironack.org

Contact Us: Melissa Hart, Buyer Days coordinator, mhart@adironack.org, 518-891-6200

HOURS: Wed., March 7, 2011. 12 noon - 6 p.m.

Thurs., March 8, 9 a.m. - 4 p.m.

SETUP/REGISTRATION HOURS: Wed., March 7. 7 a.m. - 12 noon

TAKE DOWN HOURS: Thurs., March 8, 4 - 6 p.m.

FEATURED PRODUCTS: 50% of work shown has nature and rustic themed product lines. Majority of orders are for products that retail for \$30 or less. No resellers or overseas manufacturers.

CONFIRMATION PACKET: Will contain promotional materials, booth layout, maps and lodging information.

LOCATION: City Center, Saratoga Springs, NY; trade show facility with two unloading areas, free parking, within 3 miles of Interstate 87 at the north end of Saratoga Springs

ELIGIBILITY: Work must be original and made by hand or with appropriate tool and/or, by you, designed and supervised in your studio. The following are not acceptable: commercial patterns or kits with changes of less than 25% by artist, ceramic molds, imports and machine made goods. The artist or craftsperson who designs the work and is a principal of the business must be present to show their work. Food producers welcome to apply.

PAYMENT: Full payment is to be enclosed. \$25 charge for refunds or returned checks. Fee is returned to applying producer applying if product not accepted by jury.

APPLICATION: Dated upon receipt. Booth assignment will be based upon receipt date and previous participation. Corner booth is not guaranteed - corner booth fee portion refunded if not available. Coordinator reserves the right to relocate floor plan and/or relocate any exhibitor.

CANCELLATION: Refunds less \$25 will only be considered if submitted in writing before or on February 25, 2012.

BOOTH INSTALLATION: Included in fee is table, chair and electricity. Tables and chairs are on racks on show floor. Electrical outlets on floor and walls. Vendors should bring heavy duty, 3 wire extension cord. There are no booth dividers. Nothing is to be nailed, stapled or otherwise affixed to wall or floor of exhibit space. Nothing is to be placed in the aisles. Food and drink sample size only. Contact show coordinator for more info.

SPACE AVAILABILITY: At 11am on Wednesday, "No Show" exhibitor booth space will become available to other vendors. No refunds will be provided to non-showing exhibitors.

BOOTH REMOVAL: The exhibitor shall not, without written consent of coordinator dismantle or move exhibits before the official closing of the event. Future display privileges will be forfeited.

SECURITY: The City Center provides overnight security during the closed hours of the show but assumes no liability for loss or damage by any cause.

CUSTOMER SERVICE: Exhibitors must have brochure/product sheets, price lists and order forms at show. Exhibitors will conduct themselves in a professional manner at all times, in or out of their booth space. Continual complaints from retail buyers will result in denial of participation.

VIOLATIONS: Exhibitors found in violation of any of the "Show Terms" will be excluded and have their exhibits removed from current and/or future shows at the discretion of coordinator.

LIABILITY: Show venue, coordinators and ANCA are not liable for theft, injury, damage, or acts of nature.