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Merchant Market

at

Columbus Oktoberfest

September 22-24, 2017

Columbus, OH

Ohio Expo Center

(Ohio State Fairgrounds, 717 E. 17th Ave)

We cordially invite you to participate in the **Merchant Market** where small businesses and service vendors will have the opportunity to showcase their products and services during this year's Columbus Oktoberfest. The **Merchant Market** will be one of the many attractions as this longstanding Oktoberfest tradition makes its mark on Central Ohio attracting an estimated attendance of 30,000+ people. The Oktoberfest festivities are primarily held in and around 100-year-old historic covered pavilions. Exhibitors will be situated undercover within this beautiful authentic setting providing a great opportunity you won't want to miss!

- ◆ **Entry Procedures:** Complete the application form and return with your payment along with **one photo of your overall booth display** (please show full display) **and 2-3 photos of your retail product(s)** (label all photos). If you are a current exhibitor with Huff's with photos on file you do not need to submit additional photos unless your product(s) or display has changed, but you still must submit an application. Photos will not be returned unless requested with your SASE. Submitted photos may be used for advertising unless exhibitor indicates otherwise. Exhibitors selling retail items must provide a valid Ohio vendor's or transient vendor's license number.
- ◆ **Fee Information:** Booth fees must be paid with application. Your fee will not be processed if unaccepted or placed on waiting list. Cancellation fees apply. A \$35 fee will be charged for returned checks. Checks may not be deposited or credit cards processed until accepted into show. *A \$15 late fee is applied if application is postmarked and received after 9/1/17.*
- ◆ **Acceptance:** Exhibitors will be screened based on product and professionalism of overall display. Huff's Promotions reserves the right to accept or reject products at any time, and to change spaces or show lay-out to benefit the overall production of the show or to prevent competition or congestion.
- ◆ **Application Status Notification will be sent by email.**
- ◆ **Display:** Displays must be neat, tidy, professional and safe. Tables must be draped on all 4 sides, all the way to the ground with cloth table covers. Exhibitors with retail items must agree to man their booth during all show hours; absolutely no early dismantling. Tables & chairs available for an additional charge.
- ◆ **Set-Up Information:** Additional set-up information will be emailed closer to show date. By submitting a signed application, exhibitor agrees that all those working your booth will follow all show guidelines provided prior to and during the show.
- ◆ **Advertising:** Comprehensive advertising campaign for Oktoberfest includes television, radio, print, web, flyers & more.
- ◆ **Misc:** 1) The Oktoberfest will also include an Art & Craft Marketplatz designated for handmade art and craft items. Different pricing applies and crafters and artisans may contact us for booth fee information and application. 2) Commercial vendor booth space available through sponsorship only; for Sponsorship Opportunities information, please contact us.

Show Details

- Estimated Attendance is over 30,000 people
- Easy move-in/move-out - *drive close to your space*
- Close on-site vendor parking, basic overhead lighting
- Each booth provided with 110v electric, pipe & drape
- Overnight security
- One (1) parking pass for 3 days (*per application*)

Booth Fee - (*most booth spaces are 10'x14'*)

\$250/space: Small Business (direct sales co. & non-handcrafted retail items)

\$500/space: Service/Non-Retail Exhibitors

Commercial Vendor Space available through Sponsorship – Contact us for a Sponsorship Opportunities Package

Electric: No additional fee

1st Application Review Date: May 23, first acceptance - (Applications accepted after, until show is full)
- Application status will be sent by email.

Payment Due: Full payment due with application
Cancel Fee: \$50 if cancelled before Sept 1; full booth fee if cancel Sept 2 or after

Market Hours*:	Fri, Sept 22	5pm-10pm
	Sat, Sept 23	12pm-10pm
	Sun, Sept 24	12pm-8pm

Exhibitor Set-Up Hrs:	Thur, Sept 21	5pm-8pm
	Fri, Sept 22	10am-3pm

Oktoberfest Festival Hours*:	Fri, Sept 22	5pm-12am
	Sat, Sept 23	12pm-12am
	Sun, Sept 24	12pm-8pm

Merchant Market
Presented by:



For additional information please contact Huff's Promotions at
330-493-4130 • shows@huffspromo.com • 330-493-7607 (fax)
www.huffspromo.com • www.columbusoktoberfest.com

Printed 02/10/17- Application and information subject to change.

Merchant Market Exhibitor Complete:

Small Business Exhibitor (retail items):

Single Booth Size 10' x 14' (140 sq. ft.): _____ \$250

Service/Non-retail items Exhibitor:

Single Booth Size 10' x 10' (100 sq. ft.): _____ \$500

Corner Booth (submit a separate check): _____ + \$30

- Corner spaces are based on availability

Late fee if postmarked on 9/1/17 or after: _____ + \$15

I need _____ 8' tables* at \$10/each \$ _____
*Tables only – exhibitor provides own table covers.

I need _____ chairs at \$1/each \$ _____

TOTAL: \$ _____

Application - Columbus Oktoberfest

Application Checklist: (May be submitted by mail or e-mail.)

- Completed and Signed Application
- Full booth fee, check payable to, Huff's Promotions, LLC
- 2-3 photos of product and 1 photo of overall booth display
- SASE – Self Addressed Stamped Envelope – If not accepted, checks will only be returned if SASE is received.

Mail to: Huff's Promotions
P.O. Box 277, Bolivar, OH 44612
(330) 493-4130 • shows@huffspromo.com

New Address

September 22, 23 & 24, 2017

Name _____ Past Exhibitor with Huff's? Yes No

Business Name (for program) _____

Address _____

City _____ St _____ Zip _____ Website _____

Phone (____) _____ Cell (____) _____ E-Mail _____

* (✓) I understand my table covers must be cloth and cover all four sides of each table all the way to the ground.

(✓) I understand & will comply that my display must be open and manned during show hours.

Category: Product or Service Promoted _____ (ie, candles, type of service, etc)

Detailed Description (be specific, list all products to be sold or services to be promoted) _____

Briefly explain display items to be used - (How many tables, size of signage, display fixtures with height & width, etc.):

If display is higher than 4 ft high, please indicate approx. total height: _____ ft. RV Parking: yes no

Exhibitors may set-up on Thursday or Friday. Vehicles must be off staging area by 3pm. Please indicate when we may expect you:
 I will see you on Thursday between 5pm-8pm or I will see you on Friday from 10am-3pm

Ohio Vendor or Transient Vendor License ID Number _____ A Transient Vendor License is required if vendors selling retail items do not have a permanent place of business in Franklin County. You may obtain a form at www.state.oh.us/tax or through Huff's Promotions. Contact the Ohio Dept. of Taxation with questions at 800-282-1782. The fee is "one-time" and costs \$25 (subject to change).

Payment: Check Enclosed - or - Bill Credit Card # _____ Exp. Date _____ Sec. Code _____

- ▶ A 3% processing fee will be charged for credit card payment option. (i.e. add \$7.50 for \$250 booth fee)
- ▶ A \$15 late fee is applied for any accepted applications postmarked or received after Sept. 1, 2017

Cardholder's Signature _____ Amount to Charge \$ _____ (+3%)

Billing address (if different from above): _____

The undersigned, and all those representing the undersigned, does hereby discharge, release, hold harmless, Huff's Promotions, LLC, Kelly Locker, the Ohio Expo Center, Schmidt's Sausage Haus, event staff and all Event Co-Sponsors from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned, or to those working in and representing your booth, while in possession or under the supervision of the sponsors during the Festival, and hereby consents to enforcement of all rules of this event. Exhibitor agrees to display and leave products at their own risk. There will be no refunds for inclement weather. Exhibitor agrees to conduct themselves in a professional manner, as deemed by show management, at all times. I agree to have my display open all show hours and to not dismantle early. I also accept all rules listed as well as all additional guidelines, rules and regulations set forth by Huff's Promotions, LLC, Schmidt's Sausage Haus and the Ohio Expo Center provided to me in writing or verbally regarding show; failure to comply may result in expulsion from event. Management reserves the right to remove any exhibitor causing problems to fellow exhibitors or management.

Signature _____ Date _____

Office Use Only:

Acceptance _____
Category _____
Date Payment Recv'd: _____
Amt. Recv'd: _____
Check #/CC: _____

We suggest you make a copy of application for your records.

Printed 02/10/2017- Application and information subject to