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# Merchant Market

at

## Columbus Oktoberfest

### September 26-28, 2014

#### 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 over 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:** Please 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:** Spaces will be approx. 140 sq. ft. (approx 10' x 14'). Booth fees must be paid with application. Your fee will be returned if unaccepted or placed on a waiting list. Cancellation fees apply. A \$30 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 for applications postmarked and received on 9/1/2014 or later.*
- ◆ **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 anytime.
- ◆ **Display:** Displays must be neat, tidy, professional and safe. Tables must be draped on all 4 sides and all the way to the ground with cloth table covers. Exhibitors must agree to man their booth during show hours; absolutely no early dismantling. Tables & chairs are available for an additional charge.
- ◆ **Set-Up Information:** Additional set-up information will be sent 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:** A comprehensive advertising campaign includes television, radio, print, web, flyers and more.
- ◆ **Misc:** 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.
- ◆ **Sponsorship:** Sponsorship opportunities are available. To receive sponsorship package information or to tailor a package specific for your needs, contact Huff's Promotions at 330-493-4130 or visit [www.columbusoktoberfest.com](http://www.columbusoktoberfest.com).

### Show Details

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

#### Booth Fee -

\$250/140 sq ft: Small Business (direct sales co. & non-handcrafted retail items)

\$500/140 sq ft: Service/Commercial Exhibitors

Electric: No additional fee

Deadline: May 23, first acceptance  
(Applications accepted until show is full)

Payment Due: Full payment due with application

Cancel Fee: \$50 if cancelled before Sept 4; full booth fee if cancel Sept 5 or after

<b>Market</b>	Fri, Sept 26	5pm-10pm
<b>Hours*:</b>	Sat, Sept 27	12pm-10pm
	Sun, Sept 28	12pm-8pm

<b>Exhibitor</b>	Thur, Sept 25	5pm-8pm
<b>Set-Up Hrs:</b>	Fri, Sept 26	10am-3pm

<b>Oktoberfest</b>	Fri, Sept 26	5pm-12am
<b>Festival Hours*:</b>	Sat, Sept 27	12pm-12am
	Sun, Sept 28	12pm-8pm

*\*Hours are subject to change*

Merchant Market  
Presented by:



For additional information please contact Huff's Promotions at  
330-493-4130 or [shows@huffspromo.com](mailto:shows@huffspromo.com)  
[www.huffspromo.com](http://www.huffspromo.com)

For a complete Oktoberfest schedule of events visit  
[www.columbusoktoberfest.com](http://www.columbusoktoberfest.com)

Printed 11/25/13- 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/Commercial Exhibitor:**

Single Booth Size 10' x 14' (140 sq. ft.): \_\_\_\_\_ \$500

Corner Booth (based on availability): \_\_\_\_\_ + \$30

Late fee if postmarked on 9/1/14 or after: \_\_\_\_\_ + \$15

I need \_\_\_\_\_ 8' tables\* at \$10/each \$ \_\_\_\_\_

\*Tables only – exhibitor provides own table covers

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

TOTAL: \$ \_\_\_\_\_

*Each booth is provided with 110v electricity.*

**Exhibitor Application**

**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

**Mail to:** Huff's Promotions  
4275 Fulton Dr NW, Canton, OH 44718  
(330) 493-4130 • shows@huffspromo.com

**September 26, 27 & 28, 2014**

Name \_\_\_\_\_ Past Exhibitor with Huff's?  Yes  No

Business Name \_\_\_\_\_

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, travel, home improvement, candles, 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 and the sizes of tables, signage, display fixtures with height & width, etc.):

If display is higher then 4 ft high, please indicate total height: \_\_\_\_\_ ft.

Exhibitors may set-up on Thursday afternoon or Friday as long as vehicles are moved from the 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.

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 \$15 fee for \$500 booth fee)

▶ A \$15 late fee is applied for any accepted applications postmarked or received after Sept. 1, 2014

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

Billing address (if different from above): \_\_\_\_\_

The undersigned does hereby discharge, release, hold harmless, Huff's Promotions, LLC, the Ohio Expo Center, Schmidt's Sausage Haus, Kelly Locker 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 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 gives permission for photos to be used for the purpose of advertising and marketing the event. 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 disqualify or remove any exhibitor causing problems to fellow exhibitors or management.

Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>Office Use Only:</b>	<b>BUS</b>
Acceptance _____	
Category _____	
Date Payment Recv'd: _____	
Amt. Recv'd: _____	
Check #/CC: _____	

**We suggest you make a copy of application for your records.  
Printed 11/25/13- Application and information subject to change.**