A CAPITAL COLLECTION OF

HOLIDAY Shops

PRESENTED BY
THE JUNIOR LEAGUE OF WASHINGTON

Dear Prospective Merchant,

On behalf of the Junior League of Washington, we would like to extend an invitation to you to apply to the 59th annual Holiday Shops over the weekend of **November 17-19, 2017.**

The longest-running Junior League of Washington fundraiser is **designed to showcase you**—our merchants —throughout two days of shopping and special events with a Friday night Grand Opening Party. We know this year's show will be a lively experience that will increase your exposure in the Washington area market and we hope you consider joining us.

Last year, we moved our event to **Dock5 at Union Market** and had huge success in rowing attendance and sales. Union Market is part of a bustling artisanal collective in one of Washington, D.C.'s up and coming vibrant neighborhoods. The space provides 12,000 square feet, 22' high ceilings, and access to an extended outside dock. We are excited to offer merchants this space because it provides the ideal blend of location and amenities that attracts **thousands of shoppers** who appreciate the quality for which Holiday Shops is known. Hosting this event the weekend before Thanksgiving maximizes early holiday sales with the opportunity to promote both Thanksgiving and holiday merchandise for our shoppers.

At its core, the Junior League of Washington's Holiday Shops is a fundraiser that supports our work in the community and **our focus on literacy** in the greater Washington metropolitan area. We provide trained volunteers to more than 20 community partners (in excess of 15,000 hours each year), have purchased and distributed more than 115,000 new and age-appropriate books to children in the Washington, DC area, and provide targeted grants and scholarships that increase the impact of community organizations and support the next generation of civic leaders. Your participation in Holiday Shops helps us achieve our goals and service in our community.

Please find enclosed the **Merchant Fact Sheet,** which contains information about the application process, participation fees, weekend logistics, and other useful information about our show. We hope you consider applying to be a merchant at the 59th annual Holiday Shops presented by the Junior League of Washington.

If you have any questions, please do not hesitate to contact us. We look forward to speaking with you.

Warm regards,

Brittany Ajdelsztajn and Kelly Jones
Co-Chairs
2017 Holiday Shops
HolidayShops-Info@jlw.org

Robin Jones, Lizey Korengold & Lauren Crawford Shaver
Merchant Co-Chairs
2017 Holiday Shops
HolidayShops-Merchants@jlw.org

Holiday Shops
MERCHANT FACT SHEET

DATES

November 17 - 19, 2017

LOCATION

Dock5 at Union Market
1309 5th Street NE
Washington, DC 20002

ABOUT THE SHOW

Holiday Shops is the major annual winter fundraiser of the Junior League of Washington (JLW). Now in its 59th year, the three-day event hosts merchants with unique and exciting merchandise and attracts thousands of shoppers.

JLW's Holiday Shops is a fundraiser that supports work in the community and a focus on literacy in the greater Washington metropolitan area. Proceeds from Holiday Shops provide financial support for the JLW's mission: promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

MERCHANT ASSISTANCE

Holiday Shops attracts thousands of shoppers each year—including hundreds of Junior League members, their friends and family, local leaders, and the general public. Participating in Holiday Shops provides you an opportunity to showcase and sell your unique merchandise while connecting your brand to efforts to improve our community.

You will have the benefit of more than 400 JLW volunteers to help you set up/take down, run your booth, and showcase your merchandise all weekend. JLW will also promote and publicize you and your merchandise as part of our extensive marketing campaign on social media, in JLW internal and external communications, and other avenues. We will provide a media kit to help you promote the event to your followers maximizing exposure.

TENTATIVE SCHEDULE
(subject to change)

Friday, November 17	8:00 a.m. – 5:00 p.m. 6:00 p.m. - 11:00 p.m.	Merchant Move-In Grand Opening Party
Saturday, November 18	10:00 a.m. - 6:00 p.m.	General Shopping
Sunday, November 19	10:00 a.m. - 5:00 p.m. 5:00 p.m. - 9:00 p.m.	General Shopping Merchant Move-Out

Holiday Shops
BOOTH INFORMATION

BOOTH SIZES

Booth sizes in the main shopping area are available in increments of 6’ x 6’ and 8’ x 10’. Multiple increments can be purchased, based on availability. We offer an economical option to share a booth with another vendor (split a 6’ x 11’ booth).

6’ x 6’ booth includes one 6’ x 30” table with linen, chair, and trash can
8’ x 10’ booth includes two 6’ x 30” tables with linens, chair, and trash can
6’ x 11’ booth includes three 6’ x 30’ tables with linens, two chairs, and trash can (each merchant will have one side table to themselves and will share the third table)

Booth fees vary based on their size and location as Dock5 features one large room with “prime” booth spaces. ***All vendors are required to donate an auction item(s), minimum $50, to be featured at the Grand Opening Party.***

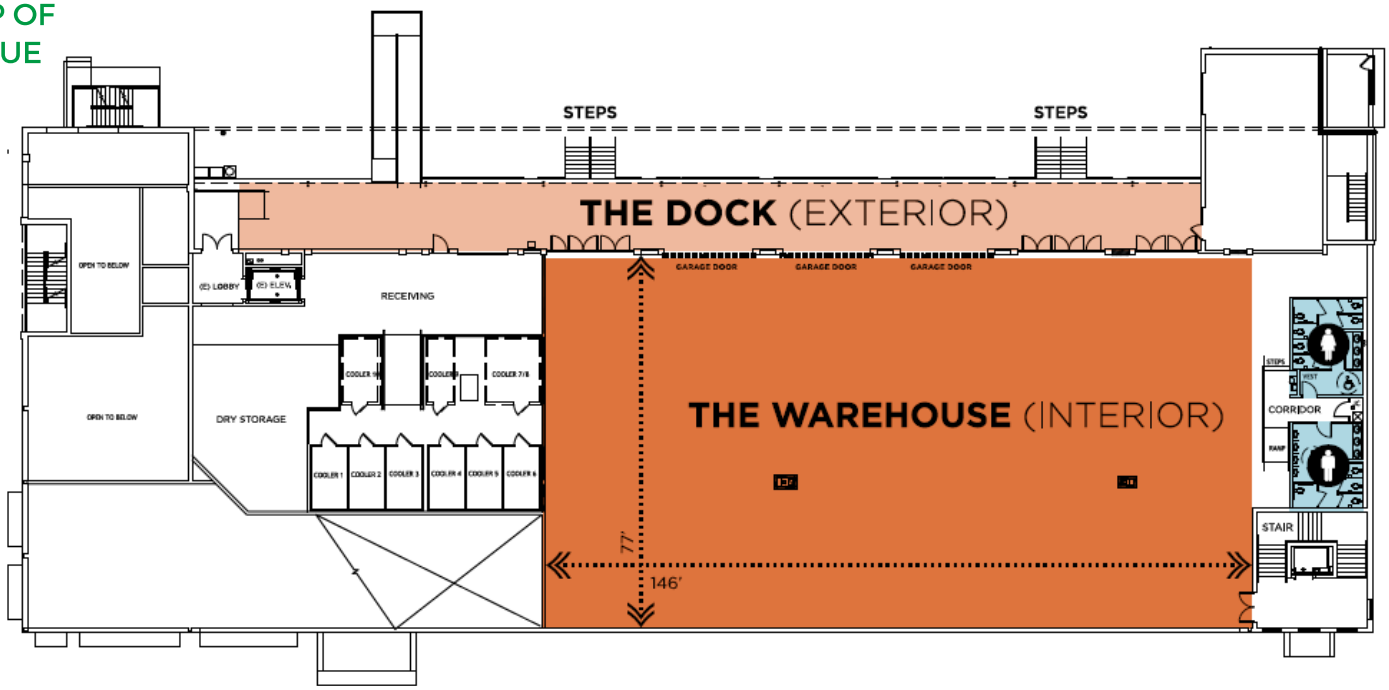
Additionally, we are offering Saturday only “pop up” booths for merchants who cannot attend the entire weekend.

BOOTH DETAILS

Booth Size	Booth Cost
6’ x 6’ Pop Up (Saturday Only)	$150 + $50 Auction Item(s)
6’ x 6’ Booth	$400 + $50 Auction Item(s)
6’ x 11’ Shared Booth	$350 + $50 Auction Item(s) per Merchant
6' x 11’ Shared Prime Booth	$400 + $50 Auction Item(s) per Merchant
8’ x 10’ Booth	$750 + $50 Auction Item(s)
8’ x 10’ Prime Booth	$900 + $50 Auction Item(s)

Additional tables and larger booth sizes are available. Please inquire for pricing.

MAP OF VENUE



Holiday Shops
APPLICATION & CONTRACT

COMMISSION

JLW charges a 15% sales commission (excluding tax) on all sales.

THE APPLICATION

Please visit our website, www.jlw.org, to set up a merchant profile. Once you have created a merchant profile, please sign in with the username and password used to create your merchant profile and to fill out an application.

If you have been a merchant with the Junior League of Washington in the past, you do not need to set up a new profile. You can sign in directly with your established username and password. If you do not remember your username or password, please contact Katy Longworth at katy@jlw.org.

THE REVIEW PROCESS

As part of the application, you will be asked to include a website, social media handles, and descriptions of your merchandise. We will review that information once it is submitted. We strive to develop partnerships with each of our merchants and our review process helps give you, as an interested merchant, the confidence that JLW members and attendees would be interested in your products.

Submission of an application does not guarantee acceptance. Once we have reviewed your complete application, we will reply and let you know if you have been accepted as a merchant to Holiday Shops.

THE CONTRACT

If selected, all merchants must return a booth reservation form with a 50% deposit to tentatively reserve booth space. To guarantee booth space, all merchants must return the booth reservation form, signed contract, and be paid in full by the deadline dates as set forth in your contract. Failure to submit deposits and contracts in a timely manner will result in the withdrawal of your invitation. Please note that all deposits and booth fees are non-refundable.

MARKETING

To promote Holiday Shops, JLW utilizes: traditional media, blogs, social media, mailings, advertising, and key partnerships. Our membership, which has supported holiday shops for more than five decades, is composed of more than 2,300 women who receive tickets to the show along with regular communications about the sale weekend.

We welcome the opportunity to market you and your merchandise directly to our audience. Please provide your high-resolution logo, Facebook, Instagram and Twitter handles (if applicable) and website. Our marketing team will reach out to you once you have signed a contract to discuss ideas and opportunities.