



Ailsa Craig Quilt & Fibre Arts Festival *Quilts Of Iceland: Land of Fire & Ice*

The Ailsa Craig Quilt & Fibre Arts Festival is an internationally recognized juried quilt and fibre arts exhibition that runs from May 21-26th, 2018. The Festival is held in the quaint village of Ailsa Craig which is ideally situated within 2 hours of Toronto, Windsor, London, Kitchener- Waterloo, Sarnia and Stratford. Visitors come from far and wide to participate in workshops, be inspired by the exhibited works, take classes with international teachers, enjoy a delicious lunch in the Quilter's Café with new and old friends and to shop at the Merchant Mall. This year we proudly welcome the Quilters of Iceland to our village and we look forward to sharing their art and unique culture with our guests and village residents.

We are now accepting vendor applications to participate in the 2018 Festival's Merchant Mall. Please consider this your personal invitation to join us.

Each year vendor feedback reinforces that The Festival is an outstanding investment for businesses targeting the fibre arts or artisanal community. In 2018, the Merchant Mall will once again be housed in the temperature controlled Ailsa Craig Recreation Centre, 155 Anna Ada Shipley Street, Ailsa Craig. It is adjacent to the juried show and the Quilter's Café. Additional vendor display opportunities are also available in Ye Olde Town Hall; the home of the Ailsa Craig Arts Centre.

Target Market

Historically, The Festival welcomes between approximately 3,000 guests. This year attendance is forecast to achieve similar levels backed by an expanded advertising budget, expanded workshop & class schedule, more diverse guild and fibre arts involvement and of course, the merchant mall. Our visitors skew female and 35+ years old. They are well educated and often are actively involved with or have experience with various fibre arts practices.

Hours of Operation

Monday – Friday* 9:30 am – 5:00 pm
Saturday 9:30 am – 4:00 pm

Booth Options: Ailsa Craig Recreation Centre

1. 10'x10' Booth \$500 + HST
2. 20' x 10' Booth \$950 + HST

Booth fees include one table, 2 chairs. Advertising mention on the Festival's Web site and through the social media campaign will be provided. Each booth is divided by curtained walls and the floor is vinyl tiled. The environment is temperature and humidity controlled and well lit. This is your retail emporium! We strongly recommend that you dress this site with the creativity and savvy you inspire your customers with at your own store.

Set Up and Tear Down

Set up is Sunday May 20st from 12:00 pm – 5:00 pm. There are two exterior entrance doors to this site that allow vendors to park at the side and carry goods inside. It is very convenient. Tear down may not occur before 4:00 pm on Saturday May 26th, 2018.

Meal Pass

It is our pleasure to provide free lunch passes for up to two persons per vendor booth. Please accept this as our token of our appreciation for your participation.

Liability

The Ailsa Craig Quilt and Fibre Arts Festival and the Ailsa Craig Recreational Centre and/or their personnel will not be responsible for the loss or damage to exhibits, personnel or other properties while such are on the Ailsa Craig Recreation Centre's property. We request that you obtain personal insurance for the duration of the Festival and submit a copy of this insurance policy by no later than April 15th, 2018.

Registration

To reserve your Merchant Mall booth, please fill in the attached application/reservation form and return it by January 15th, 2018. Applications will be reviewed and vendors will be determined based on past support and popularity and with the goal to provide our visitors with a diverse and valuable shopping experience. Many may be aware that in prior years, The Festival subscribed to a two year vendor moratorium. In September 2016, The Festival Board voted on dissolution of this policy.

Booth Layout

While every attempt will be made to accommodate booth selection, final placement will be left to the discretion of the Festival's Merchant Mall committee.

Demonstrations & Show Specials

We invite you to highlight your goods and services by volunteering to conduct demonstrations. We also strongly encourage each vendor to showcase the originality of their business through creation of Show Specials; items that are unique to you and the Festival. Our Festival guests are savvy shoppers and so presentation of unique items and excellent value will serve your business sales well. Show specials may be advertised daily on the entrance Sponsor and Show Specials Board.

Set Up and Tear Down

Set up is Sunday May 20st from 12:00 pm – 5:00 pm. There is an elevator for vendors displaying in the main auditorium on the second floor.

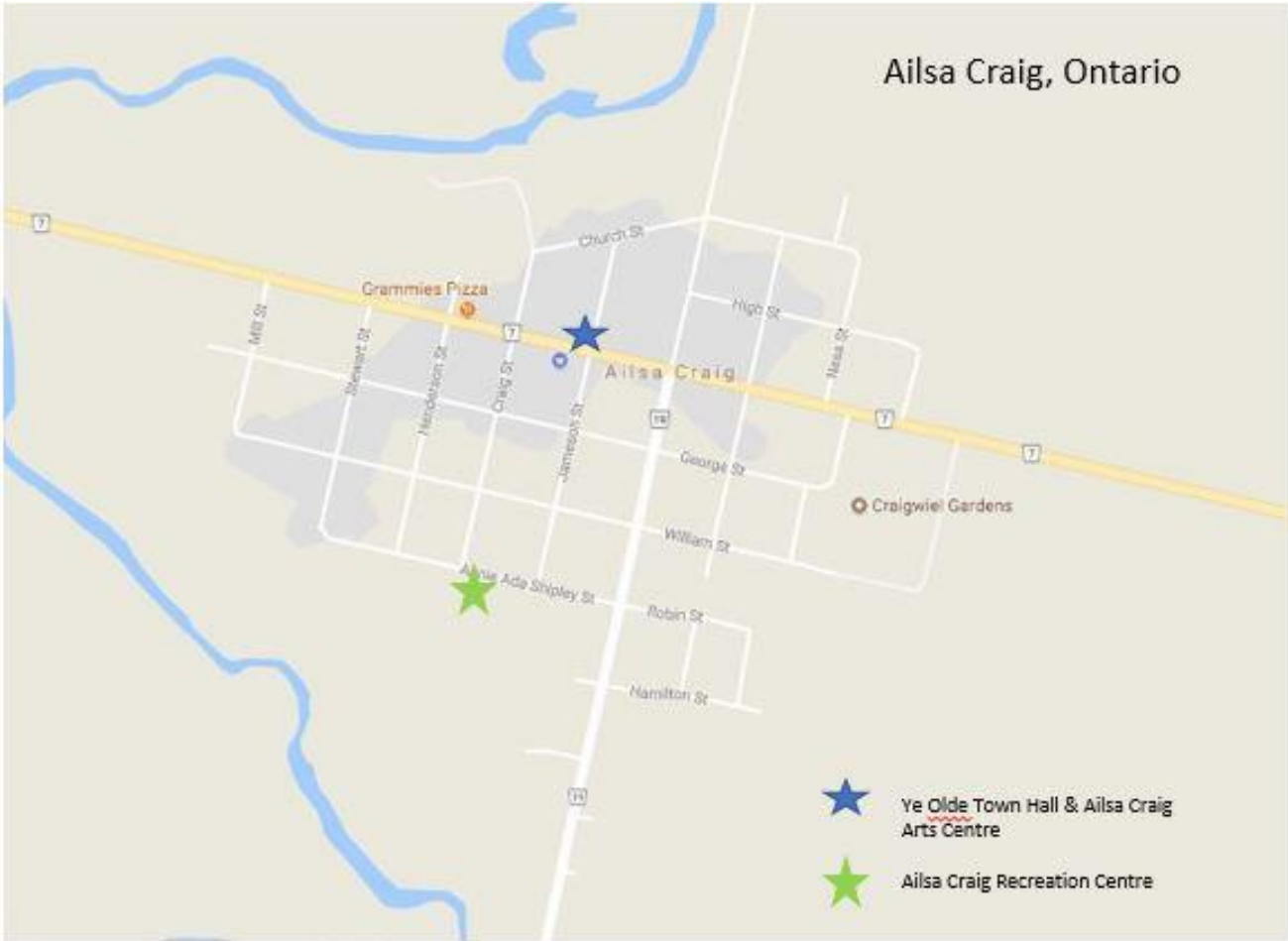
There is a main entrance exterior door for vendors displaying on the main floor. Both doors and elevator are adjacent to the parking lot and will allow for easy access.

Tear down may not occur before 4:00 pm on Saturday May 26th, 2018.

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It is our pleasure to provide free lunch passes for up to two persons per vendor booth. Please accept this as our token of our appreciation for your participation. Vendors will be responsible for picking up meals at main Ailsa Craig Recreation Centre. Volunteers will be available to assist single person vendors.

Ailsa Craig, Ontario





Ailsa Craig Quilt & Fibre Arts Festival Vendor Application Form

Applicant's Name: _____

Business Name: _____

Address: _____

Phone #: _____ Cell #: _____

Email Address: _____

Booth Options: Please specify your selection

Description	Size	Price/Wk	Non Refundable Deposit Due Feb. 1, 2018	Post Dated Cheque Due April 1, 2018	Proof of Insurance Due	Booth Selected (Mark with X)
Ailsa Craig Recreation Centre						
Single		\$500 + HST	\$226.00*	\$339.00*	April 15, 2018	
Double	20'x10'	\$ 950 + HST	\$452.00*	\$621.50*	April 15, 2018	

*Note: Includes HST

Will you participate in the Vendor Demonstrations? Yes _____ No _____

Will you prepare one or more Show Specials for the Festival? Yes _____ No _____

Please advise show special details by April 15th for inclusion in the Festival's Social Media campaign and pre-Festival promotion. Note: preference will be given to Vendors who provide unique show specials and value- added offerings to the merchandising experience.

We look forward to working with you to create a marvellous sales experience for you and your business. Please advise of any question or comments to the Merchant Mall Co-Ordinator at contact location below.

Please return completed application to:

Sue Finch

Merchant Mall Coordinator

33775 Drummond Rd

Ailsa Craig, ON., N0M 1A0

Suefinch7@gmail.com

#519-293-3232

