



Junior League of Chicago, Inc.  
1447 North Astor Street  
Chicago, IL 60610  
Office: (312) 664-4462  
[www.jlchicago.org](http://www.jlchicago.org)

Dear Prospective Merchant,

On behalf of the Junior League of Chicago, we would like to extend an invitation to you to apply to our 46th Annual Gazebo Holiday Market. The event, designed to showcase our merchants, includes a private preview cocktail party Friday night and a full day of shopping open to the public on Saturday. This year we expect more than 800 shoppers over the course of the two-day event.

The Gazebo Holiday Market will be held November 10-11, 2017 at the Embassy Suites Chicago Downtown. The Embassy Suites Chicago Downtown is located in heart of downtown Chicago near shopping and some of Chicago's best restaurants and hotels. The weekend of November 10-11, 2017 offers early holiday sales and gives shoppers the opportunity for custom gifts. You also have the option to promote both Thanksgiving and holiday merchandise.

The Junior League of Chicago's Gazebo Holiday Market is a fundraiser that supports the JLC's work in the community. Through our legacy of trusted volunteerism, we empower women to engage in thoughtful collaborations that share a common purpose: to support women and children in the Chicago-land community. More than 1,100 trained volunteers serve the Chicago community and its surrounding suburbs, donating over 125,000 hours to the community each year.

Enclosed you will find a Gazebo Potential Merchant Packet containing further details about this unique business opportunity that supports the 100-plus-year mission of the Junior League of Chicago. If you are interested in participating in our 2017 Gazebo Holiday Market, please submit a completed application, 50% deposit per booth, and supporting materials as soon as possible in order to reserve space and be considered for approval. Please indicate your preference for booth location - either in the Atrium of hotel or an interior ballroom. Atrium placement is not guaranteed and is contingent upon early requests and may not apply to those with special or unique needs. We do not accept any multi-tiered sales structures.

The Junior League of Chicago is excited about your interest in our Gazebo Holiday Market and we look forward to receiving your application! You do not want to miss the opportunity to be a part of this growing event!

Sincerely,

Junior League of Chicago Gazebo Holiday Market Committee  
[gazebo@jlchicago.org](mailto:gazebo@jlchicago.org)

*Junior League of Chicago, Inc. is a metropolitan organization of women committed to **promoting voluntarism, developing the potential of women, and improving the community** through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.*

## GAZEBO HOLIDAY MARKET 2017 MERCHANT FACT SHEET

**EVENT DATES** November 10-11, 2017

**LOCATION** Embassy Suites Chicago Downtown

600 North State Street Chicago, IL 60654

### BOOTH SIZES & COSTS

Merchants have the option of renting a single 6 foot table booth space or combination of multiple booths; fees start from \$225. Discounts are available with applications submitted by September 15, 2017. Booth locations and preferences cannot be guaranteed, however we will do our best to fulfill any requests. Merchants will be notified of their acceptance no later than October 15th, 2017.

	Booth Size	Submitted By 9/15	Submitted After 9/15
Single	1-6ft. Interior	\$225	\$250
Single	1-6ft. Atrium***	\$300	\$325
Double	2-6ft. Interior	\$450	\$500
Double	2-6ft. Atrium***	\$600	\$650
Triple	3-6ft. Interior	\$675	\$750
Triple	3-6ft. Atrium***	\$900	\$975
Electricity		\$15	\$15

\*Prospective merchants are encouraged to submit applications no later than October 1 to allow for inclusion on marketing materials.

\*\*Merchants will be notified of their acceptance no later than Sunday, October 15, 2017.

\*\*\*Atrium Vendor must take down booth and store all merchandise in a locked room overnight between Friday and Saturday. Vendor will need to come in early to set-up up booth on Saturday morning by 10:00am.

### COMMISSION

The Junior League of Chicago charges a 15% sales commission (excluding tax) on your net sales made at or resulting from the 2017 Gazebo Holiday Market. Proceeds from the 2017 Gazebo Holiday Market will go to support the mission of the Junior League of Chicago.

## **THE REVIEW PROCESS**

We ask all prospective merchants to submit their merchandise to the Gazebo selection committee for jury. This is to be done in one of two ways—by sending samples to the committee (strongly preferred) or by sending in photographs of your merchandise (if samples are not available). Please include a self-addressed, stamped envelope if you would like the merchandise returned or note if you would like it donated to a Junior League raffle.

Submission of an application and payment of the application fee does not guarantee acceptance. Once we have reviewed your completed application, we will contact you.

## **MARKETING**

The 2017 Gazebo Holiday Market marketing campaign is extensive. We highly publicize through television, radio, newspaper, mailings, social media, and print. Our more than 1,100 members receive regular communication about the show and have supported the JLC Gazebo Holiday Market for decades. Our marketing team will reach out to you once you have submitted a signed contract to discuss how to best feature your products.

## **CONTACT INFO**

[gazebo@jlchicago.org](mailto:gazebo@jlchicago.org)

## **46th Annual Gazebo Holiday Market 2017 MARKET MERCHANT INFORMATION FORM**

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**Location:** Embassy Suites Chicago Downtown 600 N State St, Chicago, IL 60654

**Dates:** Friday, November 10, 2017, 7 - 11 p.m. and Saturday, November 11, 2017, 10 a.m. - 2 p.m.

**Expected Number of Shoppers:** 800

### **Merchant Booth Cost with application by September 15:**

Single Booth Interior: \$225 Provided are: One (1) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Single Booth Atrium: \$300 Provided are: One (1) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Double Booth Interior: \$450 Provided are: Two (2) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Double Booth Atrium: \$600 Provided are: Two (2) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Triple Booth Interior: \$675 Provided are: Three (3) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack. Triple Booths are limited in number and offered on a first come, first served basis.*

Triple Booth Atrium: \$900 Provided are: Three (3) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack. Triple Booths are limited in number and offered on a first come, first served basis.*

### **Merchant Cost with application after September 15:**

Single Booth: \$250 (Interior), \$325 (Atrium) Provided are: One (1) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Double Booth: \$500 (Interior), \$650 (Atrium) Provided are: Two (2) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack.*

Triple Booth: \$750 (Interior), \$975 (Exterior) Provided are: Three (3) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: *If you choose to bring your own hanging rack, this will be in lieu of one table per rack. Triple Booths are limited in number and offered on a first come, first served basis.*

***\*Please note: Prospective merchants are encouraged to submit applications no later than October 1 to allow for inclusion on marketing materials.***

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***Electricity:***

*For an additional \$15: The Embassy Suites will provide 1 three pronged plug.*

*NOTE: Power Drops are limited in number and offered on a first come, first served basis.*

**Merchant Commission Cost**

In addition to booth fees, merchants are required to pay a commission of 15% on all net sales made at the 2017 Gazebo Holiday Market.

**Overnight Storage**

Overnight storage will be provided by the Junior League of Chicago at the Embassy Suites hotel. Please note Atrium Vendors will need to take down their booth and store all of their merchandise in a locked room overnight between Friday, November 10, 2017 and Saturday, November 11, 2017. Vendors will need to come in early to set up their booth again in the Atrium for Saturday's shopping before the market opens at 10am.

**46th Annual Gazebo Holiday Market 2017 MARKET MERCHANT EXHIBITOR AGREEMENT FORM**  
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**Agreement** The Junior League of Chicago, Inc. ("Junior League"), a not-for-profit organization hereby agrees to furnish Exhibitor space for the display and sale of Exhibitor's merchandise at the 2017 Gazebo Holiday Market to be held at the Embassy Suites Chicago Downtown. The dates for the event are Friday, November 10 and Saturday, November 11, 2017. Participation in the event is subject to the conditions set forth as follows:

**Rental Fee** The Junior League will provide the Exhibitor with space, which the Exhibitor agrees to rent at the following rate (prices will increase if application received after September 15):

Single Booth: \$225 (Interior), \$300 (Atrium) Provided are: One (1) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign.

Double Booth: \$450 (Interior), \$600 (Atrium) Provided are: Two (2) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign.

Triple Booth: \$675 (Interior), \$900 (Atrium) Provided are: Three (3) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign.

*\*If you choose to bring your own hanging rack, this will be in lieu of one table per rack. This rule pertains to any of the aforementioned booth sizes.*

*Electricity: For an additional \$15: The Embassy Suites will provide 1 three pronged plug. NOTE: Power Drops are limited in number and offered on a first come, first served basis.*

If additional equipment is needed, please note on your application. You will be contacted to discuss if available and if there is an additional fee. Chairs are available, please note number needed (max 2 per booth).

**Merchant Space** In order to ensure the overall success and continuity of the Gazebo Holiday Market, the Junior League reserves the right to assign space at the Embassy Suites Chicago Downtown at the sole discretion of the Junior League.

**Commission and Proceeds** The Exhibitor agrees to pay a commission of 15% on all sales (not including tax or shipping) made at or resulting from the 2017 Gazebo Holiday Market. Full commission (100% of this commission, i.e. 15% of all sales) is due at the close of event on Saturday, November 11, 2017. If a merchant leaves earlier than closing on Saturday, November 11, 2017, a 20% commission will be due. All proceeds from the event will go to support the mission of the Junior League of Chicago.

**Non-Liability** The Exhibitor shall assume all risk with respect to the Exhibitor's merchandise and bear all expenses connected with the 2017 Gazebo Holiday Market and/or the Junior League of Chicago Headquarters including, but not limited to, phone expenses, hotel accommodations, transportation to and from the event, parking or other associated vehicle costs, loading and unloading merchandise at the location, packing and unpacking of the Exhibitor's merchandise and any insurance thereon desired by the Exhibitor. The Junior League shall bear no liability for loss, theft, and/or damage to the Exhibitor's merchandise for whatever reason or cause. The Junior League shall bear no liability for any damage caused by the Exhibitor to the Embassy Suites and the Exhibitor shall be solely responsible for any costs associated with such damage.

**46th Annual Gazebo Holiday Market 2017 MARKET MERCHANT EXHIBITOR AGREEMENT FORM  
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**Set-Up** The Exhibitor will move in and set-up its merchandise at the Gazebo Holiday Market by Friday, November 10, according to a pre-determined and assigned schedule provided by the Junior League of Chicago. The Junior League reserves the right to assign a time block for the Exhibitor to arrive and set-up its merchandise at the Embassy Suites Chicago Downtown. This assignment will be the sole discretion of the Junior League in order to insure an orderly and smooth set up. Time blocks will be assigned at the discretion of the Junior League for setup on Friday, November 10, 2017. If you would like to request a time, please indicate on this on your application.

**Take-Down** The Exhibitor shall not begin to pack up or remove merchandise until the close of the Gazebo Holiday Market at 2 p.m. on Saturday, November 11, 2017. If a merchant leaves earlier than closing on Saturday, November 11, 2017, a 20% commission will be due.

**Hours** Public shopping will be: Friday, November 10 from 7p.m. to 11 p.m. Saturday, November 11 from 10 a.m. to 2 p.m.

The Exhibitor's display booth will be open and staffed with at least one qualified sales person at all times during shopping hours. These hours may vary slightly depending on "lingering sales."

**Merchandise** The Junior League of Chicago has not stated nor represented to the Exhibitor that other exhibitors will not be selling merchandise that is not the same or similar to that of the Exhibitor, and the Exhibitor has entered into this Agreement/Contract with that understanding.

The Junior League reserves the right to ask merchant to remove items for sale that the Gazebo Merchant committee determines to be vastly different from what was represented in merchant's application.

**Sales Tax** Current Illinois sales tax must be charged on all over-the-counter sales. All exhibitors, both those located inside and outside the State of Illinois, who exhibit at the 2017 Gazebo Holiday Market, will be liable for collecting and remitting to the State of Illinois the appropriate sales tax where required. All exhibitors must provide an Illinois Business Tax (IBT) number to the Junior League of Chicago. For information on registering with the state and remitting tax, visit <http://www.revenue.state.il.us/Individuals/SalesandRelated/fairs.htm>

**Publicity** The Junior League of Chicago will publicize the 2017 Gazebo Holiday Market at its expense. The amount and method of advertising will be at the discretion of the Junior League. We do, however, encourage you to inform your own customers and other parties of the show.

**Wrapping** The Exhibitor will supply all materials needed to package or box merchandise.

**Accounting** The Junior League assumes no responsibility for the collection of accounts from customers. All sales and orders shall be recorded in TRIPLICATE on pre-numbered sales slips provided to the Exhibitor by the Junior League. One copy is to be retained by the Exhibitor. At various times during the day and at the conclusion of the Exhibitor's sales on each day, the Exhibitor will deliver to the Business Manager of the 2017 Gazebo Holiday Market an account of total sales made by the Exhibitor at the event that day, to- date. This account will include the Junior League's copy of each sales slip, INCLUDING VOIDS. The third copy of the sales slips will be given to the customer.

**46th Annual Gazebo Holiday Market 2017 MARKET MERCHANT EXHIBITOR AGREEMENT FORM  
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**Delivery** The Exhibitor will have sufficient inventory on hand at all times during the event, and all such inventory will be contained within its display booth space. The Exhibitor guarantees that all orders for merchandise accepted at the 2017 Gazebo Holiday Market will be filled by December 31, 2017, unless other arrangements are agreed to by the customer and indicated in writing on all receipt copies. If the Exhibitor is unable to meet these demands, the Exhibitor will provide the customer with prompt notice of their inability to fill the order by December 31, 2017.

**Termination** The Exhibitor may terminate this agreement by giving written notice to the Junior League of Chicago, 1447 North Astor St., Chicago, Illinois, 60610, Attention: Gazebo Merchant Committee. Should the Exhibitor terminate this agreement within 30 days of signing this agreement, 50% of rental fees will be forfeited to the Junior League of Chicago. After 30 days, ALL rental fees paid will be forfeited to the Junior League of Chicago. The Junior League of Chicago may terminate this agreement by written notice at any time, with or without cause. Should the Junior League terminate this agreement, all fees paid will be refunded in full.

I, \_\_\_\_\_, have read the 2017 Exhibitor's Agreement and hereby agree to the conditions set forth.

Please submit a signed 2017 Exhibitor's Agreement and return with your 2017 Reservation and Payment Form.

\_\_\_\_\_  
Exhibitor's Signature

\_\_\_\_\_  
Date

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



**46th Annual Gazebo Holiday Market 2017 EXHIBITOR APPLICATION FORM (Page 1 of 3)**

NAME OF BUSINESS: \_\_\_\_\_

CONTACT NAME/S: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

ILLINOIS BUSINESS TAX (IBT) NUMBER \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

CVC CODE: \_\_\_\_\_

ADDRESS OF CREDIT CARD: \_\_\_\_\_

Please include the following with your application:\*

● At least 3 (Non-returnable) current photographs/brochures of your merchandise and booth space. No application will be considered complete unless it is accompanied by photographs. Please enclose a stamped self-addressed envelope if you wish to have your photograph(s) returned.

● Samples of your merchandise. This is important to ensure that we have a good idea of your product. Please let us know if you would like your sample returned or donated to our raffle.

● Merchant contract signed and dated with application to assure all guidelines are understood.

*\*Completion of this application and/or participation in past shows DOES NOT GUARANTEE selection for Gazebo. Once your payment is received and your application is accepted your fee is nonrefundable if you withdraw your application within 30 days of the show. If you need to pay by check, please contact us by emailing gazebo@jlchicago.org.*

**46th Annual Gazebo Holiday Market 2017 EXHIBITOR APPLICATION FORM (Page 2 of 3)**

1. **PRODUCT ASSORTMENT:** Describe the merchandise of your booth. Be as complete as possible to avoid a large concentration of similar merchandise. Describe your target customer. Use a separate sheet of paper or the back of this form if necessary. Include photograph(s) of your merchandise.

2. **PRICE RANGE:** Describe the price range of your merchandise; include the approximate median price points.

3. **VISUAL DISPLAY:** Describe your ideal booth set up and/or special needs.

4. **EXPERIENCE:** Please list other shows you have participated in and your net sales from each:

Show: \_\_\_\_\_

Net Sales: \_\_\_\_\_

Show: \_\_\_\_\_

Net Sales: \_\_\_\_\_

Show: \_\_\_\_\_

Net Sales: \_\_\_\_\_

5. **CATEGORY:** Please list what category your products fall such as Home Goods, Accessories, Stationery, Women's Clothing, Menswear, Jewelry, Art, etc.

6. **MARKETING LINE:** If you are selected as a Gazebo 2017 merchant, how would you want your business/product described to shoppers to market yourself?

7. **PAYMENT:** All merchants must accept credit cards and email us sales transactions after each day. Please note if you accept cash or check in addition to credit.

**46th Annual Gazebo Holiday Market 2017 EXHIBITOR APPLICATION FORM (Page 3 of 3)**

8. BOOTH: Please mark your booth choice AND location preference.

\_\_\_\_\_ Single Booth: \$225 (Interior), \$300 (Atrium) (Before 9/15)

Provided are: One (1) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: If you choose to bring your own hanging rack, this will be in lieu of one table per rack.

\_\_\_\_\_ Double Booth: \$450 (Interior), \$600 (Atrium) (Before 9/15)

Provided are: Two (2) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: If you choose to bring your own hanging rack, this will be in lieu of one table per rack.

\_\_\_\_\_ Triple Booth: \$675 (Interior), \$900 (Atrium) (Before 9/15)

*Provided are: Three (3) six foot draped tables, two (2) chairs, and one (1) exhibitor's sign. NOTE: If you choose to bring your own hanging rack, this will be in lieu of one table per rack. Triple Booths are limited in number and offered on a first come, first served basis.*

\_\_\_\_\_ Electricity: \$15

*Provided are: 1 three pronged plug. NOTE: Power Drops are limited in number and offered on a first come, first served basis.*

**PLEASE RETURN COMPLETED FORM TO:** gazebo@jlchicago.org (preferred method)

**OR**

Junior League of Chicago 1447 N. Astor St. Chicago, IL 60610 (312) 664-4462 [gazebo@jlchicago.org](mailto:gazebo@jlchicago.org)