



CASTLEBERRY FAIRS & FESTIVALS

www.castleberryfairs.com

Dear Artists, Craftspeople, Musicians, Authors & Specialty Food Vendors,
Welcome to our 21st Show Season!

Enclosed please find our 2010 Show Application.

What's New for 2010: *We are growing! Expanding Castleberry Fairs onto Cape Cod Massachusetts with the addition of the 41st Annual Bourne Scallop Festival. Voted "Top 100 Event in North America" by the ABA as well as winner of the "Best Festival Award" by Cape Cod Life Magazine!*

Jury: *Never a Jury Fee, Never a Commission Fee. Because we have so many Events throughout the year, Jury is ongoing. However, highly competitive Categories fill quickly and therefore you must submit your application early for consideration. Exhibitors are expressly prohibited from selling any work which they do not make.*

If you have participated in a Castleberry Event in 2009 (and have not changed your Art/Craft Category) you do not need to send in new Jury Materials. See 2010 Show Rules & Regulations for further Jury details.

New Applicants must submit 3 Photos or Slides of their Art/Craft and 1 of their display.

We will continue to tighten up the Jury. We will strictly limit the number of Exhibitors per Category and keep the focus on quality American made Arts & Crafts. No Buy and Re-sell, Imports or Home Show type Sponsors allowed.

Advertising: *Extensive Paid Advertising: State and Local Media, Tourist Bureaus, Chamber of Commerce's, Radio, Direct Mail, Newspapers, Network & Cable TV, Events Calendars, Signs, Internet, News Releases, Table Fliers, Coupons, Post Cards, Store Signs, Road Signs, Mass Emailing, Billboards, Banners & Posters.*

Website: *Extensive Promotion of our Website. Go to www.castleberryfairs.com for Discount Admission Coupons, Maps to Shows as well as updated information for our Exhibitors.*

Demonstrations: *To encourage Craft Demonstrations we offer premium booth location and additional square footage, when available. Please note on your application if you can demonstrate your Craft.*

Display: *All Exhibitors must provide their own Canopy (preferably white), Tables, Chairs, Lighting, Etc Please note: New Rule: All Indoor booths require a suitable backdrop.*

Corner Booths: *"Guaranteed Corners" are available at some of our Shows for an additional fee.*

Security: *Overnight security is provided for all Shows.*

Parking: *Free Exhibitor parking at all Shows. Note: In Gloucester you may park for free by 8am.*

Entertainment: *We have Entertainment at most of our events for the public and Exhibitors to enjoy.*

Confirmation: *Upon acceptance you will be mailed a confirmation packet with all pertinent Show Information.*

Thanks to all of you who have participated with us in the past. Hope to work with you in 2010!

Terry & Chris Mullen & Family

• **ABSOLUTELY NO IMPORTS or BUY & RE-SELL ALLOWED** •