

The Velvet Stocking Christmas Art & Craft Show Guidelines & Policies - 2017

The 2017 show will take place November 9 – 11. Hours are:

November 9: (9am – 7pm)

November 10: (9am – 5pm)

November 12: (9am – 5pm)

Show application begins January 1. New vendors are juried in on a first come first serve basis as applications are received. For new vendors, payment is due upon acceptance into the show. Returning vendor booths that are not paid by January 31 will have their booths released to new applicants.

The Velvet Stocking is an all-handmade show. Each vendor has a unique product category. Once that category is filled, another vendor cannot enter the show with the same category. Vendors who may have a unique product within a broad category should apply to determine if their product is unique enough to create a different or sub-category.

Vendors must maintain the same category of original products as when they first were accepted into membership. (Wood, Floral, Jewelry, Food, etc). unless approved into a new category. Vendors may add to their product line by submitting the idea to the Board for approval.

Each vendor is allowed to make any kind of **ornament** for the community trees. Each vendor is allowed to make **baked goods** to sell on the baked goods tables.

The show has a central checkout. To account for vendor sales, each vendor must use the tagging system. Tags are counted Sunday after the show and vendors are issued checks about two weeks after the show, after checks have cleared the bank.

There can be no discounting of merchandise and prices may not be changed during the show.

Booths:

Only one booth is allowed per vendor.

A maximum of two vendors may share a booth in their category, and each must have been approved in the application/jury process.

There will be no subletting of your booth space. Only items listed on your application and pictured with the application may be displayed and sold.

Booths are approximately 8' x 8'. One table and chairs are provided. Electricity is available at no additional cost - you will need your own cord to run power to your table. Each vendor has additional space in the center of the room in an "H" made of metal grids.

All tables are covered in green plastic to the floor (provided by the show) and covered with a white table cloth which must be purchased from the show at cost. If you bring a second 5' or 6' table for your booth, it needs to have the same table covering so that all booths match. You may provide your own covers for smaller accessory tables. All tables and accessories must be kept within your allotted space.

Product Tagging:

All items must be tagged with a special Velvet Stocking tagging system and information will be forwarded after becoming a member of the show. All tags must be the same for every vendor and can be purchased from Velvet Stocking at cost. This tagging system is the key to the central checkout and how vendor sales are accounted for.

Cost & Fees:

Show fee is \$175.00, plus \$14 for the white tablecloth. Vendors returning for the second year, are required to provide one white grid (2-6ft) to contribute to the show's use (approx. \$20).

For credit card use in the show, 2.7% or the average amount the credit card company charges will be subtracted from each vendor's total sales to cover credit card use.

Set Up/Tear Down:

The Velvet Stocking is run as a vendor Coop. Vendors are assigned to a committee to assist with show set up the day before the show opens and tear down at the end of the show.

Set up starts at 9 am on Wednesday, November 8th. All vendors or their partner must be present for set up at 9am.

The show consists of several committees and everyone will be assigned to one or asked to lead one. All committees must complete work before the booths can be set up, so it is important for everyone to be on time and start work promptly.

Advertising:

The Show will be advertised in the Houston Chronicle Bazaar Section and the surrounding neighborhood newspapers and newsletters. Announcement cards are mailed approximately two weeks prior to the show to addresses in our extensive mailing list. Flyers are distributed to schools, businesses, etc. Vendors will be given show business cards to hand out. Signs are posted at busy intersections throughout Webster.

Advertising is very important to us.

Show Attire:

All vendors will dress in dark **black pants** (no faded jeans) or **black skirts with a solid red dressy blouse or sweater (white shirt with Christmas tie for men)**. A black sweater, jacket or vest over it is permissible. Tasteful Christmas vests are permitted. This serves to identify the vendors for our customers.

Meetings

All vendors must attend the following meetings called by the Director. Meetings are held at Rudy's, 21361 Gulf Fwy, in Webster.

August - Mandatory meeting of all vendors held prior to the show. This meeting is necessary to go over job descriptions, show info, purchase tags, etc. At least one vendor/partner must attend. **This is very important!**

November - Meeting to distribute checks and critique the show is held approximately fifteen (15) days after the close of the show. All vendors and/or their partner should plan to attend. Special arrangements must be made to receive check and tags if unable to attend.

All vendors will be notified by email of meeting time and place or phone for non- e-mail users.

Refunds

Should a currently active vendor of the Velvet Stocking decide to not participate in the current year's show, they should let the Director know as soon as possible, so another vendor can fill the position.

If a vendor drops out of the show, the refund rates apply:

Before April 30	No penalty (full refund)
After May 1	10%
After June 1	20%
After July 1	30%
After August 1	40%
As of September 1,	there will be no refund.

Sales Tax ID Number

Each vendor must have their own Texas Sales Tax ID number and is responsible for the payment of his or her sales tax. Every vendor is required to have a copy on file with the Director.

Velvet Stocking will collect sales tax at the central checkout and distribute it with the vendor's sales.

Committees & Teams

Vendors work in teams of three booths during the show. Vendors will be assigned a schedule to cover certain duties during the show in 2 hour shifts. For example, a vendor may be assigned "table watcher" which means they will assist customers within their team if a team member is away from their booth. The schedule allows plenty of time for you to be in your booth. Anyone working in your place or shift, must be 18 years or older.

Officers

Velvet Stocking is run by a board of officers consisting of Director, Co-Director, Secretary, and Treasurer. They work with the assistance of the committees to have a very successful show.