Merchant Market
at
Columbus Oktoberfest
September 28-30, 2012
Columbus, OH
Ohio Expo Center
(Ohio State Fairgrounds, 717 E. 17th Ave)

This community event has been celebrated for over 45 years.

We cordially invite you to participate in the **Merchant Market** where small businesses and service vendors will have the opportunity to exhibit during this year's Columbus Oktoberfest. The **Merchant Market** will be one of the many attractions as this longstanding Oktoberfest tradition makes its mark on Central Ohio attracting an estimated attendance of over 35,000 people. Exhibitors will be situated under an old historic covered pavilion located in the heart of the Oktoberfest festivities providing a great opportunity you won't want to miss!

- **Entry Procedures:** Please complete the application form and return with your payment along with 2-3 photos of your product and one of your overall booth display. If you are a current exhibitor with Huff's Promotions with photos on file you do not need to submit additional photos unless your product(s) or display has changed, but you still must submit an application. Photos will not be returned unless requested.
- **Fee Information:** Spaces will be approx. 120 sq. ft. which may be a 10x12 or 8x14 space. All booth fees must be paid with application. Your fee will be returned if unaccepted or placed on a waiting list. Cancellation fees apply. A $25 fee will be charged for returned checks.
- **Acceptance:** Exhibitors will be screened based on product and professionalism of overall display. Huff's Promotions reserves the right to accept or reject items.
- **Display:** Displays must be neat, tidy, professional and safe. Tables must be covered on all 4 sides and to the ground with cloth table covers (no plastic covers or white sheets). Inventory, coolers, carts, boxes, crates, etc. must be kept out of sight. All signs should be professional and sale signs are NOT permitted. Exhibitors must agree to man their booth all show hours; absolutely no early dismantling. Tables & chairs may be available for an additional charge (please inquire).
- **Set-Up Information**: Additional set-up information will be sent closer to the show date. By submitting a signed application, exhibitor agrees that all those working your booth display will follow all show guidelines and information provided prior to and during the show.
- **Advertising:** A comprehensive advertising campaign includes television, radio, print, web and more.
- **Misc:** The Oktoberfest will also have an Art & Craft Marketplatz designated for handmade art and craft items. Different pricing applies and crafters and artisans may contact us for booth fee information and application.
- **Sponsorship:** Sponsorship opportunities are available. To receive sponsorship package information or to tailor a package specific for your needs, contact Huff's Promotions at 330-493-4130 or visit www.columbusoktoberfest.com.

Show Details

- □ Estimated Attendance is over 35,000 people
- □ Easy move-in/move-out - drive close to space
- □ Close on-site exhibitor parking
- □ Each booth provided with 110v electric, pipe & drape
- □ Basic overhead lighting
- □ Overnight security
- □ One (1) parking pass for all 3 days

Booth Fee -

$250/120 sq ft: Small Business (direct sales co. & non-handcrafted items)

$500/120 sq ft: Service/Commercial Exhibitors

Electric: No additional fee
Deadline: June 29, first acceptance (applications accepted until show is full)

Payment Due: Full payment due with application
Cancel Fee: $50 if cancelled before Sept 14; full booth fee if cancel Sept 15 or after

Show Hrs: Fri, Sept 28 5pm-12am
Sat, Sept 29 12pm-12am
Sun, Sept 30 12pm–8pm

Set-Up Hrs: Thur, Sept 27 5pm-8pm
Fri, Sept 28 10am-3pm

For additional information please contact Huff's Promotions at 330-493-4130 or shows@huffspromo.com

For a complete Oktoberfest schedule of events visit www.columbusoktoberfest.com

**Merchant Markt
Presented by:**

Huff's PROMOTIONS, LLC

Printed 2/16/12- Application and information subject to change.

Exhibitor Complete:

Merchant Markt at the Columbus Oktoberfest
September 28, 29 & 30, 2012

Booth Size: **Small Business Exhibitor (Non-handmade items):**
‗‗‗‗ 120 sq. ft., 10x12 or 8x14 ($250)

Service/Commercial Exhibitor:
‗‗‗‗ 120 sq. ft., 10x12 or 8x14 ($500)

Corner Booth: ‗‗‗‗ +$30 (based on availability)

Tables and chairs are not included, but may be available for an additional fee, and ordered in advance. Please call to inquire.

Application Checklist: (May be submitted by mail or e-mail.)
❑   Completed and Signed Application
❑   Full booth fee, make checks payable to, Huff's Promotions, LLC
❑   2-3 photos of work and one of overall display (must include or provide booth display photo)
❑   SASE – Self Addressed Stamped Envelope
Mail to: Huff's Promotions
4275 Fulton Rd NW, Canton, OH 44718
(330) 493-4130 ● shows@huffspromo.com

Name ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗ Current Exhibitor with Huff's?   ‗‗‗yes ‗‗‗no

Business Name ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗

Address ‗‗

City ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗ St ‗‗‗‗‗‗‗‗ Zip ‗‗‗‗‗‗ Website ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗

Phone (‗‗‗‗) ‗‗‗‗‗‗‗‗‗‗‗‗ Cell (‗‗‗‗) ‗‗‗‗‗‗‗‗‗‗‗‗ E-Mail ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗

I understand my table covers must be cloth and cover all four sides of each table and to the ground. ‗‗‗‗‗Yes

I understand that my display must be open all show hours. ‗‗‗‗‗Yes

Category: Product or Service Promoted ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗ (ie, candles, jewelry or travel, banking etc.)

Detailed Description (be specific, list all products to be sold or services to be promoted) ‗‗‗‗‗‗‗‗‗‗‗‗‗‗

‗‗

Briefly explain display items to be used - (No. and sizes of tables, signage, display fixtures with height & width, etc.) :

‗‗

‗‗

If display is higher then 4 ft high, please indicate total height: ‗‗‗‗ft.

Exhibitors may set-up on Thursday afternoon or Friday as long as vehicles are moved from the staging area by 3pm.   Please indicate when we may expect you: ‗‗‗ I will see you on Thursday between 5pm-8pm   *or* ‗‗‗ I will see you on Friday from 10am-3pm

Ohio Vendor License ID Number ‗‗‗‗‗‗‗‗‗‗‗   or   Pending ‗‗‗‗   A Transient Vendor License is required if vendors do not have a permanent place of business in Franklin County. The fee is "one-time" and costs $25. You may obtain a form at www.state.oh.us/tax or through Huff's Promotions. Contact the Ohio Dept. of Taxation with questions at 800-282-1782.

Payment: ‗‗‗‗‗ ck enclosed   - or - ‗‗‗‗ bill credit card # ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗ Exp. Date ‗‗‗‗ Sec. Code ‗‗‗‗
► A 3% processing fee will be charged for credit card payment option. (i.e. add $7.50 fee for $250 booth fee or $15 fee for $500 booth fee)

Cardholder's signature ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗ Amount to charge $‗‗‗‗‗‗‗

I agree to hold harmless and indemnify Huff's Promotions, LLC, the Ohio Expo Center, Schmidt's Sausage Haus and Kelly Locker for damage from any cause, claims and liabilities at the show. Exhibitor agrees to conduct themselves in a professional manner, as deemed by show management, at all times. I agree to have my display open all show hours and not begin to tear-down early on Sunday. I also accept all rules listed as well as all additional guidelines, rules and regulations set forth by Huff's Promotions, LLC and the Ohio Expo Center provided to me regarding show.

Signature ‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗‗Date ‗‗‗‗‗‗‗‗‗‗

Office Use Only:
Acceptance‗‗‗‗‗‗‗‗‗
Category ‗‗‗‗‗‗‗‗‗‗
Date Payment Recv'd ‗‗‗‗‗
Amt. Recv'd ‗‗‗‗‗
Check #/CC ‗‗‗‗‗

We suggest you make a copy of application for your records.

Printed 2/16/12- Application and information subject to change.