



TO: Prospective Merchants

RE: 2010 Holly Day Marketplace

Dear Merchant:

The Junior League of Murfreesboro is making plans for its annual Holly Day Marketplace, which will take place on Saturday, November 20, 2010. This will be our 6<sup>th</sup> market and will be held again at the Embassy Suites Hotel. To continue our growth, we will be again in the larger ballroom which accommodates more vendors and shoppers. The main hours of the market will be from 9:00 a.m. - 5:00 p.m. with set-up times to be announced as the event approaches. We will also have another ticketed event that will include pictures with Santa in the afternoon. We invite you to submit the enclosed application to be included in the next fun-filled holiday shopping extravaganza.

Please complete the following application and return it no later than September 20, 2010 along with full payment. We encourage you to submit your application and payment as soon as possible. This event will again be a juried show of merchants. Limiting space in each category ensures a variety of merchandise and is for your benefit as a merchant to allow you maximum sales potential. With this being said, you will need to include a listing of all merchandise you plan to sell at your booth to ensure that the process is fair.

Please be aware that fees must be submitted and postmarked by September 20, 2010. Please refer to the merchant application for more details.

Upon receipt of your application, a confirmation will be e-mailed to you. Please return this application along with payment to:

Holly Day Marketplace  
c/o Lena Warnock & Kristen Finney  
P.O. Box 4138  
Murfreesboro, TN 37129

We look forward to working with you!

Sincerely,

Lena Warnock & Kristen Finney  
Holly Day Marketplace Chairs  
[hollydaymarketplace@gmail.com](mailto:hollydaymarketplace@gmail.com)

*The first 15 vendors who send in an application, along with payment in full, will be entered into a drawing to receive 50% off of next year's booth space. Drawing will occur during the event on November 20, 2010.*

Attachment (merchant application)

**The Junior League of Murfreesboro - 2010 Holly Day Marketplace**  
**Embassy Suites Hotel - Saturday, November 20, 2010**  
**9:00 a.m. - 5:00 p.m.**  
**MERCHANT APPLICATION - (Space is Limited)**

Please print or type

**Name of Business:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_  
(please be sure you can be reached at this number on the day of the event)

**E-mail:** \_\_\_\_\_

Merchants may reserve more than one booth, if additional space is required. This is a juried show. You will be assigned a booth, which will benefit vendors in hopes to prevent the same type of merchandise from being next to one another. **Please note that the availability of electricity is extremely minimal and cannot be guaranteed. If you have another way to collect money via credit cards that does not involve the need for electricity, please plan on doing so.**

BOOTH RENTAL: MERCHANTS \$125.00 per booth MEMBERS \$115.00 per booth

**PAYMENT BY CHECK TO JUNIOR LEAGUE OF MURFREESBORO IS ACCEPTED\***

I AM A RETURNING MERCHANT: \_\_\_\_\_ I AM A JLM MEMBER: \_\_\_\_\_

I AM ENCLOSING \$ \_\_\_\_\_ FOR THE RENTAL OF \_\_\_\_\_ BOOTH(S)

I NEED ELECTRICITY \_\_\_\_\_ I NEED WIRELESS INTERNET ACCESS \_\_\_\_\_ (please enclose additional \$5)

**PLEASE CIRCLE ALL CATEGORIES THAT BEST DEFINE THE TYPE OF MERCHANDISE THAT YOU SELL. PLEASE ENCLOSE PICTURE(S) OF THE PRODUCTS THAT YOU INTEND TO SELL AT HOLLYDAY MARKETPLACE. VENDORS MUST LIST ALL MERCHANDISE THAT WILL BE SOLD AT THEIR BOOTH.**

- |                      |                     |              |
|----------------------|---------------------|--------------|
| FINE ART/PHOTOGRAPHY | CHILDREN'S TOYS     | JEWELRY      |
| GIFTS AND HOME       | WOMEN'S' CLOTHING   | GOURMET FOOD |
| HOLIDAY THEME        | CHILDREN'S CLOTHING | HANDBAGS     |
| CANDLES              | OTHER: _____        |              |

**\*Please initial beside each:**

\_\_\_\_ **All fees must be submitted and postmarked by September 20, 2010.** You will receive a confirmation email after we receive your application and payment. Applications sent in without payment will not be processed, and we will not "hold" a booth. There will be no refunds provided after October 1, 2010.

\_\_\_\_ The first 15 vendors who send in an application, along with payment in full, will be entered into a drawing to receive 50% off of next year's booth space. Drawing will occur during the event on November 20, 2010.

\_\_\_\_ Booth fee includes 2 boxed lunches. If you need additional lunches, they may be purchased for \$15.00 each. Please enclose this money with your application and fee. Lunches include a sandwich, chips, fruit, cookie and water or soft drink.

\_\_\_\_ Please note that merchants will be responsible for providing their own set up, decorations, tear down and clean up. (Skirted table and two chairs will already be made available by the hotel.)

\_\_\_\_ Vendor is responsible for own sales tax.

Please mail this form, along with your payment by September 20, 2010, to: Lena Warnock & Kristen Finney, P. O. Box 4138, Murfreesboro, TN 37129. If you have any questions, you can call Lena at (615) 556-0419 before 8 p.m. in the evening, or e-mail me at [hollydaymarketplace@gmail.com](mailto:hollydaymarketplace@gmail.com).

**TOTAL FEES:**

\_\_\_\_ X \$125.00 FOR BOOTH FEE

\_\_\_\_ X \$115.00 FOR BOOTH FEE (FOR JLM MEMBERS ONLY)

\_\_\_\_ X \$5 FOR WIRELESS INTERNET ACCESS

\_\_\_\_ X \$15 FOR ADDITIONAL BOXED LUNCHES

**TOTAL ENCLOSED: \$**