



**8<sup>th</sup> Annual Dazzle Daze  
MERCHANT APPLICATION  
November 19 - 21, 2009  
Don Owen Sport Center - Conway, AR**

Business Name: \_\_\_\_\_

Name exactly as it should appear on booth sign: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Merchant names with hyperlinks are listed on the Dazzle Daze website. If you do not have a website, we will use your email unless you indicate otherwise.*

Will the Primary Contact named above be working in the booth during the show? Yes No  
If no, will the person working the booth be authorized to make onsite decisions regarding this booth? Yes No

**Will you be sharing booth space with another merchant?** Yes No

If yes, please list the name of the other merchant here: \_\_\_\_\_

*\*NOTE: For shared booths, the name listed above as Primary Contact will receive all merchant correspondence from Dazzle Daze. It is the responsibility of the Primary Contact to inform persons sharing his or her booth space of all show rules and regulations and to ensure such rules are abided by. Merchandise categories and percentages indicated on back of application should reflect the combined merchandise of both merchants.*

**Booth Location:**

*Please indicate your booth location preference below. We will make every effort to accommodate your request, but requests are not guaranteed.*

\_\_\_\_\_ Same/similar booth location as last year \_\_\_\_\_ Located next to \_\_\_\_\_

**Booth Electrical Needs:**

Will you need electricity in your booth? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please briefly describe the equipment you will be using - small refrigerator, cash register, decorative lights, etc. *Please NOTE - it is the merchant's responsibility to bring a surge protector. Dazzle Daze will not be responsible for equipment damage due to power surges.*

\_\_\_\_\_

**Booth Storage Needs:**

Will you need storage for additional merchandise near your booth space? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please briefly describe what items you will be storing: \_\_\_\_\_

*We will make every effort to accommodate your request but requests are not guaranteed. Storage is not available for corner booths.*

**Returning Merchants:**

Which years have you participated in Dazzle Daze?

(Please circle all that apply) 2002 2003 2004 2005 2006 2007 2008

Will you be bringing new lines of merchandise? \_\_\_\_\_ Yes \_\_\_\_\_ No

*Returning merchants do not have to submit photographs or samples unless bringing new lines.*

**New Merchants:**

How did you learn about Dazzle Daze? \_\_\_\_\_

If referred by another Dazzle Daze merchant, please list merchant's name here: \_\_\_\_\_

New merchants *must submit* samples and/or pictures to be considered. A UPS call ticket or return postage and insurance charges should be included if samples are to be returned. If you would like to email pictures, please send them to [dazzledaze@conwayregional.org](mailto:dazzledaze@conwayregional.org)

**MERCHANDISE INFORMATION**

Price range of merchandise: \$\_\_\_\_\_

Please indicate below which categories you plan to sell merchandise and the percentage of items to be shown. If you do not include a product line here that you bring to Dazzle Daze, we reserve the right to remove those products to be equitable to other merchants. If you are sharing booth space with another merchant, categories and percentages indicated should reflect the combined merchandise of both merchants.

<b>Category</b>	<b>Booth %</b>	<b>Merchandise Description</b>
Antiques	_____ %	_____
Art	_____ %	_____
Children's Clothing	_____ %	_____
Children's Accessories	_____ %	_____
Books	_____ %	_____
Candles/Aromatherapy	_____ %	_____
Display Only	_____ %	_____
Floral	_____ %	_____
Food	_____ %	_____
Furniture	_____ %	_____
Garden	_____ %	_____
Gifts	_____ %	_____
Holiday Décor	_____ %	_____
Home & Kitchen Accessories	_____ %	_____
Jewelry	_____ %	_____
Linens	_____ %	_____
Men's Clothing	_____ %	_____
Metalware/Pewterware	_____ %	_____
Monogrammed/Embroidered	_____ %	_____

*Will you be monogramming onsite or taking orders only?* \_\_\_\_\_

Music	_____ %	_____
Pet Accessories & Clothing	_____ %	_____
Skincare, Beauty & Bath	_____ %	_____
Stationery	_____ %	_____
Toys	_____ %	_____
Women's Accessories (not including jewelry)	_____ %	_____
Women's Clothing	_____ %	_____

**Do you have an Arkansas Sales Tax Permit?** \_\_\_\_\_ Yes \_\_\_\_\_ No Permit Number: \_\_\_\_\_

If yes, please include a copy of your sales tax permit. If no, reporting forms will be provided to you at merchant check-in at Dazzle Daze.

**BOOTH INFORMATION**

Dazzle Daze provides the following for each booth:

- Black 8-foot tall drape in back of booth
- Black 3-foot tall side(s) - two 3' sides in regular booths and one 3' side in corner booth
- 6-foot black-skirted table(s) with white table cover. Number of tables provided based upon booth size. See booth rental chart.
- Two (2) chairs
- Electricity at no extra cost if requested on this application. One outlet per booth.
- Storage at no extra cost if requested on this application. Limited number of storage spaces. Storage is NOT available in corner booths.
- Small trash box
- Booth sign
- Four meals in the merchant lounge including lunch & dinner on Friday & Saturday. The number of meal passes per booth is based upon booth size. See booth rental chart.
- Security during shopping hours and overnight beginning Wednesday evening. Although security is provided, we cannot be responsible for any losses you may incur.

Merchant provides the following for his or her booth:

- Any items needed for the operation of your booth not specifically listed above.
- Any additional covered tables and chairs beyond what Dazzle Daze provides. Merchants may rent additional 6-foot skirted tables for \$25.00 each from Dazzle Daze.
- Shelving, cabinets and displays. These must be freestanding and no part of displays or stands may enter adjoining booths or protrude into aisles.
- All items needed for customer transactions including, but not limited to change, receipts, cash register, wireless credit card machine and slips. Phone lines and wireless internet are NOT currently available in the Don Owen Center.
- Surge protectors for all electrical equipment. A generator provides the show's electrical needs.
- Carts & dollies for loading and unloading.

Please indicate your booth preference:

<b>Booth Rental</b>							
<b>Booth Space</b>		<b>Table &amp; Meal Benefits Provided</b>		<b>Cost</b>			
<b>Size</b>	<b>SQF</b>	<b>Number 6-foot skirted tables</b>	<b>Number meal passes*</b>	<b>Cost on or before June 30</b>	<b>Cost after July 1</b>	<b>Quantity</b>	<b>Total</b>
10'x10'	100 sqf	1	2	\$350.00	\$400.00		
10'x10' corner	100 sqf	1	2	\$425.00	\$475.00		
10'x15'	150 sqf	1	3	\$500.00	\$550.00		
10'x15' corner	150 sqf	1	3	\$575.00	\$625.00		
10'x20'	200 sqf	2	3	\$600.00	\$650.00		
10'x20' corner	200 sqf	2	3	\$675.00	\$725.00		
10'x30'	300 sqf	3	4	\$850.00	\$900.00		
10'x30' corner	300 sqf	3	4	\$925.00	\$975.00		
<b>Total Booth Rental</b>							
<i>Please make sure to reserve a booth large enough to accommodate your merchandise and displays. Booth boundaries will be strictly enforced.</i>							
<b>Additional Tables &amp; Meal Passes</b>							
<b>Description</b>					<b>Cost</b>	<b>Quantity</b>	<b>Total</b>
Additional 6-foot black skirted tables					\$25.00		
Additional meal passes*					\$20.00		
<b>Total Additional Tables &amp; Meal Passes</b>							
<b>TOTAL DUE</b>							

\*Each Meal Pass includes lunch & dinner on Friday and lunch & dinner on Saturday.

**Dazzle Daze Merchant Rules & Regulations**

1. Returning merchants have first opportunity to register for the upcoming show.
2. Dazzle Daze is a juried show. There are limits for each category determined by the Dazzle Daze Committee.
3. Weight loss and diet aid products are not allowed at Dazzle Daze.
4. Booth space is not guaranteed until payment has been received.
5. Payment must be received by June 30 to be eligible for the early registration rate.
6. Payment must be received by August 31. Unpaid booths will be released at this time.
7. A cancellation must be received in writing by August 31 to be eligible for a refund. A cancellation received after August 31 is not eligible for a refund.
8. Merchants may share booth space with another merchant upon approval of the Dazzle Daze committee. For shared booths, the name listed as Primary Contact will receive all merchant correspondence from Dazzle Daze. It is the responsibility of the Primary Contact to inform persons sharing his or her booth space of all show rules and regulations and to ensure such rules are abided by.
9. Merchants may not sublease or 'sell' his or her booth space to another merchant without the permission of the Dazzle Daze merchant chair.
10. Booth placement is based upon several factors including booth size, merchandise type and the date which the application and/or payment is received. Past merchants are given preference. We will make every effort to accommodate location requests, but requests are not guaranteed.
11. Merchants must check-in with the Dazzle Daze Committee no later than 2pm on Thursday, Nov 19. Any unclaimed booth space remaining at this time may be used for another purpose at the sole discretion of the Dazzle Daze Committee.
12. Booths must be setup completely by 4:30pm on Thursday.
13. Booths must be manned at all times. Volunteers are available to watch your booth for a short period of time while you make a trip to the merchant lounge or restroom.
14. Merchants are responsible for the collection and payment of sales tax.
15. Merchants may not conduct a raffle or any other game of chance in his or her booth while at Dazzle Daze.
16. In fairness to all merchants and for the safety of our shoppers, booth boundaries will be strictly enforced. Merchandise must be displayed within the rented booth space and may not spread into the aisles.

Promotion, display, and sale of merchandise must be confined to merchant's booth and may not extend elsewhere under any circumstances. Solid booth toppers are prohibited due to fire codes. Dazzle Daze Committee members will be checking during setup and throughout the show to enforce this rule. Any merchandise and displays in the aisles must be removed before the show starts. The Dazzle Daze committee reserves the right to remove a merchant and/or impose a minimum \$100.00 fine for non-compliance.

17. Merchants may not sell recalled items and are expected to check appropriate recall lists before the show.
18. Food merchants must provide Dazzle Daze with a certificate of insurance naming as additional insured, Conway Regional Health Foundation and Dazzle Daze. General liability and product liability coverage are required. Limits of liability should not be less than \$1,000,000. Acceptance into the show is contingent upon receipt of documentation.
19. Any merchant selling designer and/or name brand items (example: Gucci hand bags, Seven jeans, Rolex watches, etc.), must submit a 'letter of authenticity' to Dazzle Daze. Acceptance into the show is contingent upon receipt of documentation.
20. The Dazzle Daze Committee reserves the right to remove a merchant at any time from Dazzle Daze without refund.
21. Dazzle Daze is a fundraiser for Conway Regional Health System with proceeds funding important patient services and programs for our community. Soliciting donations or distributing fundraising literature on behalf of another organization is not allowed.

I have read and agree to abide by the above rules and regulations.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Information

- Check enclosed for \$\_\_\_\_\_. *Make check payable to Conway Regional Women's Council*
- Please invoice for \$\_\_\_\_\_. Payment must be received by June 30 for the early registration rate.
- Please charge \$\_\_\_\_\_ to the following credit card.
  - Visa
  - MasterCard
  - American Express
  - Discover

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

### Mail to:

Conway Regional Health Foundation  
DAZZLE DAZE  
2302 College Avenue  
Conway, AR 72034

### Deliver to:

Conway Regional Marketing & Foundation offices  
631 Western Ave (corner of Western & Louvenia)  
(Do not mail to this address)

Phone (501) 513-5771 • Fax (501) 513-5785 • Email [dazzledaze@conwayregional.org](mailto:dazzledaze@conwayregional.org) • Website [www.dazzledaze.com](http://www.dazzledaze.com)

### Important Dates & Deadlines

- June 30 Early Bird Deadline - booth rental must be paid in full by this date to receive the early bird booth rate
- Aug 31 Booth Payment Deadline – Booth rental must be paid in full
- Nov 18 Merchant unload and preliminary set-up 3:00pm – 9:00pm
- Nov 19 Merchant set-up from 7:00am – 4:30pm. Merchants must be checked in by 2:00pm.
- Nov 19 Show Opens – Girls' Nite Out from 6:00pm-9:00pm
- Nov 20 General Shopping Hours from 10:00am-8:00pm
- Nov 21 General Shopping Hours from 10:00am-4:00pm. Early shopping for Breakfast with the Clauses participants beginning 9:30am.
- Nov 21 Show closes 4:00pm.

### Questions?

Merchant Committee Chair, Dot Welch • (501) 329-5258 • [dotwel@acxiom.com](mailto:dotwel@acxiom.com)  
Joan Shofner, Conway Regional Health Foundation • (501) 513-5771 • [dazzledaze@conwayregional.org](mailto:dazzledaze@conwayregional.org)