



C.H. MacKellar

1982-2012

BMAC

THE AMERICAN-MADE SHOW

**FEBRUARY 2012
EXHIBITOR
APPLICATION**

FEBRUARY 18-20

JEWELRY PREVIEW: FEBRUARY 17
Pennsylvania Convention Center,
Philadelphia PA

Exhibitor Application Instructions

If you exhibited in a 2011 Buyers Market, and completed your contract, you will automatically receive a 2012 reservation form for that particular show.

1. Complete the Exhibitor Information Form on Page 3 of this application.

You may apply at any time. Do not leave any section blank. Incomplete applications will be returned. Additional information is welcome, but do not send samples.

2. Include 5 product images and 1 booth shot.

Booth images should show the entire booth, with your work in it. If you don't have a booth shot, send a drawing or description. Your images will be kept on file and may be used for marketing and promotional purposes, so submit your best images.

Digital images: Digital images must be at least 300 dpi. You MUST include color printouts of each image on the CD, as well as a detailed description sheet of the images.

3. Include a wholesale price list.

If you have a brochure or catalog, please include it with your application.

4. Include your personal/company biography or resume.

This document must include your name and address.

5. Complete the Space Request Form on Page 4 of this application.

6. Include deposit payment.

Payment by check: You must include a deposit check or provide a credit card number. Make check payable to The Rosen Group, Inc. Your check will not be deposited unless and until you are accepted. February deposit is \$750.

- Write name of event on the check. (For example: BMAC February).
- Write your company name if it isn't already printed on the check.

Payment by credit card:

- Fill in credit card information and sign.
- Select pay-in-full option or deposit-only option.

7. Send Application.

Use FedEx, UPS or priority mail with tracking number, or certified mail. Include a self-addressed, stamped postcard noting "2012 BMAC Application Received." Postcard will be mailed upon receipt of application. Submit all items requested, even if you have submitted them in previous years, to: Buyers Market of American Craft
3000 Chestnut Avenue, Suite 304
Baltimore MD 21211

NOTE: Incomplete applications will be returned. All fees will be returned if your application is not accepted or if show management is unable to provide exhibit space.

Please photocopy completed application for your records.

Cancellation Policy

Cancellations must be made in writing, and sent via certified mail to verify arrival.

Cancellation 91 or more days prior to first day of show results in a cancellation fee based on booth size (10x10 non-corner: \$600; 10x10 corner or 10x15: \$650; 10x15 corner or 10x20: \$700; 10x20 corner: \$800).

Cancellation 90 days (after 11/18/11 for February show) or closer to first day of show results in forfeiture of all fees due—to include total booth cost and all late fees on the account. All cancellations result in forfeiture of tenure status. Please e-mail info@rosengrp.com for a complete copy of our cancellation policy.

QUESTIONS?

Call 410.889.2933, e-mail info@rosengrp.com or visit www.BuyersMarketofAmericanCraft.com.

Show Rules & Regulations

1. The Rosen Group, Inc., reserves the right to refuse any application or reservation form from any exhibitor for any reason at its sole discretion. The Rosen Group, Inc., reserves the right to revoke tenure for good cause. Products that infer or imply violence or criminal acts and products using materials acquired from the killing of endangered species (ivory, etc.) are not allowed. Failure to comply may result in expulsion from the show immediately without prior notification.

2. Exhibitors may promote only those products that comply with show regulations and are described on the application. Changes in the line must be submitted and approved in writing at least 90 days before the event.

3. Exhibitors may not represent merchandise other than products designed by the applicant/exhibitor.

4. All products displayed must be designed and produced by the artist/exhibitor or under the direct supervision of the artist/exhibitor.

5. Wholesale prices should be marked on products to be exhibited.

6. Applicants are required to exhibit in person; employees or sales representatives may not be sent in their place.

7. All sales and display materials must be confined to the exhibit space specified and must be in good taste.

8. Exhibitors shall not, without written consent of The Rosen Group, Inc., assign or sublet their exhibit space or any part thereof.

9. The Rosen Group, Inc., reserves the right to reassign any exhibitor space at any time. In the event the exhibitor shall not occupy said space, The Rosen Group, Inc., reserves the right to occupy, or cause to be occupied, such space in such manner as deemed best for the interests of the show, without rebate or allowance whatsoever to the exhibitor.

10. Liability insurance must be obtained by the exhibitor at the exhibitor's expense. The Rosen Group, Inc., and its agents and subcontractors assume no risk, and by acceptance of this agreement, the exhibitor expressly releases The Rosen Group, Inc., and its agents and subcontractors of and from any and all liability for damage, injury and loss to any person or goods that may arise from the use and occupation of said space. This includes damage during or near transport, delivery, setup or dismantling of exhibits. Children under 12 are not permitted on show floor at any time. No one under the age of 16 is permitted on show floor during move-in and move-out.

11. In the event that the full rental sum is not paid in accordance with the payment schedule, the exhibitor agrees to pay, in addition to the unpaid balance, all court costs and attorneys' fees incurred by The Rosen Group, Inc., with regard to such collection.

12. Continual unresolved customer service or product quality complaints from wholesale buyers may result in termination of tenure.

13. Exhibitors shall not, without written consent of The Rosen Group, Inc., dismantle or move exhibits before the official closing of the event. Display samples sold to buyers may be picked up ONLY at the close of the show. All purchases must be accompanied by a receipt.

14. Exhibitors shall be solely responsible for the payment of any state or local taxes or license fees in connection with the shows.

15. Booth Guidelines: The booth should be a 3-sided freestanding display with a floor covering. Adhesive backed flooring is strictly prohibited. Booth must be clean with no unsightly wiring showing and storage areas concealed. Proper lighting is essential. Required electrical service must be purchased by exhibitor. A 14-gauge extension cord and power-strip with a circuit breaker are required.

A complete and detailed copy of show rules and regulations can be found on www.BuyersMarketofAmericanCraft.com and is part of the final contract.

EXHIBITOR INFORMATION FORM

Business Name _____
 Street Address _____
 City _____ State _____ ZIP _____ Country _____
 Phone (_____) _____ Fax (_____) _____
 E-mail _____
 Website _____
 Fed Tax ID# _____

Medium (Select One) Jewelry Fiber-Wearable
 Ceramics Glass Mixed & Miscellaneous
 Guild Supplier

Describe how you make your work _____

Studio address (if other than above) _____

 Year business founded _____ Previous career _____

EDUCATION
 Art Education/Training (include degree & school)
 _____ (year) _____
 _____ (year) _____

CONFIDENTIAL
 Number of employees _____ Annual Sales 2010 \$ _____
 Pre-show Inventory \$ _____
 List Owners/Co-owners/Partners in the company (list yourself first):

WHOLESALE PRICE POINTS (ONE number only, please)
 Average wholesale price of items you make \$ _____
 Lowest wholesale-priced item \$ _____
 Highest wholesale-priced item \$ _____
 Do you own a gallery or retail space where you show your work as well as the work of other people? Yes No
 How did you hear about the Buyers Market?

For office use only
 PF12: DR _____
 NS _____
 PF12: TE WL SD

TOP 5 WHOLESALE ACCOUNTS
 List in order of volume. Attach a full list, if you prefer.
 Example: Hanson Galleries/Houston,TX/Donna Milstein/ 715.999.1234
 1) _____
 2) _____
 3) _____
 4) _____
 5) _____

REFERENCES
 Artists, guild memberships, gallery owners (include phone w/area code). Do not use references from accounts listed above.

SHOW EXPERIENCE
 Wholesale
 List name/years attended. Ex: BMAC/Philly/'09, '10

Retail
 List name/years/avg. sales. Ex: Sugarloaf Tim/'10, '11/\$2100

SUPPLIERS & CONTRACTORS
 List 3 primary suppliers by name/phone or e-mail/website.

JULY 2012 MERIT AWARD PROGRAM (DEADLINE: MARCH 1, 2012)
 Please consider me for the Merit Award Program
 This program gives emerging artists the opportunity to get their careers off the ground and enter the wholesale marketplace more quickly. Merit Award winners are responsible for booth deposit only—the remainder of the 10x10 booth fee is free!
 A limited number of Merit Awards are available. Acceptance into the show does not constitute receiving a Merit Award. Winners are notified by mail after March 15 for the July show.
 CRITERIA FOR SELECTION: 3) Market viability of work
 1) Innovative design ideas 4) Artist must be new to the
 2) Creativity of work wholesale marketplace

TO APPLY:
 Enclose a statement of 100 words or less explaining why you should be considered for a Merit Award. You may include a letter of recommendation from another artist, exhibitor, instructor or shop owner. High-quality images are required for Merit Award consideration.

SPACE & CONTRACT REQUEST FORM

STEP 1: SELECT YOUR CONTRACT

February 2012 (First review on September 1, 2011)
Show dates: February 18-21, 2011 (Philadelphia)

Please keep my application on file for July 2012 (First review on December 1, 2011)
Show dates: July 9-11, 2012 (Baltimore)

Exhibitors who participate in both shows receive a \$250 discount on their July booth. Selecting this option does not obligate you to exhibit in July. Your Exhibit Manager will contact you prior to the December 1 deadline to confirm your application and request a deposit.

Applications for all shows are reviewed on a rolling basis throughout the year.

STEP 2: SELECT YOUR BOOTH SIZE

BOOTH SIZE	FEBRUARY 2012 Philadelphia
<input type="radio"/> 5x8*	\$27.50 per square foot
<input type="radio"/> 10x10	\$22.50 per square foot
<input type="radio"/> 10x15	\$19.00 per square foot
<input type="radio"/> 10x20	\$19.35 per square foot
<input type="radio"/> Corner	\$400 add'l

Booth Cost Includes:

- Pipe & drape (8' drape)
- Booth sign
- Chair
- Material handling (drayage) for freight shipped to the advance warehouse
- Complimentary promotional materials
- Buyers Guide Listing
- Free subscription to NICHE & AmericanStyle magazines
- Free listing on NICHE Marketplace

Larger booth sizes available; call for more information.

**Only artists who have not previously exhibited at BMAC may select the 5x8 boothsize.*

Special Section Options

- Inspired Interiors – February only \$3.00/sf add'l (max \$600)
 Premier Jewelry – February only \$3.00/sf add'l (max \$600)

Special section surcharge includes booth carpet, black drape, special signage, and additional show guide listing with photo.

Two-Show Discount

Exhibitors participating in both 2012 Buyers Markets (February & July) receive a \$250 discount on their summer booth fee!

STEP 3: SELECT YOUR PAYMENT OPTION

- Check.** February deposit is \$750.
You will be invoiced for the balance. Checks will be deposited upon acceptance into the show.
- Charge my deposit and balance to credit card.** Deposit will be charged upon acceptance to the show; balance will automatically be charged 90 days prior to the show.
- Charge my deposit to credit card, and invoice me for the balance.** Deposit will be charged upon acceptance to the show.

Applicants applying after December 1, 2011 for the February show must include their full booth fee with their application.

STEP 4: VERIFY YOUR APPLICATION

By signing this application I agree to exhibit at the Buyers Market upon acceptance by The Rosen Group, Inc. I understand that submitting this application does not constitute acceptance into the show.

Signature _____ Date _____

Nation of Citizenship _____ # years _____ Nation of Residency _____ # years _____

Check enclosed \$ _____ # _____

Credit Card: MC VISA Discover AmEx

Credit card # _____ Exp. date _____

Signature Panel Code (last 3 digits on reverse side of card) _____

Print Name of Account Holder _____

Billing Address _____

PLEDGE:

I am a full-time artist, legal resident or citizen of the country listed, producing the work described herein. I certify that all items described and shown with this application and represented by my company are by my design, made under my direct supervision in named country, with domestic labor and materials (where applicable). I have read, and agree to abide by, the rules and regulations contained in this application package. I agree to allow The Rosen Group, Inc., to use for promotion the slides/photos herein submitted. All of the above items are true and correct.

Signature _____