

9th Annual

*JeWeL of the Carolinas*  
*Spring Market*

April 12-14, 2012  
Baxter Hood Center  
Rock Hill, SC



PO Box 3485 Rock Hill, SC 29732  
Phone; 803.329.7566  
[www.juniorwelfareleague.com](http://www.juniorwelfareleague.com)



Hosted By:





## 2012 JeWeL of the Carolinas Spring Market

April 12- 14, 2012

Dear Potential Vendor,

The Junior Welfare League of Rock Hill is pleased to invite you to participate in the 9th Annual JeWeL of the Carolinas Spring Market! The Spring Market is being held **Thursday, April 12 through Saturday, April 14, 2012**. This event is one of our major fund-raising activities of the year, with proceeds benefiting community projects and programs chosen by the Junior Welfare League of Rock Hill, South Carolina.

As a participating vendor, your support helps the Junior Welfare League of Rock Hill, a 69-year old non-profit organization of women, achieve our mission of promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

The 2012 JeWeL Market will feature several changes from our previous markets and will continue some other well-received traditions. A few things of note:

The annual Come-See-Me festival, a signature event for Rock Hill, is considered the largest, all-volunteer festival in South Carolina and attracts more than 100,000 participants and visitors every year. The Festival has been ranked in the South's Top 20 Spring Festivals for numerous years and has been featured in *Southern Living* twice. In 2011, Come-See-Me will celebrate its 48<sup>th</sup> year – and the first weekend of the festival falls takes place the same weekend as the annual JeWeL of the Carolinas Spring Market. We have a close relationship with the festival organizers and will be featured as an activity in the festival brochure and on its website.

The funds raised by the 9th Annual JeWeL of the Carolinas Spring Market will be used by Rock Hill Parks Foundation to renovate College Downs Playground with new modular play unit and bonded rubber safety fall surface. The Rock Hill Parks and Recreation is actively involved with the Come See Me event and will highly promote our event as they will be receiving the proceeds. We know this timing and additional publicity will bring more visitors as well as a new audience to the JeWeL Spring Market. We are thrilled to be a Come-See-Me event and think vendors will be too!

Two years ago, we began the new tradition of having a Girls' Night Out event in addition to the traditional market hours. It was a HUGE success for the vendors and the women who attended had a great time. We had a 75% increase in attendance at our 2011 market. This year the event will be held on Thursday night and will have extended hours of 6:00 – 10:00pm. It will be marketed as a preview party since it will be the opening event for the JeWeL.

**We are looking for new and unique merchandise as we strive to offer something for everyone. We would be delighted if you would consider the possibility of being a vendor in our show.**



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The JeWeL of the Carolinas Spring Market will be held at The Baxter M. Hood Center, York Technical College in Rock Hill, SC. The Baxter M. Hood Center has 12,000+ square feet of exhibition space, is centrally located in the Carolinas, and is just minutes away from Charlotte, NC.

### Hours of Show:

*Thursday, April 12, 2011*

Merchant Set-up 10:00 am – 5:00pm  
Girls' Night Out 6:00pm - 10:00pm

*Friday, April 13, 2011*

Market Hours 10:00am – 6:00pm

*Saturday, April 14, 2011*

Market Hours 9:00am – 5:00pm  
Merchant Breakdown 5:00pm – 6:00pm

### Location:

The Baxter M. Hood Center  
York Technical Center  
422 S. Anderson Road  
Rock Hill, SC  
Phone: (803) 325-2888  
www.hoodcenter.com

We do not charge a commission. Instead, vendors are charged a table or booth rental fee dictated by your desired location and booth size. Prices were decreased by 10% this year to reflect the slightly smaller number of hours that the market will be open this year.

Booth prices are as follows:

Booth Size	2012 Price	Location
8 Ft. Table	\$180	Location to be determined (limited number available)
8 x 10 Booth	\$315	Located along the back wall of the Grand Ballroom
10 x 10 Booth	\$360	Located in the Grand Ballroom
10 x 10 Booth	\$450	Located in the Main Lobby
10 x 20 Booth	\$540	Located in the Grand Ballroom
10 x 20 Booth	\$675	Located in the Main Lobby

We will supply each booth with the following:

one draped table (6 ft. or 8 ft.)  
two chairs  
one trashcan

one customer sign  
one 110v outlet (if desired)

NOTE: Additional tables and phone lines will be provided for an additional fee.



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Please review and carefully consider the enclosed application. To be considered for the 2012 Market all applications and 50% deposit must be returned by **February 01, 2012**. Make checks payable to Junior Welfare League of Rock Hill with the notation, JeWeL of the Carolinas Spring Market. Please return application and deposit to:

**The Junior Welfare League of Rock Hill  
c/o Kim Willaby  
P. O. Box 3485  
Rock Hill, South Carolina 29732**

All applications will be reviewed in order to ensure a diverse, quality show. When the final selections have been made, we will send you additional information with a formal contract or will return your deposit to you.

There will be a celebration party for league members and vendors on Saturday, April 13<sup>th</sup> at a different location. Ticket information and general information for this event will be mailed with the contracts.

### **Additional Vendor Benefits:**

*Vendor Hospitality:* We are glad to provide a hospitality area for you where you can enjoy refreshments or a much needed break.

*Vendor Liaison:* We will provide representatives from the Junior Welfare League of Rock Hill who will check with you throughout the day. They will be happy to go pick up your meal or refreshments and staff your booth long enough for you to go take a bathroom break. Also, if you have a special need of immediate importance, please let us know, and we will do our best to address your request. League members will be available to help you unload your merchandise on Thursday.

The Junior Welfare League is looking forward to a successful 2012 JeWeL of the Carolinas Spring Market. If you have any questions, please contact Kim Willaby at 803-322-2980. You can also log onto our website: [www.juniorwelfareleague.com](http://www.juniorwelfareleague.com). Your questions will be answered in a timely matter by one of the market chairs.

We look forward to hearing from you soon! Thank you for considering being a merchant in our JeWeL of the Carolinas Spring Market!

Sincerely,

Kim Willaby  
Merchant Communications Chair



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## VENDOR APPLICATION

Vendor Name \_\_\_\_\_

Booth Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_

Cell Phone ( ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Can we contact you in the future by email? Yes \_\_\_\_\_ No \_\_\_\_\_

Website Address \_\_\_\_\_

If you choose to be a vendor, your website address will be included on our site when the 2012 Vendor List is published.

PLEASE INDICATE YOUR INTEREST BELOW:

- ( ) We are interested in being a vendor at the JeWeL of the Carolinas Spring Market!
- ( ) We are unable to participate in the JeWeL of the Carolinas Spring Market this year, but would be interested in the future.
- ( ) We are not interested.



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## **BOOTH RENTAL PRICES:**

Please select the booth size you are interested in:

Check Desired Booth	Booth Size	2012 Price	Location
	8 Ft. Table	\$180	Location to be determined (limited number available)
	8 x 10 Booth	\$315	Located along the back wall of the Grand Ballroom
	10 x 10 Booth	\$360	Located in the Grand Ballroom
	10 x 10 Booth	\$450	Located in the Main Lobby
	10 x 20 Booth	\$540	Located in the Grand Ballroom
	10 x 20 Booth	\$675	Located in the Main Lobby

Please indicate the size of the provided table needed \_\_\_6ft \_\_\_8ft

Please check and indicate numbers of each item if additional supplies are needed:  
\_\_\_/\_\_\_6 ft tablet \_\_\_/\_\_\_8 ft tablet (additional \$10 per table charge)

YES / NO Phone line (additional \$100 charge, PLEASE CIRCLE)

If you plan to bring your own table and do not need the table provided, please check here \_\_\_\_\_

If you need an electrical outlet, please check here \_\_\_\_\_

NOTE: Booth prices are guaranteed through the contract deadline.  
After the deadline, prices are subject to change.



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## **Application Checklist:**

\_\_\_ Deposit: Please include a check for 50% of the booth rental made payable to the Junior Welfare League of Rock Hill with the notation, JeWeL of the Carolinas Spring Market. Vendors who are not selected to participate in the JeWeL of the Carolinas Spring Market will be refunded the deposit.

\_\_\_ Photos of your merchandise

\_\_\_ Business Card

\_\_\_ Booth Preference

## **Marketing Information:**

Please fill in the following information for our Market brochure:

Booth Name \_\_\_\_\_

Location(s) (City, State) \_\_\_\_\_

Brief description of items being sold \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## APPLICATION NOTES:

- If this application is not returned to us, you will not receive a contract.
- Booth cancellation refunds will only be made if we are able to rent your space to another Vendor. If booth is canceled, a \$50 fee will be held out for our expenses.
- Publications for the market are sent to the printers approximately one month prior to opening day. Your application, contract, and booth rental money (in full) must be received prior to this date or your information will not be printed.
- Only one vendor will be allowed per booth. "Booth sharing" will not be allowed.

**DISCLAIMER: THIS IS AN APPLICATION AND NOT A CONTRACT. THE JUNIOR WELFARE LEAGUE OF ROCK HILL, SC RESERVES THE RIGHT TO JUDGE APPLICATIONS FOR ACCEPTANCE. YOU WILL BE NOTIFIED OF THE REVIEWING COMMITTEE'S DECISION ON APPLICATIONS BEFORE MARCH 1, 2012. IF YOU HAVE RETURNED AN APPLICATION, YOU MUST STILL HAVE A COMPLETED CONTRACT ON FILE AND BE PAID IN FULL BY APRIL 1<sup>ST</sup>, 2012 TO GUARANTEE YOUR BOOTH.**

Applicant's Printed Name: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return Application Packet with Deposit by February 1, 2012 to:

Junior Welfare League of Rock Hill  
c/o Kim Willaby  
PO BOX 3485  
Rock Hill, SC 29732