



VERMONT FINE FURNITURE & WOODWORKING FESTIVAL 9TH ANNUAL

Saturday & Sunday
September 29 & 30, 2012
Union Arena
Woodstock, VT 05091



EXHIBITOR REGISTRATION

Join the best woodworkers in the nation at **THE** Top Ten Fall Vermont woodworking event to make this the one stop shopping experience for homeowners, architects, interior designers, and retailers.

www.vermontwoodfestival.org

Event Details

Location: Union Arena is at the Woodstock High School grounds at 496 Woodstock Road (Route 4), Woodstock, VT 05091.

Event setup: Friday, September 28, 2012 from 9:00 AM to 6:00 PM.

Event dates/hours: Saturday, Sept 29 from 9AM to 6PM and Sunday, Sept 30 from 10AM to 4PM.

Arena amenities: The booth pipe and drape will be hunter green and white. Aisles will be carpeted. Your booth will not be carpeted. We strongly recommend that you carpet your own booth space. WIFI internet is available in the arena.

Demonstrator tent: Woodworking demonstrators will be outside displaying how to make their craft.

Extras: We will again offer entertainment, food, and hands-on activities for kids to make this a must-do family event.

Booth needs: Electricity, tables, and table covers are available for your booth but requests must be made on your registration form. Please plan ahead. We will not be able to accommodate requests made during setup day for tables/covers. Electricity ordered at setup day will cost \$80.00.

RETURN COMPLETED REGISTRATION FORM, SPACE CHOICES, & PAYMENT TO:
Vermont Wood Manufacturers Association
PO Box 6004, Rutland, VT 05702-6004.

Questions: 802-747-7900 or email info@vermontwood.com

EXHIBITOR AGREEMENT

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____

ZIP: _____ PHONE: _____

EMAIL: _____

WEBSITE: _____

PRODUCT: _____

Referred by: _____
WMA Member Non-Member

Regular booth (100sf-10 x 10): \$375

Additional 10 x 10 booths \$475

Premium booths (front of Arena) QTY: _____ \$450

Electricity \$40

8' Table \$10/table QTY: _____

Table cover \$20/table QTY: _____

I would like the same booth as 2011

(must be reserved by 12/31/11)

DISCOUNTS:

5% of total if paid in full by 12/31/11

\$25 off total if you recruit a new exhibitor

TOTAL: \$ _____

BALANCE DUE: \$ _____ (Due: 6/1/12)

PAYMENT METHOD: Please select one

Check _____ (Payable to WMA)

Credit Card (VISA/Mastercard/Discover): _____

Exp. Date: ____/____/____

I agree to all the terms and conditions of exhibiting at the Festival as outlined in the exhibitor invitation.

Signature: _____

PLEASE KEEP COPY FOR YOUR RECORDS

WHY SHOULD YOU JOIN US AT THE PREMIERE WOODWORKING EVENT IN VERMONT?

Do you make a quality, Vermont wood product?

Calling all Vermont furniture makers, wood turners, toy makers, carvers, cabinetmakers, basket weavers, millwork, flooring, door and window manufacturers, and all others who make products out of wood! We want you to have a presence at this Top Ten Fall Vermont woodworking event to make this the one stop shopping experience for homeowners, architects, interior designers, and retailers.

Didn't exhibit at the Fine Furniture and Woodworking Festival last year?

Despite the flooding from Hurricane Irene and road closures we had a great event! We had half a dozen new companies join as exhibitors, representing all aspects of the industry. One of our biggest accomplishments in 2011 was to arrange for *Family Circle Magazine's* new home editor Stephen Saint-Onge to attend the Festival. Saint-Onge enjoyed his day networking with woodworkers while photographing pieces on display. For those of you that have been our highly valued, return exhibitors we plan to bring new aspects once again so that our return attendees will make this their fall foliage destination for another year!



Saint-Onge visits with Rockledge Farm Woodworks.

How did the exhibitors fare in the current economy?

We were pleased to see that the attendees present at the 2011 event were quality buyers. Reported sales and orders made during the weekend ranged from \$500 to over \$5,000. Hundreds of leads were generated throughout the weekend and connections with wholesale buyers and retailers were established.

What features will remain?

We will again partner with Marsh Billings Rockefeller

National Historical Park for their annual Forest Festival Weekend. The Park will host woodworking and sawmill demonstrations, forest walks, educational activities, and events for the whole family. And, we will again provide shuttle service between venues. As always, we will offer food, entertainment, and activities for everyone to enjoy.

Design Competition Exhibit

We will be holding the Vermont Furniture & Wood Products Design Competition at the Festival. Details on the competition will be available in the coming months, but it's not too soon to begin designing your entry. View details of past competitions by visiting www.vermontwooddesigns.org.



Judges review a 2011 Design Competition entry.

What's your part?

The continued success of this event now depends on increased participation by members of the industry. Whether you have been a past participant or have never participated before, please join your colleagues for the 9th Annual Vermont Fine Furniture and Woodworking Festival. We are counting on your support of this great event to carry us forward. With no grant funds to support it, the Festival has been an industry-led and industry-funded event. Now in its ninth year, the Festival is also very close to self-sustaining and can only reach that goal with broad participation. That makes it more important than ever to be counted among the exhibitors.

How will space be allocated?

Last year's exhibitors will have until 12/31/11 to reserve their same 2011 booth. After that date space will be allocated on a first come first serve basis. Act now!

What are the terms and conditions of exhibiting?

You may exhibit or sell only those pieces that are designed and made in Vermont by you, a Vermont woodworker. You

may take orders or sell products from your exhibit space; however, we ask that you not disturb the integrity of your booth until the end of the show. We also suggest that you obtain a rider from your insurance company naming Union Arena and VWMA as an "also insured" for September 28-30, 2012. VWMA will not be responsible for any loss or damage incurred during the Festival.

Would you like to be a demonstrator?

If you would like to be a part of the demonstration tent just outside of the Arena entrance, please contact the VWMA office to receive a Demonstrator Application. We have hosted bowl turners, puzzle makers, chair wrights, carvers, and much more. There is a fee involved with demonstrating to help cover costs of space and special needs.



Tim Patillo demonstrates bear carving outdoors.

How do I make the most of my time at the show?

The VWMA offered trade show training to interested exhibitors in 2011. We currently have the training presentation available for download at <http://www.vermontwoodfestival.org/exhibitor/TipsforExhibitors/index.php>. We want to make sure that you reach the maximum amount of attendees in your booth by offering tips on what to do before the show, at the show, and after the show.

Still need convincing?

If you would like to talk with a previous exhibitor to learn about this great opportunity please visit www.vermontwoodfestival.org to view exhibitor information.