

**SEVENTH ANNUAL VERMONT FINE FURNITURE AND
WOODWORKING FESTIVAL**
Saturday, September 25 – Sunday, September 26, 2010
Union Arena, Woodstock, VT



INVITATION TO EXHIBIT

Do you make a quality, Vermont wood product? Calling all Vermont furniture makers, wood turners, basket weavers, millwork and flooring, door and window manufacturers, and all others who make products out of wood! We want you to have a presence at this annual 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? You missed an exciting event!

Fifteen new companies joined the camaraderie of Vermont woodworkers at the 2009 event. Will you be the next new exhibitor? The more talented woodworkers we have displaying their products, the more the message spreads to attendees that Vermont is *THE* place to be for anything wood! 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!

Last year we brought on a new caterer, the Barnard General Store, to provide us with local food to fuel the hungry shoppers. We also brought on a new project that generated a lot of interest with the local community, the Naked Table Project. This table-making project benefited Sustainable Woodstock, a non-profit group located in Woodstock, VT that shares a goal of increasing sustainability in local communities. We also hosted the annual student design competition & awards ceremony on the arena floor for Vermont high school students.



2009 Festival's Best in Show winner
Birds in Wood of Morgan, VT

How did the exhibitors fare in the current economy?

Even with the economy as it is, attendance remained steady and sales were made right off the floor. Reported sales and orders from exhibitors ranged from \$300 to \$9,000. 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.



Rep. Peter Welch sits in a William Laberge Cabinetmaker loveseat, while his wife checks out a cabinet, at the 2009 Festival.

What's new?

We will be holding the bi-annual Furniture & Wood Products Design Competition at the Festival. Woodworkers who are exhibiting at the Festival may display their entries in their booths. Others will be displayed in the Design Competition area on the exhibit floor. Judges will come to your entry and evaluate all pieces. View more details on the competition by visiting www.vermontwooddesigns.org.

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 2010 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 is now an industry-led and industry-funded event. Now in its seventh year, the Festival is also very close to self-sustaining and can only reach that goal with your support. That makes it more important than ever to be counted among the exhibitors.

How will space be allocated?

Space will be allocated on a first come first serve basis (see floor plan and booth information on registration form). There are only six premium booths available in the front of the arena. 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 Vermont woodworkers. 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 24-26, 2010. VWMA will not be responsible for any loss or damage incurred during the Festival.



Spring Pole lathe demonstration by Richard Montague

More booth value for your buck!

For the same 100sf booth space that costs you \$350, you pay:

- **\$700-\$1,000** at the Milwaukee Fine Furnishings Show
- **\$1,000** at the Providence Fine Furnishings Show
- **\$3,000** at the Boston GreenBuild Show

and the majority charge up to a 20% premium on corner booths!

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 in order to go over details. We have hosted bowl turners, puzzle makers, chair wrights, carvers, and much more. If you have a wood demonstration you would like to share with everyone that weekend, please contact the VWMA office to discuss possibilities. There is a fee involved with demonstrating to help cover costs of space and special needs.

For the first time this year, we also have a special offer for indoor exhibitors who would like to demonstrate "quiet" craftsmanship of the educational variety. You can get add-on space for your booth at a reduced rate. Call for the office for information on this offer.

Can't exhibit this year at the show?

You can still reach the many attendees that travel to Vermont specifically for this event by advertising in our event program. This 6 x 6, four-color piece highlights the woodworking companies exhibiting at the show and also our paid advertisers. Please email info@vermontwood.com with any questions.

Advertising Rates:

- Business card (2" x 3.5"): \$75
- ¼ page (3" x 3"): \$150
- ½ page (3" x 6"): \$225
- Full page (6" x 6"): \$400



2009 Festival Program

How can you help to market the Festival?

We need you to join our “marketing team.” The office provides considerable marketing support, including postings on all calendars of events in local and regional newspapers and magazines, placement of paid advertisement in key markets, ongoing email marketing campaign to past attendees, pitches to writers of high-profile newspapers, underwriting on public radio and PSAs to local stations, press releases targeting exhibitors local communities, rack cards in all Welcome Centers and other tourist venues, posters, mailers, etc. However, we can’t do it all! Working together will enable us to reach broader markets and maximize a very limited marketing budget.

Here’s what you can do to help us continue to “build the buzz”...

- Post a Festival announcement on your company website.
- Add a Festival announcement to any email marketing you do.
- Join us on Facebook!
- Include a tagline for the Festival in your paid advertising.
- Offer rack cards at your point of sale location.
- Send invitations to your customers.
- Help us solicit sponsorships and program advertisers.
- Talk up the Festival with everyone you know... including potential exhibitors, demonstrators, and attendees.

What else do you need to know?

- The Union Arena is located at 496 Woodstock Road (Route 4), Woodstock, VT 05091 at the Woodstock High School grounds.
- Show set up will take place on Friday, September 24, 2010 from 9:00 AM to 6:00 PM.
- The Festival will be open on Saturday & Sunday, September 25-26 from 10AM to 5PM.
- The booth pipe and drape will be green and white.
- Aisles will be carpeted. We strongly recommend that you carpet your own booth space.
- We will work with local food producers and caterers.
- Marketing for the Festival begins in January and continues throughout the year.
- We will again offer woodworking demonstrations, entertainment, and hands-on activities for kids to make this a must-do family event.

We’ve already received inquiries from potential attendees for information on the 2010 Woodworking Festival. We hope you can join us too!

Please fill out and return the registration form enclosed. See details on registration form.

For questions, please contact Kathleen or Erin at 802-747-7900.

EXHIBITOR REGISTRATION

Name (contact person for show) _____
Contact phone _____ FAX _____ email _____
Company Name _____
Company address _____
Company city _____ State _____ Zip _____
Company website _____
Type of product _____

BOOTH OPTIONS: (please check below)

Indicate the number of square feet desired:

Cost per first 100 square feet: \$350 100sf @ \$3.50/sf = \$ 350.00

Cost for additional square footage: _____sf @ \$3.25/sf = \$ _____
(For example: 200sf=\$675, 300sf=\$1000.)

Premium booth space: There are four front entrance booths (400sf total) and two side booths (100sf each) available on a first-come, first-serve basis:

_____sf @ \$4.00/sf = \$ _____

ADDITIONAL NEEDS: check below for items not included in above.

Electricity - \$30.00 + \$ _____
 8' table - \$10.00/table + \$ _____
 Table cover and skirt - \$20.00/table + \$ _____

TOTAL COST: \$ _____

PAYMENT OPTIONS (non-refundable): Please select one

_____A. Paid in Full (Deduct 5% from total if paid by March 23, 2010) \$ _____

OR

_____B. Payment Plan- 50% deposit on total from above by March 23, 2010 \$ _____

BALANCE DUE BY June 1, 2010 to reserve your selected space

AMOUNT ENCLOSED \$ _____

Payment Method

Check _____ (Payable to the Vermont Wood Manufacturers Association)
 Credit Card (VISA/Mastercard) _____ Exp. Date: _____

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

Signature: _____

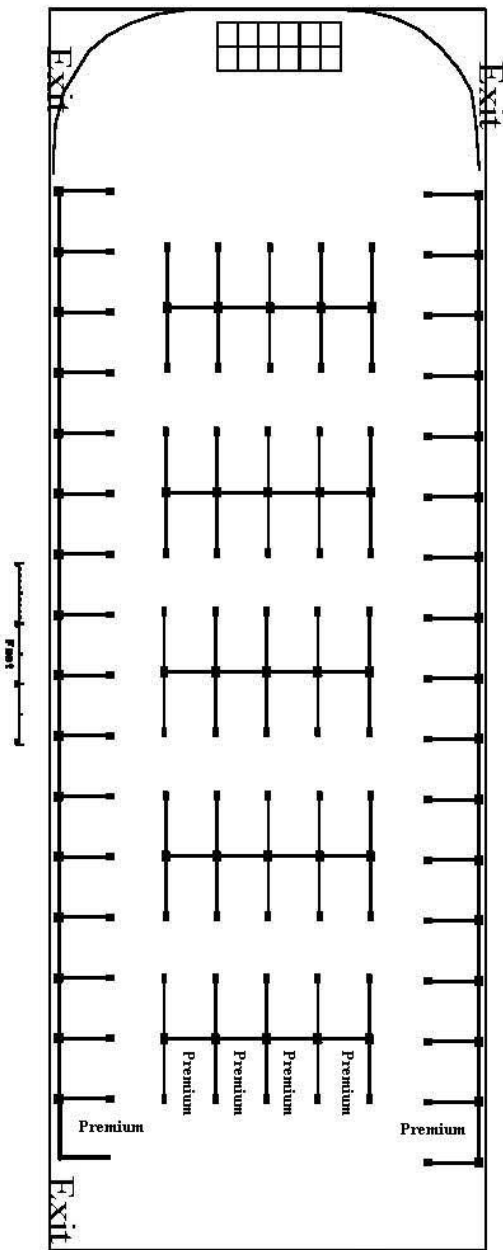
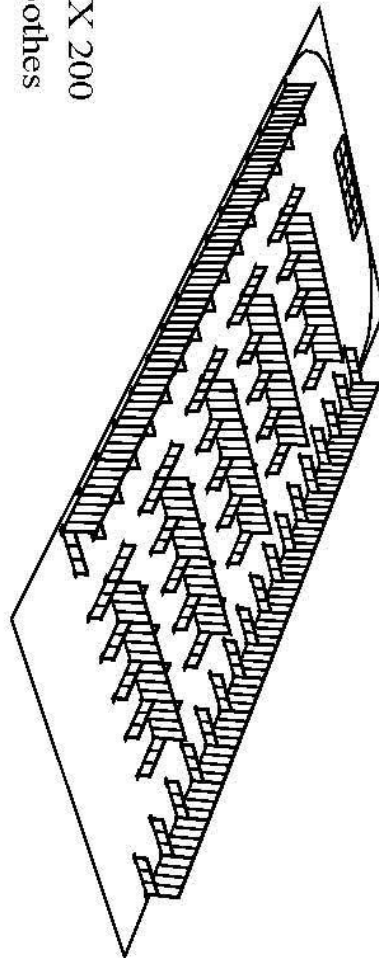
Return completed registration form and payment to:

Vermont Wood Manufacturers Association, PO Box 6004, Rutland, VT 05702-6004.
Questions: Contact the VWMA office at 802-747-7900 or email info@vermontwood.com



Rain Or Shine Tent Co

Union Arena Floor 85 X 200
Set for 71 - 10X10 Booths



Front Entrance

Please indicate on floor plan your top three booth choices by labeling them 1, 2 & 3. We will do our best to accommodate requests. Space is allocated on a first come first serve basis. If you have a pre-made booth display with walls, please indicate wall location and dimensions so that we can install appropriate 8' pipe and drape. If you are in a corner booth and do not want the 3' drape and side rail, please indicate place an "X" over the wall to be removed.