

# THE 2022 GREAT DICKENS CHRISTMAS FAIR RETURNING MERCHANT APPLICATION

Must be postmarked by May 20, 2022 

## Dear Prospective/Returning 2022 Merchant,

We are excited to be bringing back our full, in-person show to the Cow Palace this holiday season! The 2022 Fair will be an eleven-day event, running weekends from November 19th thru December 18th, including the Friday after Thanksgiving. All merchants are required to participate in the entire run.

A major goal of *The Great Dickens Christmas Fair* craft marketplace is to encourage and challenge artists to continuously strive for historical authenticity and excellence in their individual craft. We are also looking to invite new vendors to participate in our goal of adding to the show, by expanding the variety and diversity of cultures and artists represented. Given the unique nature of this show, and the significant commitments of time and preparation required, it is always a challenge to find new vendors who are able to participate. Please keep this in mind and assist in introducing this unique show to potential new vendors over the coming years.

**Applications must be postmarked by May 20<sup>th</sup>, 2022.** We will be jurying in May and June and sending out acceptance/regrets letters as early as June 15<sup>th</sup>. As always, booth fees are determined during the jurying process. Please note that we plan to keep fees at the same level as in 2019. Fees are set during the jurying and acceptance process and are not set solely on square footage or type of presentation. **If accepted**, Payments are due according to the following schedule. **June 30<sup>th</sup>** – first partial payment due or payment in full. **August 30<sup>th</sup>** – second partial payment due. **October 30<sup>th</sup>** – third and final payment due.

### Here are some things to consider as you decide whether to apply for the 2022 season:

1. Diversity, Equity, and Inclusion are very important to us, and we are dedicated to making the Dickens Fair a more culturally rich and diverse marketplace. We hope that you will join us in this pursuit when considering who to include in your sales staff.
2. Red Barn Productions requires each member of your team to complete an Anti-Harassment training program prior to admittance on site. The State of California offers a free 1 hour program [here](#) (Note: booth owners and managers must complete the 2-hour supervisor's version). This training will be valid for a period of two years. The certificate of completion that you receive at the end of the course must be submitted to [onboarding@redbarnproductions.com](mailto:onboarding@redbarnproductions.com) prior to receiving a gate pass to the event.
3. As safety, inclusion, and cultural awareness are top priorities for the Dickens Fair, we are also expanding our Participant Policy Manual and code of conduct. All participants, including all booth owners and booth workers, will be required to read and agree in writing to follow the policies and procedures of Red Barn Productions while participating in our event.
4. Our customers frequently request more variety in crafts. So keep innovating and seeking new products to add to your lists!



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5. Carts: If you apply to have a cart in the event, you will be asked to adhere to the original idea of a cart in the streets of London in winter. You will be requested to supply an actual cart, with real or imagined wheels, that will occupy no more than the allocated cart space itself (approximately 4x8 or 6x10, depending on space applied for) with no add-ons. This means no racks placed out in the street, no folding tables, no rugs. You may have a stool, travel trunks, and a mirror. The idea is to look like you could get up and go if the Constabulary moved you along.
6. Our goal, as stated in both the application and the contract you sign, is that we seek “one artist/one art” style per booth. That means that if you are a Pewtersmith, we want you to sell primarily pewter, a Potter primarily pottery, a Clothier mainly clothing. We have been phasing out ‘emporium stores’ and will continue to do so. If you began our event as the creator of a specific art style, please consider going back to that style.
7. **No one may sell any item made by anyone not listed on the application and considered into the fees.** If the item is not listed on your application and hand made by YOU, you need to list the artist you want considered, along with their art, and we need samples or photos for approval. You may not take on anything by consignment without prior approval.
8. We are not interested in ‘crafty’ items, only ART.
9. We are not interested in ANY sales items purchased out of a catalog.
10. As always – some merchants will be asked to drop certain products from their applications upon review.
11. We will not seek out any former merchants who have not applied or contacted us by the posted deadlines. **If you don’t apply, we cannot hold a spot for you!**

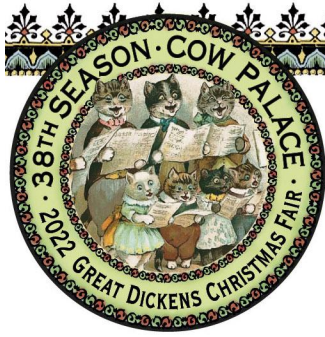
Thank you in advance for keeping your booths and their contents **beautiful, artistic, and authentic** and thank you for your continued interest in our event. We look forward to receiving your application for review.

*Leslie Patterson*

Producer | Red Barn Productions

Merchant Coordinator | The Great Dickens Christmas Fair

[vendors@dickensfair.com](mailto:vendors@dickensfair.com)



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## HOW TO APPLY

As a returning merchant, you have the option of applying online! If you would like to submit a physical application instead we are happy to provide you with the 2022 *Returning Merchant Package* as a PDF for you to print at home.

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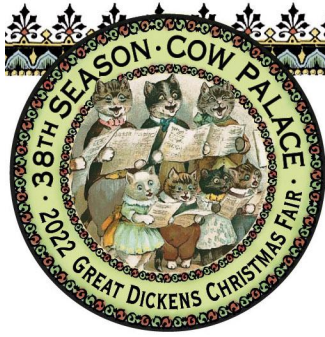
### Submitting your application online:

1. Click this link to fill out an application online: [here](#).
2. Complete the online application and submit. You will receive a confirmation email.
3. Once we receive your application, you will receive an email with a payment link to pay the \$100.00 application fee online.

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### Application Notes:

- If you are proposing to sell any new items this year, you will need to send us photos or samples of those items via email or snail mail.
- If your Seller's Permit has changed, you will need to provide us with a copy of your updated permit. Please email to [vendors@dickensfair.com](mailto:vendors@dickensfair.com)
- Make sure all your information is current.
- Once we receive your application, you will receive an email with a payment link to pay the \$100.00 application fee online.
- Once we have received your application fee payment we will determine your acceptance into the Fair and, **if accepted** – you will receive a contract with fee breakdown, which will need to be signed and returned with the first portion of your fees.
- Applications must be postmarked by **May 20<sup>th</sup>, 2022**. We anticipate sending out acceptances/regrets as early as June 15th.
- Please be prepared to reliably pay your fees on schedule.
- Please fill out the application completely and read all terms and conditions carefully.



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## GENERAL INFORMATION

### Jurying:

All items will be juried for:

- Quality of craftsmanship
- Uniqueness of design
- Use of materials
- Percentage of handcrafting of wares
- Cultural Diversity
- Demonstration

Items composed of raw materials will be considered of higher quality than assembled or embellished items. **PLEASE NOTE: You will be asked to remove from your booth any item that has not been juried or that was not approved by the jury committee.**

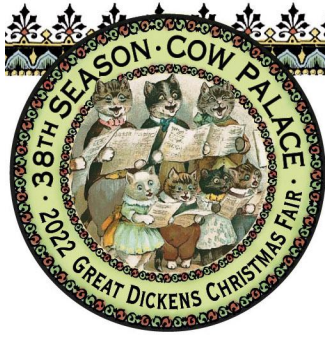
### Booth Fees/Terms:

- Level I – \$880-\$1,050 – craft activities, mystics, low-volume crafts, small carts.
- Level II – \$1,050-\$1,500 – small booths, average-sized carts.
- Level III – \$1,500-\$2,000 – average-sized booths, high-volume carts.
- Level IV – \$2,000-\$3,700+ –high-volume crafts, extra-large spaces, key locations.

Your fee level will be determined by a combination of factors, including anticipated sales volume and booth size. Fees for shared booths will be determined on a case-by-case basis.

### Cancellation:

Red Barn Productions reserves the right to cancel our acceptance of any Merchant for any reason we see fit. This rarely happens, but every now and then we accept more than we can accommodate and need to go back and cancel a Merchant's acceptance. In these cases, any fees previously collected will be refunded.



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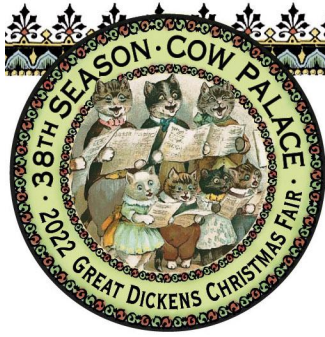
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## THE 2022 SCHEDULE

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<b>Oct. 29</b>	Load In/Chalk venue; <b>Hiring Day in the South Hall at the Cow Palace</b>
Oct. 30	Workshops begin in the South Hall - Cow Palace
<b>Nov. 5 &amp; 6</b>	<b>Onboarding, Merchant Stake-Out</b> , Build in the CP, Workshops continue in the South Hall - Cow Palace
Nov. 12	Build in the CP and Workshops continue in the South Hall - Cow Palace
Nov. 13	Build continues; Dress Rehearsal at the Cow Palace NOTE: There will be <b>NO</b> vehicles allowed <b>INSIDE</b> the building until after Dress Rehearsal is concluded
<b>Nov. 19 &amp; 20</b>	<b>FAIR WEEKEND 1 - Opening Weekend</b>
Nov. 21 - 23	Cow Palace open Monday thru Wednesday before Thanksgiving (10am-5pm)
<b>Nov. 24</b>	<b>VENUE CLOSED FOR THANKSGIVING</b>
<b>Nov. 25 - 27</b>	<b>FAIR WEEKEND 2 - Black Friday 3-Day Weekend</b>
<b>Dec. 3 &amp; 4</b>	<b>FAIR WEEKEND 3</b>
<b>Dec. 10 &amp; 11</b>	<b>FAIR WEEKEND 4</b>
<b>Dec. 17 &amp; 18</b>	<b>FAIR WEEKEND 5 - Closing Weekend</b>
Dec. 19 - 23	Cow Palace open from 8:00 AM to 6:00 PM for take-down
<b>Dec. 24 - 25</b>	<b>VENUE CLOSED FOR CHRISTMAS (Saturday thru Sunday)</b>
Dec. 26 - 30	Cow Palace open from 8:00 AM to 6:00 PM for take-down
<b>Dec. 30th</b>	<b>TAKE-DOWN/CLEAN-UP DEADLINE BY 6:00 PM</b>

After the second weekend, we will be open at the Cow Palace for deliveries and spruce-ups on Mondays, Thursdays and Fridays from 10 AM until 5 PM. If you need access other than the posted hours, call our site manager and make the request directly. The name and number will be posted.



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## MAIL-IN MERCHANT APPLICATION

If you would like to fill out a hard copy of the application, please fill in the below information and mail to The Great Dickens Christmas Fair PO BOX 1768, Novato, CA 94948.

### Merchant Information

Last Name:		First Name:	
Business Name (What is listed on your resale permit):		Booth Name (for Dickens):	
Website URL:			
Home Phone:		Work Phone:	
Fax:		Cell:	
E-Mail:		Other:	
Street Address:			
City:		State:	Zip:
Seller Permit Number:		City/State of Issue:	
Craft Type:		Game/Activity Type:	
Mystic Reading Method:		Food Type:	



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## The 2022 Great Dickens Christmas Fair

November 19/20, 25/26/27 and December 3/4, 10/11, 17/18, 2022

OWNER #1 NAME: \_\_\_\_\_

OWNER #2 NAME: \_\_\_\_\_

- Yes - You will be present on-site for the run of the event (gate pass issued).
- No - You will NOT be present on-site for the run of the event (no gate pass issued).

- Yes - You will be present on-site for the run of the event (gate pass issued).
- No - You will NOT be present on-site for the run of the event (no gate pass issued).

BOOTH MANAGER'S NAME: \_\_\_\_\_

Assumed to be present for the entire run of the event! (gate pass issued)

BOOTH NAME: \_\_\_\_\_

1. Booth or Cart of these dimensions: frontage \_\_\_\_\_ X depth \_\_\_\_\_  
Remember that your total booth dimensions must include seating areas, back/storage room areas, demonstration space, signs, or anything else that is part of your area.
2. What percentage of your items for sale are of your own design? \_\_\_\_\_
3. Do you share a booth with another artist? Who? \_\_\_\_\_
4. Number of employees (please include yourself): \_\_\_\_\_  
This number should include all employees you are expecting over the entire run of the event.
5. Water requested:  Yes  No - For what purpose is the water? \_\_\_\_\_
6. Would you like to be additionally insured through Red Barn Production's Liability Policy for a fee of \$75.00?  Yes  No If No, you must provide your own proof of insurance.
7. Power is included with your booth fee. **See the [electrical guidelines](#) for full details.** We are allocating a maximum of 10 amps (1200 watts) per booth. All of this power must be used for lighting. Appliances, such as heaters, hot plates, crock-pots, or coffee pots will not be allowed. Power is limited in the building so the majority of the available power must be devoted to lighting.
8. We will be providing wireless internet service to all vendors for Point Of Sale systems only. No streaming services of any kind will be permitted.



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## CRAFT LIST or CATERER MENU

Average retail price range for products: **From** \$ \_\_\_\_\_ **To** \$ \_\_\_\_\_

We are asking you to provide us with a complete product list. **Please do not say 'same as last time'**. List all items you will sell at *The Great Dickens Christmas Fair*. Only those items listed and approved can be sold. Items not listed may not be sold at the Fair.

- The Fair Producers reserve the right to disallow any item. We will NOT accept items bought from a catalog or outside supplier (without prior approval, and to be re-approved each year). Plastic items, those made of obviously synthetic fabrics, and other items of a strictly contemporary nature or design are not allowed.
- **Please list the items you will have for sale on the Itemized Sales List (see next page), and notate whether handmade or purchased.**
- You may email your own product list to [vendors@dickensfair.com](mailto:vendors@dickensfair.com) if you have one.

Please sign the below statement:

**I agree to sell/offer only the items listed below at *The Great Dickens Christmas Fair*. I understand that the Fair Producers may require me to not sell certain items listed, and agree to these conditions.**

Name:

Signature:

\_\_\_\_\_

\_\_\_\_\_

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



