



## Dear New Merchant Applicant,

Thank you for your interest in our **2022 Great Dickens Christmas Fair**. We are excited for the return of our in-person show to the Cow Palace this holiday season. The 2022 Fair will be an eleven (11) 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.

**The Great Dickens Christmas Fair** strongly believes in the cultivation of new merchants, and we encourage you to apply. Please note that space is limited and sadly we may not be able to accommodate all new applicants. As a Victorian-themed event, we do have set guidelines and expectations for merchant wares, but also support the artistic expression of our merchants who have a wide range of artistic skills and abilities. In selecting artists for the Fair, the jury is looking for overall artistic excellence as well as appropriateness to the Victorian theme. In determining the presence of artistic excellence, the following components are considered: Originality, Creativity, Uniqueness, Diversity, and Knowledge of the event.

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. London in the 19th century was the busiest trading port in the world, and as a result was also one of the most culturally diverse cities in the world. We are making it a priority, in the coming years, to tell these stories and to include artists from all backgrounds and cultures.

Please be sure to carefully review our Booth Building Guidelines and Costume Guidelines, available on our website at [www.dickensfair.com](http://www.dickensfair.com) (in the 'Get Involved' section). The Dickens Fair authentically recreates the streets, shops, and entertainments of London in the time of Charles Dickens. As such, we require that you have visited the Fair in person to truly understand what is expected of the 'shopkeepers' in our streets.

**Applications must be postmarked by May 20<sup>th</sup>, 2022\*\*.** We will be jurying in May and June and will be sending out acceptance/regrets letters as early as June 15<sup>th</sup>. Booth fees are determined during the jurying process. Please note that although we use a flat fee system, we base fees on anticipated sales for each category, not on space dimensions. Some carts have higher sales volume than many booths. The average booth fee is roughly \$150.00 per day. Attendance averages over 5,000 per day and there are fewer than 100 total Merchants. Also, many of our more than twelve hundred participants are our best customers.

\*\*Applications received prior to the deadline that are complete and include all the required items will be given priority consideration.



## HOW TO APPLY

Please fill out the attached forms completely and read all terms and conditions carefully.

1. Please fill out pages 5, 6, 7, and 8 of this application.
2. Gather the following documents:
  - a. The completed New Merchant Application.
  - b. A photo or sketch of your proposed booth.
  - c. At least five product photos.
  - d. At least one proposed costume photo or sketch.
  - e. A copy of your current Seller's Permit. (If accepted, you must call the SBOE and have the Cow Palace in Daly City listed as a sub-location on the certificate. The Seller's Permit must be kept current with The State Board of Equalization. If your license is not current, there is a \$1000.00 fine per incident from the Board).
  - f. Include a \$100 check for your application fee made out to The Great Dickens Christmas Fair, or check the box on page 6 that you would like to pay online and we will email you a payment link.
3. **Mail your completed application packet including ALL of the above to:**

The Great Dickens Christmas Fair  
ATTN: Vendor Coordinator  
PO BOX 1768  
Novato, CA. 94948

**DEADLINE: Your application must be postmarked by May 20<sup>th</sup>, 2022.**

Thank you for your interest in our events, and we look forward to reviewing your application.

*Leslie Patterson*

Producer | Red Barn Productions

Merchant Coordinator | The Great Dickens Christmas Fair

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



## 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.



## THE 2022 SCHEDULE

<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.





**THE 2022 GREAT DICKENS CHRISTMAS FAIR**

**\* NEW \*  
MERCHANT APPLICATION**

Must be postmarked by May 20, 2022 

**MAIL-IN MERCHANT APPLICATION**

Please fill in all of the below information on pages 5-8 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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 \* NEW \*  
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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.

**Application Fee** (Select one)

- Check for Application Fee of \$100.00 is included.
- Please email me a payment link to pay the Application Fee online.



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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. 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, and whether handmade or purchased.**  
You may use your own product list 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: \_\_\_\_\_



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**\* NEW \* MERCHANT APPLICATION**  
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## Itemized Sales List

Please list all items you are selling below.

ITEM(S)	PRICE

## Promotional Statement

This will be used for our website as well as the program and promotional materials. Please write or email us a short, interesting blurb to get customers excited about your booth/product/food, etc.