



*The Canadian Ballet Youth Ensemble
presents*

Sugar Plum Fair

Vendor Information Kit



The
Canadian Ballet
youth ensemble

145 Main Street East
Hamilton, Ontario L8N 1G4
Phone (905) 512-1453

www.cbve.ca
info@cbve.ca

SUGAR PLUM FAIR

Please join us.....

Date: December 11-13

Place: Hamilton Place

Dear Patron

The Canadian Ballet Youth Ensemble (Cbye) is pleased to invite you to be part of our Sugar Plum Fair. From the traditional to the unique, the whimsical to the practical – shoppers will be able to find an array of items perfect for their holiday entertaining and gift giving. Not only will you personally benefit from attending the event, but your attendance will be giving one of the greatest gifts to the aspiring young dancers of Cbye. All proceeds raised from the fair will go towards bringing opportunities for students to perform with professional dancers and further enhance our efforts in developing an audience for the appreciation of the arts.

Sugar Plum Fair will be held during each of our four public performances of The Nutcracker. The Hamilton Nutcracker is now in its 16th successful year in production. We are proud to say that over the years the show has solidified itself as one of the top regional productions receiving honorable recognition from Hamilton Tourism as Festival of The Year. Sugar Plum Fair offers the opportunity for companies, small and large, to promote their business, showcase and sell products, launch new services etc. For three days you will have the opportunity to sell your products and services not only to our audience members but to the general public as well. Our Nutcracker performance alone attracts an audience in excess of 8,000 from Hamilton, Toronto, Burlington, Oakville, Niagara Falls and surrounding regions. To ensure a well-balanced and successful event and because of our unique floor plan, space is limited. Give your company that competitive edge by taking advantage of this invitation to participate in Sugar Plum Fair. We will be promoting the show extensively with a number of the region's top media outlets including Hamilton Spectator, numerous web-site, radio stations, posters, and flyers. Through our marketing initiatives you can also have the opportunity to promote your business by placing a business card in our Nutcracker Program at a minimal charge. Over 100,000 flyers are printed and distributed to Hamilton, Burlington, Oakville, Niagara Falls and surrounding regions promoting The Sugar Plum Fair and Nutcracker Production.

The enclosed vendor information kit contains all the necessary information for the preparation and set up of your display. In this manual you will find a checklist of items and your application forms that must be completed and returned before the designated deadline.

Should you have any questions, please contact us by the following:

Phone: (905) 512-1453

E-mail: info@cbye.ca

We look forward to seeing you at the Fair!

Sincerely
The Canadian Ballet Youth Ensemble



CHECKLIST

Please review the checklist below to ensure you have ordered all necessary services and completed and returned your forms before the deadline.

- Review Vendor Registration Kit
- Submit Registration Form and Fee
 - all forms and payments must be received by **November 29th**.
 - vendor names will be listed on our web-site along with a link to your web-site for 3 months
- Silent Auction Donation Form
 - if you are donating an item to the silent auction, please completed the attached form and submit it with your registration form and payment
- Business Advertisement Card Form
 - vendors have the option of promoting their business in our Nutcracker program. All business card ad forms must be received by **November 29**

GENERAL FAIR INFORMATION

FAIR LOCATION

Hamilton Place
10 McNab Street South
Hamilton, Ontario

FAIR DATES & TIMES

The Sugar Plum Fair will be accessible to all our theatre patrons who come to see The Nutcracker production. As well the Fair will be open to the general prior to the start of each show. The exhibit must be attended throughout the show hours by at least one representative of the exhibitor. It is the exhibitor's responsibility to keep his/her area clean and orderly throughout the show and to ensure it is ready for opening at the time the show opens each day.

The hours listed below are the hours the vendor is allowed to have their exhibit open.

December 11 from 12pm – 9 pm

December 12 from 12pm – 9 pm

December 13 from 12pm – 5 pm

The hours listed below are the start times of our Nutcracker Performance. During the course of 3 days there will be four performances attracting approx. 8,000 theatre patrons.

Fri. Dec. 11 – 7:30 pm

Sat. Dec 12 – 2:00 pm & 7:30 pm

Sun. Dec 13 – 2:00 pm

MOVE-IN DATES & TIMES

December 10th between the hours of 1:30 pm – 4:00 pm

MOVE-OUT DATE & TIME

December 13, 2009 5:00pm – 7:00 pm

ENTRY TO THE FAIR

CBYE reserves the right to refuse admission to the Fair building to any visitor, vendor, or contractor who, in the opinion of CBYE, is unfit, intoxicated, or in any way creating a disruption of the fair.

For security reasons, Vendors will be required to wear their exhibitor badge in a prominent location when entering the building.

PRODUCED BY

The Canadian Ballet Youth Ensemble (CBYE)

FAIR MANAGEMENT

Primary Contact: The Canadian Ballet Youth Ensemble (CBYE)

Secondary Contact: Hamilton Convention Centre (HECFI)

VENDOR TABLES

Professional and inspired table presentation is required by all Vendors. All vendor tables are subject to CBYE's approval. The Organizer reserve the right in their absolute discretion to require the Vendor to remove or alter all or any part of the Vendor's display or Vendor's product and to refuse to allow the Vendor to operate equipment (including display equipment) at the Fair if in their sole and absolute discretion such equipment is undesirable, dangerous or offensive in the context of the exhibition as a whole. If the Vendors refuse to comply, they shall not be permitted to remain in the show. A refund or credit will not be issued.

- Electrical Outlets are limited. The exhibit floor area will be well lit. If an electrical outlet can be provided, exhibitors may bring additional lighting.
- Use of canopies, platforms, or other variables are not permitted
- All Vendors will be provided with one table to use for their displays (approx 6' X 2.5'). If additional tables are required you must notify CBYE to discuss availability.
- If a Vendor requires to have a booth for their display, then dimensions must be submitted to Fair Management for approval. Additional charge may apply.
- Upon acceptance of your application, participants will be notified of their table assignment on move in day.

VENDOR BACKGROUND

Vendors must submit a brief description of their display and type of products being sold. If available, a photograph of a sampling of your products should be submitted.

VENDOR BADGES

Vendor badges will be available for pick up during move-in. Please complete the exhibitor badge information section on your registration form. Badges will be issued to only people named on the application form. Vendor space must be paid in full before badges will be released.

Vendors must wear their badge at all times; it will be easier for visitors to identify your company and your employees. As well, your vendor badge must be shown to security to gain admittance to the Fair. It is imperative that your staff is informed of this policy as they will be refused entry without a badge.

PAYMENT OPTIONS

Vendors can choose from two payment options. Regardless of what payment option you choose, you will have access to the premises for all three days of the Fair. There is no discount for partial days. Payment in full must be submitted with your registration form. Deadline for registering is **November 29, 2009.**

Option 1

Flat fee of \$450. We accept cheques, visa or mastercard. A 2% charge applies to each credit card transaction. A \$35.00 NSF charge applies to all returned cheques.

Option 2

Purchase 20 tickets to our performance. Each ticket costs \$54.00. Full payment must be made at time of purchase. Vendors can use these tickets as holiday gift giving to clients, employees, family and friends.

PAYMENT DEADLINES

Your registration form and payment must be received by November 29, 2009. Vendors are encouraged to send their payments in as early as possible.

APPLICATION ACCEPTANCE

All applications will be reviewed and processed in a timely manner. You will receive a phone call and a letter/and or e-mail regarding your acceptance. Applications may be refused at the sole and absolute discretion of the Organizer without giving any reason. Spaces are non-transferable

CANCELLATION BY EXHIBITOR

Payments are non-refundable and non-transferable in the event of a cancellation.

CANCELLATION OR CURTAILMENT BY CBYE

In the event the facility in which the Fair is to be held is destroyed or becomes unavailable for occupancy, or if for any reason CBYE is unable to permit the exhibitor to occupy the facility or the Fair is cancelled or curtailed for any reason beyond the control of CBYE, then CBYE and Hamilton Place and the sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer.

CLEANING SERVICES

CBYE attaches the utmost importance to the cleanliness of the building and the presentation of a neat appearance to visitors at all times. All floors will be cleaned daily by Hamilton Place. However, the Vendors are responsible for the appearance of their own tables. All waste materials must be disposed of in proper waste binds at the end of each sales day.

CONTESTS/GIVEAWAYS

"Competitions and like promotions by vendors in conjunction with their displays shall be of a clear-cut nature and free of any obligation to the winner".

The following conditions apply:

- No purchase Necessary
- Consent from the customer to be obtained for promotional purposes
- Information obtained from the ballots is to be used solely by the exhibitor who collected the information and solely for the purpose mentioned on the ballot.

DISTRIBUTION OF MATERIALS

Distribution of advertising material is not permitted outside the confines of the Vendor's designated area, unless approved by CBYE.

SOLICITING

Soliciting of business and distribution of samples, literature, etc. must be confined to the vendor's space. Soliciting is not permitted at any building entrance/exit, or in any other area of the premises. Solicitation by non-participants of the Fair is strictly prohibited.

ELECTRICAL

Vendors are not permitted to install any electrical wiring devices other than regular extensions cords. If your table needs to be near an electrical outlet then this must be specified on the requirements page. We will do our best to provide you near an outlet. Extension cords will NOT be provided. It is recommended you bring a long cord if we are able to provide you near an outlet.

FIRE REGULATIONS

All vendors are prohibited from using any type of flame-producing device, flammable gas or aerosol. No cooking is allowed.

HOTEL ACOMMODATIONS

Vendors requiring hotel accommodations can search the Hamilton Telephone Directory for a number of hotels in the area. Suggested hotels within the area are:
Crown Plaza, Sheraton, Days Inn, Vistors Inn, Admiral Inn

INSURANCE

Neither CYBE nor Hamilton Place will accept responsibility for injury to persons, loss of or damage to products, merchandise, exhibits, equipment, or decorations, by fire, accident, theft or any other cause while in the building. Vendors are strongly advised to provide their own public liability insurance

The Vendor is responsible to insure its own merchandise, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the facilities. The Vendor shall not make any claim or demand or take any legal action against CBYE, Fair Management, Hamilton Place Staff, Fair Sponsors, or the facility (Hamilton Place), for any loss, damage or injury howsoever caused, to the Vendor, or any person or corporation claiming through it, its officers, directors, agents, representatives, employees and their respective property.

All property of the Vendor shall be deemed to remain under the Vendor's custody and control in transit to or from or within or outside the facility. Neither CBYE, Fair Management or Hamilton Place will be liable for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Vendor.

LOADING DOORS

Vendors may use the Hamilton Place loading dock entrance located off McNab Street to bring their merchandise in. You will be required to inform the security guard that you are part of The Nutcracker Sugar Plum Fair and will be using the loading dock to unload your merchandise.

PARKING

Parking of vehicles is not permitted in the underground of Hamilton Place. The underground is to be used only for loading and unloading purposes. Paid parking facilities are available across the street from Hamilton Place. Free metred parking is offered during the month of December, however the city requests you move your car every 2 hours. A parking pass can be obtained for \$20.00 for the duration of from Dec 11 – 13, with in/out privedges. The underground parking is located on 1 Summers Lane, directly across the Main Entrance to Hamilton Place. Parking spots are not reserved. If you wish to have a parking spot, you must order a pass in advance.

PHOTOGRAPHY

Fair Management reserves the right to take photographs and video tapings of Vendor tables and booths for future purposes.

RETAIL SALES

Vendors are responsible for their own management of sales and type of payment that they will accept (i.e. cash, cheque, visa, debit, currency exchange). An ATM machine is available at

Hamilton Place for cash withdrawals. Any consumer complaints received with regard to the sale of such goods is between the consumer and the Vendor. If complaints cannot be settled to the mutual satisfaction of all concerned, Fair Management reserves the right to act as an arbitrator and their decision shall be final and binding on all parties. In no way shall any of the foregoing be deemed to make Fair Management a party to any contract of the purchase and sale of any goods or services of any Vendor.

SAMPLING/SALE OF FOOD AND BEVERAGES

Cooking on the premises will not be allowed. Free sampling of food and beverages will be permitted.

SECURITY

Vendors are responsible for their own security. Vendors are urged to use cautionary measures when leaving the building with cash. Please be aware of your surroundings and it is recommended to leave with another person. Never leave your cash unattended. Vendors are asked to report any losses to the Fair Management immediately. Security personnel will conduct an investigation. Fair Management assumes no responsibility for losses.

SHIPPING

Vendors who find it necessary to ship product in advance should contact Fair Management. Vendors will be required to make arrangements to be on-site to receive their shipment.

SMOKING BY-LAW

The Fair is guided by the no-smoking by-law #406-79 which prohibits smoking in public areas. Any offender may be fined a maximum of \$5,000.

STAFFING

Vendors are responsible to maintain staff at their tables at all times during the house of the Fair.

STORAGE OF CRATES AND CARTONS

Please be advised that you are responsible for placing crates and cartons in an area that does not interfere with public traffic. If this cannot be placed under your table, contact Fair Management to find a storage area. Please carefully label every case, carton etc. before it is placed in storage. Vendors are advised that storage areas are not, and cannot be secured. Therefore, no valuable materials of any kind should be consigned to storage.

PROMOTIONAL ADVERTISEMENT

Flyers

Promotional advertisement for The Sugar Plum Fair will be appear on flyers, newspaper ads, radio, and television. Over 500,000 flyers are printed and distributed both locally and in the surrounding areas such as Niagara Falls, St. Catharines, Grimsby, Stoney Creek, Milton, Burlington.

Nutcracker Program

Vendors can also place their own promotional advertisement in our program brochures. The Nutcracker performance attracts an audience in excess of 8,000 ranging in ages from young children to seniors. Below is the list of prices for the various program sizes. Please complete

the promotional advertisement section of your application if you are interested in taking advantage of one of the packages listed below.

▪ **Business card size (\$250)** ▪ **Quarter page (\$375)** ▪ **Half page (\$500)** ▪ **Full page (\$1,000)**

Our audience is an attractive consumer mix. We have a great educational matinee performance, attended by teachers and students of all ages from Southern Ontario. Our public performances are attended by young families (with their numerous purchasing demands), as well as seniors and grandparents attending the ballet with their grandchildren, for a gratifying traditional Nutcracker. The Canadian Ballet Youth Ensemble guarantees the program's text artwork and layout will be of the highest quality. The advertising deadline for the Nutcracker program is **November 29, 2009.**

Electronic Business Card Image Requirements

Size: 3.5" x 2"

File format: tiff, eps, ai, jpg, cdr

File resolution: 300 dpi

Color: Black and White

SUGAR PLUM FAIR REGISTRATION FORM

(All registration forms and payments must be received by November 29.)

Vendor Information

Name _____ web-site: _____

Address _____

City _____ Prov _____ Postal Code _____

Home Phone Number (_____) _____ Work Phone Number (_____) _____

Cell Number (_____) _____

E-mail Address: _____

Production Information

Briefly describe the products you will be selling:

Select Your Preferred Move In Time on Thursday December 10th:

1:30 pm 2:00 pm 2:30 pm 3:30 pm 3:30 pm 4:00 pm

Vendor Badge Order Form

Print the names of the people for whom vendor badges need to be prepared for:

Name: _____ Name: _____

Name: _____ Name: _____

Table Set Up

Each vendor will receive one table. Table coverings will be provided. If you require additional tables please state below. Additional tables will be provided only upon availability.

1 table 2 tables

I would like to be by an electrical outlet. Please note that tables near electrical outlets are limited and cannot be guaranteed. Exhibitors are to bring their own electrical cords.

I DO NOT need to be by an electrical outlet .

Business Card Advertisement Form

(please send this form in along with your Sugar Plum Registration Form)

Business Name _____

Address _____ Apt/Suite _____ City _____ Province _____

Postal Code _____ Phone Number (____) _____

Contact Phone Number _____

Email Address: _____

Type of Ad (Choose one of the following)

- Business card \$250
- Quarter page \$375
- Half page \$500
- Full page \$1,000

Business Ad Image

- I am enclosing a copy of my business card ad
- I will e-mail an image of my ad to info@cbye.ca

Electronic Business Card Image Requirements

Size: 3.5" x 2"
File format: tiff, eps, ai, jpg, cdr
File resolution: 300 dpi
Color: Black and White

Payment Method:

- Cheque (All cheques should be made payable to CBYE)
- Visa # _____ Expiry Date _____
- Master Card # _____ Expiry Date _____

(note: all credit card transactions are subject to a 2% charge)

Silent Auction Donation Form

Yes! I would like to support...

The Canadian Ballet Youth Ensemble with an auction donation.

Enclosed please find my donation for the following:

Donor's Name:		
Address:		
City:	Province:	Postal Code:
Phone #:	Fax #:	

Item Donated:
Detailed Description:
Are there any restrictions? (i.e. expiry date)
Retail Value: _____ Do you require a tax donation receipt: <input type="checkbox"/> Yes <input type="checkbox"/> No
Deliver of auction item: <input type="checkbox"/> Item will be brought to Sugar Plum Fair on Vendor Move In Day. <input type="checkbox"/> Item will be delivered in advance to The Canadian Ballet Youth Ensemble located at 145 Main Street East, Hamilton Ontario. Date of Delivery will be _____ Time _____ Please note you must confirm date and time of delivery with CBYE in advance

Thank you for supporting The Canadian Ballet Youth Ensemble!