



*The Canadian Ballet Youth Ensemble  
presents*

# Sugar Plum Fair

## Vendor Information Kit



*The*  
*Canadian Ballet*  
youth ensemble

145 Main Street East  
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# SUGAR PLUM FAIR

*Please join us.....*

Date: December 10, 11, 12

Place: Hamilton Place

Dear Patron

The Canadian Ballet Youth Ensemble (CBYE) is pleased to invite you to be part of our Sugar Plum Fair. Sugar Plum Fair is held during our four public performances of The Hamilton Nutcracker which takes place over the course of three days. Doors will open two hours prior to the start of the performance.

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.

The Hamilton Nutcracker is now in its 16<sup>TH</sup> 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.

Sugar Plum Fair offers the opportunity for companies, small and large, to promote their business, showcase and sell products, launch new services etc. Our Nutcracker performance attracts an audience in excess of 6,000 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 Nutcracker and Sugar Plum Fair 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. Over 100,000 flyers are printed and distributed to Hamilton, Burlington, Oakville, Niagara Falls and surrounding regions promoting Sugar Plum Fair and our 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](mailto:info@cbye.ca)

Web-site: [www.cbye.ca](http://www.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 **December 3, 2010**
  - 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 **December 3**

# GENERAL FAIR INFORMATION

## **FAIR LOCATION**

Hamilton Place  
1 Summers Lane  
Hamilton, Ontario

## **FAIR DATES & TIMES**

The Sugar Plum Fair will be accessible to all our theatre patrons who come to see The Nutcracker production. Doors will open two hours prior to the start of our performance. 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.

<b>Performance Date</b>	<b>Performance Start Time</b>	<b>Doors Open</b>
Fri. Dec. 10	7:30 pm	5:30 pm
Sat. Dec. 11	2:00 pm	12:00 pm
Sat. Dec. 11	7:30 pm	5:30 pm
Sun. Dec. 12	12:00 pm	10:00 am

## **MOVE-IN DATES & TIMES**

Friday, December 10<sup>th</sup> between the hours of 11:00 am – 2:00 pm. If an alternate time is required, please inquire.

## **MOVE-OUT DATE & TIME**

December 12, 2010 4:00pm – 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 and are not guaranteed. 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 two tables to use for their displays (approx 6' X 2.5'). If additional tables are required you must notify CBYE to discuss availability and cost.
- 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 depending on size.
- 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**

The cost to be part of Sugar Plum Fair is \$450 for the first floor and \$325 for the second floor. 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.

### **PAYMENT DEADLINES**

Your registration form and payment must be received by December 3, 2010. Vendors are encouraged to send their payments in as early as possible to guarantee a spot.

### **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 or withdraw by the vendor.

### **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 upmost 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 for loading and unloading purposes **only**. You will be required to inform the security guard that you are part of The Nutcracker Sugar Plum Fair. Once you have finished unloading or loading you will be required to move your car to a parking space outside of the underground parking.

### **PARKING**

Vehicles cannot remain parked in the underground parking of Hamilton Place. Paid parking facilities are available across the street from Hamilton Place. Free metered 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 \$25.00 which will allow you parking from Dec 10 – 12, with in/out privileges. This pass is valid for parking on 1 Summers Lane, just across from the main entrance to Hamilton Place. Parking spots are not reserved. If you wish to have a parking spot, you must indicate this on your registration form.

### **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 or sale of any type of food or beverages will **NOT** 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 6,000 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 **December 3, 2010.**

**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 December 3, 2010)

### 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:

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### Select Your Preferred Move In Time on Friday December 10<sup>th</sup>:

11:am     12:00 pm     1:00 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 two tables. Table coverings will be provided. If you require additional tables please state below. Additional tables will be provided only upon availability and at an additional cost.

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. Battery operated table lamps are highly recommended.

I DO NOT need to be by an electrical outlet

I require additional tables. Please specify how many more tables you require. ( \_\_\_\_\_ ). Additional tables will be provided if available and at an additional charge.

**Product Shipment**

Vendors are to bring their products on day of set up. If you need to ship your products in advance please indicate below.

- I will be bringing my products with me on Move in day
  - I need to ship my products in advance. Please specify anticipated date of shipment, number of boxes, etc. I understand that I must make arrangements to be on-site to receive my shipment.
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**Business Card Advertisement**

- I am interested in placing a business card ad in your program brochure. (please fill out the business card advertisement form attached and send it with your registration form)
- I am not interested in placing a business card ad in your program brochure

**Silent Auction Donation**

- I am interested in donating an item to the silent auction (please fill out the donation form attached)
- I am not interested in donating an item to the silent auction.

**Parking Pass**

- Yes, I would like to purchase a parking pass for \$25.00 from Dec 10 - 12
- No, I do not want to purchase a parking pass.

**Payment Options**

All registration forms must be accompanied with your payment. The deadline for submitting your form and payment is December 3, 2010. Please select one of the following payment options:

**Choose your location**

**Please select the floor you would like to be located on. Please note that space is limited on both floors.**

- 1<sup>st</sup> floor cost is \$450
- 2<sup>nd</sup> floor cost is \$325

**Payment Method For Vendor Table**

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

Note: A 2% surcharge applies to each credit card payment.

By signing below, I acknowledge and agree to abide by the rules and regulations outlined in the Sugar Plum Vendor Kit.

Name \_\_\_\_\_  
Print name

Date \_\_\_\_\_

Name \_\_\_\_\_  
Signature

Date \_\_\_\_\_

## 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](mailto: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 for Advertising:

- 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:

<b>Donor's Name:</b>		
Address:		
City:	Province:	Postal Code:
Phone #:	Fax #:	

<b>Item Donated:</b>
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!*