

War of 1812 Bicentennial Symposium

Living History Conference 2012

Merchants' Information Package

PLEASE READ ME!

In case of emergency, call Susan Spencer:

(905) 525-6303 (office)

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War of 1812 Bicentennial Symposium 2012
Rozanski Centre, University of Guelph, Guelph, ON

Event Date and Hours:

Saturday, February 25th, 8:00 a.m. to 4:30 p.m.

Event Location:

Rozanski Centre, University of Guelph, 50 Stone Road East, Guelph, Ontario, N1G 2W1

Move In:

Our area will be available for move-in between the hours of 6:00 pm and 10:00 pm on the evening of Friday, February 24th, and from 6:00 am to 8:00 am on the morning of Saturday February 25th. The entire building will be locked overnight. **Please do not arrive earlier than the stated times for move in**, as you will not be able to access the area, and security will not yet be in place.

Please ensure that your area is **fully set up and ready to go by 8:00 am**, Saturday, February 25th, when registration opens. Past experience has shown that it is wise to anticipate early birds, so we advise you to be in your booth and ready to go by no later than 7:30 am.

Move Out:

The last seminar ends at 4:00 pm. We anticipate a few last-minute shoppers, so we'll close at 4:30 pm. Please do not begin to pack or load before we close, as this gives a very unprofessional appearance to the whole conference. Please be prepared to take any garbage that you generate with you.

Eligibility for Booth Space:

Booth spaces are available on a first come, first served basis to vendors of historic, antique, and historically-inspired merchandise (see "Items Offered for Sale" below). New vendors will be juried. All vendors are expected to adhere to the guidelines included in this package, as well as to the rules of general good taste and conduct throughout the event, including during move-in and move-out. Failure to abide by these guidelines will result in a refusal of next year's application, and may result in a request for the vendor in question to immediately depart from the event without monetary recompense for booth fees or potential sales.

The organizers of this event reserve the right to refuse an application from any party, for any reason, at their sole discretion.

The space that you have rented is for your company or group only. No subletting of space is permitted without the express knowledge and consent in advance of the conference organizers. We are making every effort to ensure that this event is of highest quality in terms of authenticity, appearance, and atmosphere - and this becomes impossible for us if vendors show up unexpectedly. Vendors who are not pre-registered and pre-paid in full will not be allowed to set up under any circumstances.

Each vendor's space will be indicated by tape marks on the floor. Please strictly observe these markings and please work with your neighbours to ensure that these boundaries are respected. Please do not move or remove any of the tape markings. We will ensure that they are gone before we open.

Please note that tables and chairs will not be supplied: you must bring your own. Of course, should you wish to bring display items other than tables (such as clothing racks, shelving, and the like),

you are more than welcome to do so, always keeping in mind that you must stay within your space allotment.

Booth Space and Fees:

All booth spaces must be paid in full **with** your booth space application. Space is limited, so we cannot hold spaces that have not been paid for. Please see the attached map for booth placement and prices. Should you or any members of your staff wish to attend any of the seminars, you must register and pay for those separately: attendance at seminars is **not** included in the merchant fee. You may register for the conference seminars online at www.livinghistoryconference.com: the conference fee is \$50, which includes a light box lunch.

For your convenience, the college is offering the box lunch at a cost of \$10.00 per person. Merchants are also very welcome to attend the welcome reception on Friday evening (which is free of charge) and the period dinner and dance on Saturday evening. Tickets for the dinner/dance are \$40 per person. Should you wish to purchase lunch, seminars, or dinner/dance tickets, indicate so on your application and include your payment.

Payment may be made by cash, cheque, money order, Visa, MasterCard, American Express, Paypal, email transfer, cash, or debit. Cheques and money orders should be made payable to Spencer's Mercantile; email transfers and Paypal payments should be made to info@spencersmercantile.com; cash and debit payments must be made in person at Spencer's Mercantile, 233 Locke Street South, Hamilton.

Cheques that are returned for any reason will result in the cancellation of your booth space booking and registrations. Upon payment of the booth fee by other means, plus an administrative NSF fee of \$20.00, we will reconsider your application, but it will be placed in sequence according to the date upon which the replacement funds and the NSF fee are received by us.

Items Offered for Sale:

Please help us in maintaining the quality of this event by displaying and selling **only** items that are historically accurate, documentable, or otherwise of use to those participating in living history activities. Items made of plastic, mass-produced "offshore" items, or other distinctly questionable or non-period products are not acceptable. Remember that you will be dealing with a very well-educated audience. Please use your highest level of discretion to ensure that your display reflects the finest quality and level of historical accuracy possible. This will aid us in presenting a top quality show - which will in turn aid everyone in maximizing their sales.

That being said, historically oriented modern items, such as CDs, DVDs, and T-shirts will be allowed to be sold as long as they are in good taste, of good quality, and are displayed tastefully in a historically oriented unit or setup. Similarly, packaging and labeling as required by the Department of Health and/or Health Canada is of course allowed. Please make every possible effort to minimize the impact of any packaging that is clearly non-period.

The sale of any item acquired by archaeological excavation is strictly prohibited.

It has come to our attention that pirated items are now being offered for sale within our community. Pirated items are unauthorized copies of items (original pieces or reproductions) that are owned or copyrighted by a third party. No pirated items may be offered for sale. Similarly, articles that are being offered for sale in violation of exclusivity contracts are not allowed. Any articles that are suspected of being, or deemed to be pirated items or articles in violation of exclusivity contracts must

be removed immediately upon the organizers' request. Failure to remove these items upon request will result in immediate expulsion from the event without monetary recompense for booth fees or lost sales.

This is clearly not the proper venue for items reflecting a flea market or modern craft sale. Please leave these at home, so that we do not have to annoy you during the event by asking you to remove them. Plastic items, regardless of wrapping or positioning are not acceptable under any circumstances.

Other unacceptable items include: modern pow-wow items, turquoise jewellery, Mexican or Navajo blankets, food items produced outside of a health-inspected commercial kitchen, sling shots or pistols using rubber bands, non-period or plastic items as portions of "grab bags" or otherwise disguised, parts or products deriving from any threatened, endangered or otherwise protected species, clothing made from materials not appropriate for the time periods that they represent, and other non-period items. When choosing the items you wish to sell, remember that you are selling to an educated audience, who is looking for quality historically accurate merchandise, and govern yourself accordingly. If you have any question as to whether any items that you propose to sell might present a problem, please do not hesitate to contact us, and we will do our best to advise you.

Vendors not observing these guidelines will be asked to remove the offending items on the day of the conference. Vendors who do not co-operate with such requests will not be invited back.

Sales Tax:

As you may be aware, some participating merchants regularly price their items to include sales tax, while others add sales tax at the time of purchase. To avoid confusion on the part of shoppers, we will provide you on the day of the show with a sign indicating whether you charge taxes on top of your prices, or whether taxes are included in your pricing. We ask that you place the appropriate sign in a prominent spot in your display to indicate which pricing method you use. We leave it up to you to properly file and remit your sales tax(es).

Booth Appearance:

Please help us in our goal of presenting a professional conference by presenting your goods in their best possible light. Remember that tables and chairs will not be supplied: you must bring your own. Of course, should you wish to bring display items other than tables (such as clothing racks, shelving, and the like), you are more than welcome to do so, always keeping in mind that you must stay within your space allotment. Floor-length table coverings are required; period fixtures and period display units will add to the appeal of your goods and will encourage people to linger long enough to make that critical purchasing decision. And of course, don't forget to bring and display your company sign. Please note that fire regulations prohibit the use of lighted candles in the Centre. Non period fixtures, packing boxes, and materials must be placed out of sight or otherwise disguised.

Historic clothing is required for **all** personnel working in your booth. There are washrooms available for changing if you wish to wear modern clothing during move-in. Please also **avoid wearing hob-nailed boots or other footwear that might cause you to slip on or damage the flooring.**

Use of the Centre:

The University of Guelph has been very accommodating in terms of helping us to arrange, promote, and organize the show. Please ensure that we maintain good relations with the University by approaching and handling all of their property with care. Please be extra-careful during move-in and move-out to

avoid scratching the walls, doors, or corners. Please also note that no tape, nails, pins, tacks, glue or the like may be used to fasten anything to walls or windows.

Smoking:

The Centre is a **non-smoking facility**. Smokers are asked to step outside and well away from the doors to smoke.

Food and Drink:

Food and drink (including the essential coffee!) may not be readily available during move-in hours, as the University is on Reading week and many things are closed. Please govern yourselves accordingly. Coffee will be available when registration opens at 8:00 am on Saturday, and there are several drinks machines in nearby buildings. As mentioned above, the Conference is offering a box lunch for the cost of \$10 per person. Preregistration and prepayment for this lunch is required, and should be included on/with the attached registration form.

Silent Auction:

A silent auction will be held to help build this event for the future. Those who donate to the auction will have their company names displayed on large standing cards on the silent auction table and on a large "donors" sign at registration. Please indicate on your registration form if you would like to donate an item or items. We will be by to collect any donations as early as possible during move-in or on the show day. The silent auction will end at 2:50 p.m. on Saturday, and winners will be announced at that time. Winners not on site at the time of the announcement will be contacted by telephone or mail.

Sponsorship Opportunity:

The Conference will be offering bottled water free of charge to conference attendees (one bottle per paid attendee, to be picked up with their registration package). We are actively seeking sponsors for the purchase of this water. These sponsors will be recognized on a sign on the registration table. If you are interested in helping to sponsor this purchase, please indicate so on the registration form.

Show Handouts:

We will be distributing a handout listing the participating merchants to all of the attendees at the show. You are welcome to place your business card or a business card sized advertisement in this handout, along with a short (25 words maximum) writeup on your business, free of charge. Please indicate if you would like to participate in this handout on your registration form, and if you wish to participate, please ensure that your materials reach us no later than our printing layout deadline of February 8th, 2012, or we will not be able to include you.

Flyers and Posters:

As usual, we are undertaking an intensive poster and flyer campaign through the network of museums and other appropriate venues in Southwestern Ontario. Please let us know if you would like flyers and posters for distribution in your area or to your customers.

Symposium Hotel:

The Symposium's official hotel is the Best Western Royal Brock Hotel, 716 Gordon Street, Guelph, Ontario. For reservations, call: 1-800-563-9240. For access to special symposium rate of \$93.99, request "War of 1812 Symposium rate"

Directions:

A map to the University of Guelph will be available on the Symposium's website at www.livinghistoryconference.com. A detailed map of the University, with indicators for the appropriate buildings, parking areas, and move-in doors will be sent with your registration confirmation. If you do not have access to the internet, or if you require more detailed instructions, please contact us by telephone at the numbers shown on the front of this package or at info@spencersmercantile.com.

We hope to see you in February!

War of 1812 Bicentennial Symposium, February 25, 2012,
Rozanski Centre, University of Guelph
Merchant Application Form

Company Name: _____

Contact Person Name: _____

Mailing Address: _____

Telephone(s): _____ Cell: _____ Fax: _____

E-mail: _____ Website: _____

We will be selling (list your wares in detail, and continue on back if necessary):

Space(s) Requested : _____ @ \$ _____ = \$ _____

No. of lunches: _____ @ \$10/person = \$ _____

Conference Registration*: _____ @ \$50/person = \$ _____

No. of dinner/dance tickets (adults only): Individual*: _____ @ \$40/person = \$ _____

Total = \$ _____

**Please register online at www.livinghistoryconference.com to choose your Conference seminars, and/or to register for the dinner and dance.*

Method of Payment (check one):

_____ Cheque/Money Order (made payable to Spencer's Mercantile) _____ Email transfer (include copy of e-receipt) _____ Paypal (include copy of e-receipt) _____ Cash/Debit (in person only)

Bill my _____ Visa _____ MasterCard _____ American Express

Card Number: _____ Expiry Date _____

V-Code _____ Signature _____

We will be moving in on (check one) _____ Friday Evening (6:00 - 10:00 pm) – or – _____ Saturday Morning (6:00 – 8:00 am).

_____ We will donate an item(s) for the silent auction

_____ We would like to help sponsor the water for attendees. Amount of sponsorship: \$ _____

_____ We enclose a business card or business card sized advertisement, plus a short writeup

_____ We will provide these materials to you before February 8th, 2012.

Please return this form and payment to Spencer's Mercantile, 233 Locke Street South, Hamilton, ON, L9P 4B8, or by fax at (289) 389-8046 no later than February 8th, 2012.

Questions? Concerns? Contact: Susan Spencer: phone: (905) 525-6303 (office), or by e-mail at info@spencersmercantile.com