

About The Show

We are very pleased to announce that our last year in Colts Neck was a big success, and we look forward to an even more successful show in 2012! The beautiful setting overlooking the lake and polo fields combined with up to 10,000 enthusiastic customers makes this a "must do show." Our schedule for 2012 reflects our goal to continue to provide high quality events that will increase our market share of the art and craft-buying public.

The *Colts Neck Art & Craft Festival*, September 29, 30, 2012 will be held outside all under big tents at the Bucks Mill Recreation Area on Bucks Mill Road in Colts Neck, New Jersey. The fairgrounds encompass 30 acres and includes a lake, polo fields, ball fields and unlimited parking. It is surrounded by horse farms, pumpkin fields, apple orchards and upscale residential communities. The show will have 180 exhibitors, food vendors and live music.

The demographics for the site are impressively similar and show that within 10 miles of each site there is an estimated population of 385,461 with an average household income of \$90,179 and a median adult age of 37.8 years.

About the Promoter

Julianne Williams started out as an artist and painted in oils and watercolors. In 1970 she founded Woodall/Williams with New York Jets quarterback Al Woodall. In 1973 it became Woodwill Corporation. For the last 42 years she has successfully produced quality Art and Craft shows through Connecticut, New York, New Jersey and Florida Malls. During summer months she has produced outdoor shows. Woodwill shows attract artists and craftsmen from all over the U.S. Our objective is quality Art and Craft shows that will attract the buying public to come and enjoy the talent and diversity of our exhibitors, thus benefiting our exhibitors.

Security

Twenty-four hour security and police protection will be provided.

Electricity

Electricity is available for all spaces. There will be a fee of \$50 per space for electric hook up **300 watts per space**. If you need electric, please specify on your application & a card will be issued.

Eligibility and Standards

The shows are open to applicants in all art and crafts media. ALL ITEMS FOR SALE MUST BE HANDCRAFTED BY THE EXHIBITOR. NO BUY/SELL OR IMPORTS ARE ALLOWED. If your merchandise does not reflect the quality of the photos/slides submitted with this application, you will be asked to remove it. Any Buy/Sell display will be removed and fee not refunded. Displays should enhance the quality of your work. Backdrops and sides are required. One art/craft category per space.

Application and Jurying System

Fill out the enclosed application and sign the contract, acknowledging that you have read the show rules and will abide by them.

Along with your completed application/contract, send the following:

- **A SELF-ADDRESSED, STAMPED ENVELOPE**
- 4 good quality photo/slides
 - a) 2 of your work; b) 1 of your display; c) 1 of your workshop
- \$100.00 deposit and a postdated check for the balance to:

Woodwill Corp
P.O. Box 5186
Hauppauge, New York 11788

There are no application deadlines, as shows are juried on a continuous basis. However, some categories and space locations fill quickly. Avoid disappointment by applying early. If your first choice for a space is not available, any difference will be refunded. Once accepted, the show fees are nonrefundable.

Advertising & Promotion

Widespread advertising and promotion will be done through a large email blast to a targeted list of over 20,000 art/craft show customers, radio, billboards on Route 18, 34 & 35 and newspaper ads throughout New Jersey and New York. Postcards will also be available for you to send to your customers. Professional signs are used extensively and flyers are handed out in surrounding areas. Door prize drawings are run and paid for by the promoter on an ongoing basis to continually update the email list.

APPLICATION /CONTRACT

NAME: _____
 BUSINESS NAME: _____
 ADDRESS: _____
 CITY: _____
 STATE: _____
 ZIP: _____
 PHONE: _____
 CELL PHONE: _____
 E-MAIL: _____
 ART/CRAFT CATEGORY _____
 N.J. SALES TAX#: _____

COLTS NECK ART & CRAFT FESTIVAL
 SEPTEMBER 29, 30, 2012

___ 10' X 10' inside building (Full W/L)	\$360
___ 10' X 10' inside tent provided by promoter	\$360
___ 10' X 15' inside tent provided by promoter	\$540
___ 10' X 20' inside tent provided by promoter	\$720
___ Corner space additional	\$50
___ Electricity (300 watt limit) (per space)	\$50
___ Electricity (600 watt limit) (per space)	\$90

Deposit: \$100.00 Check # _____ Total \$ _____
 Balance: Post dated check of _____ for July 1, 2012
 Check # _____

Pre-registered exhibitors who left a deposit fill out form and return with a post dated check.

_____ Pre-registered Exhibitor Space # _____

Office use only:

DATE: _____ PAID: _____ C F _____ ACCT: _____

TENT# _____ SPACE# _____

BLDG _____ SPACE# _____

Please read and sign the contract on the back. →

CONTRACT

The undersigned contracts for space as indicated on the enclosed application for WOODWILL show. Spaces as noted on the application will be provided for the exhibitor by the Promoter. The exhibitor will set up their display during setup times and agrees to stay for the full period of the show as indicated in the Show Hours and Dates included in the application. Displays should reflect and enhance the quality of the work. Tables should be covered on all sides to the floor; backup stock boxes, etc., should be stored out of sight. Backdrops and sides are required. All displays will conform to the size rented as described in the application. ALL ITEMS FOR SALE MUST BE HAND-CRAFTED BY THE EXHIBITOR and will be representative of the slides and photos submitted for acceptance. Your original NJ Sales Tax Resale Certificate must be on display and sales tax must be charged on all sales. The application fee is non-refundable if accepted. The undersigned releases the promoter WOODWILL CORPORATION COTTAGE CRAFTS and its officers and employees of, and for the Colts Neck Art & Craft Festival, and the Colts Neck Township and its employees from any liability for any damage, injury or loss to any person or goods which may arise from the rental and occupancy of exhibit space and agrees to hold and save the promoter and managers of the show site and its employees harmless of any loss or damage by reason thereof. Insurance for such loss, damages or injury shall be the sole responsibility for each exhibitor at their own cost. WOODWILL CORPORATION COTTAGE CRAFTS, shall not be held liable for failure to perform or fulfill its contractual obligation provided such failure is caused, occasioned or furthered by closures of site locations due to any cause or causes beyond its control, including, but not limited to acts of God, fire, flood, war, public disaster, strikes or labor difficulty, governmental enactment, regulation or ordered, or any other cause or causes beyond its control. Woodwill retains the right to prohibit any exhibitor from exhibiting any of his/her work at their absolute discretion.

I have read, understood and agree to comply with all of the above.

Signature _____ Date _____

How many postcards would you like? _____



W O O D W I L L

Monmouth County's Premier Art & Craft Show

P.O. Box 5186 ♥ Hauppauge, New York 11788 ♥ Phone (631) 234-4183

Fine Art & Crafts

COLTS NECK ART & CRAFT FESTIVAL

Colts Neck Fairgrounds
September 29 & 30, 2012

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Photography by: Richard Laboni

Fine Art & Crafts

COLTS NECK ART & CRAFT FESTIVAL
(Colts Neck Fairgrounds)

Bucks Mill Road, Colts Neck, New Jersey

SEPTEMBER 29 & 30, 2012

Saturday & Sunday, 10 a.m.-5 p.m.

Set up – Friday, September 28, 11 a.m.-5:00 p.m.

& Saturday, September 29, 7-9:00 a.m.

Contact: *Julianne R. Williams*
P.O. Box 5186
Hauppauge, New York 11788
(631) 234-4183

website: www.coltsneckartandcraft.com