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11008 Mason Ridge Drive, Raleigh, NC 27614 • 919-676-8607 919-601-4065 • [rgulick@nc.rr.com](mailto:rgulick@nc.rr.com) • [www.scanfair.org](http://www.scanfair.org)

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Dear Friends,

Raleigh's 7th annual **Scandinavian Christmas Fair** will be held 10am to 6pm on December 4, 2004, at the Holshouser Building on the North Carolina State Fairgrounds. Last year was our first time at this large (13,600 square foot) venue – and with around 1800 people in attendance, it was a huge success! It was so successful, in fact, that we are extending this year's operating hours to 6 pm to give fairgoers more time to shop and eat!

The annual Scandinavian Christmas Fair is a celebration of authentic Scandinavian holiday customs -- and features cultural demonstrations, crafts and food from the countries of Sweden, Norway, Denmark, Finland and Iceland. This Old World celebration has now become a North Carolina Christmas tradition that attracts both Scandinavians and non-Scandinavians alike.

Join us!

We invite you to join us as a vendor at the 2004 fair. As a vendor, you can choose from several different types of display areas. We offer two booth sizes – 10'x10' and 10'x20' -- both with pipe and drape. If you require more space, please let us know. For those requiring less space, we offer 8-foot display tables.

Refer to the enclosed information sheet and application for more details on booth/table rental– and visit our Web site at [www.scanfair.org](http://www.scanfair.org) for ongoing updates and for additional vendor information and applications. Be sure to reserve your booth or table as soon as possible to assure that you receive the space you want. No booth or table can be assigned to you until payment is received. **Deadline for reservations and payment is October 1st!**

Advertise with us!

Again this year, we will publish an attractive souvenir program with advertising space that will keep your name and contact information in the hands of Scandinavian families and interested individuals across the state. Please consider purchasing an ad in our 2004 program. The enclosed program from 2003 will give you an idea not only of the event itself but also of the quality of our publication.

Please contact me if you have any questions. We look forward to seeing you in December!

Rae Gulick

*The Scandinavian Christmas Fair is sponsored by SWEA® – a Swedish women's organization and The Vasa Order of America - a Swedish-American organization. The proceeds from this event go towards scholarships and to support local Swedish/Scandinavian initiatives.*



# VENDOR APPLICATION

**Due October 1, 2004**

December 4, 2004 • Raleigh, NC

Organization: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Mailing address: Street: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_ Web site: www. \_\_\_\_\_

Description of goods to be sold or exhibited\*: \_\_\_\_\_

\* The sponsoring organizations retain the right to approve all exhibits and products offered at the fair.

## **We reserve the following:**

<b><u>Booth:</u></b>	10' x 10' @ \$150 (1 table, 2 chairs, 2 tickets)	\$ _____
	10' x 20' @ \$300 (2 tables, 2 chairs, 2 tickets)	\$ _____
	Extra display tables _____ @ \$10 ea.	\$ _____

<b><u>Table:</u></b>	_____ table(s) @ \$60 ea./\$40 members (1 chair, 1 ticket)	\$ _____
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<b><u>Chairs:</u></b>	_____ extra chairs @ \$1 ea.	\$ _____
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<b><u>Tickets:</u></b>	_____ additional entrance tickets @ \$5 ea.	\$ _____
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<b>TOTAL ENCLOSED:</b>	\$ _____
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Please return this form with a check payable to the Carl Larsson Lodge by October 1, 2004.

**Scandinavian Christmas Fair  
c/o Carl Larsson Lodge #739  
11008 Mason Ridge Drive  
Raleigh, NC 27614**

## **Additional Vendor Information**

**Vendor Booths :** Extra tables may be rented for \$10 each, or vendors may bring their own extra display tables. Extra chairs are \$1 each. Vendors supply their own table covers.

10' x 10' booth: \$150 Includes pipe & drape, 1 table, 2 chairs, 2 entrance tickets  
10' x 20' booth: \$300 Includes pipe & drape, 2 tables, 2 chairs, 2 entrance tickets

**Vendor tables:** \$60 per table\*.

Tables are 8' in length. Rental space includes tabletop and space behind table and one chair. Any other floor space may be rented separately. Vendors supply their own table cover.

\*Members of SWEA NC and Vasa's Carl Larsson Lodge may rent tables at a discounted rate of \$40 per table, provided they do not represent any other organization and tables are used for their own crafts or sales items.

**No commission:** Prices are all-inclusive. We do not charge commission on sales.

**Web site:** All vendors may have their Web sites linked to the Scandinavian Christmas Fair Web site [www.scanfair.org](http://www.scanfair.org)

**Location:** Holshouser Building · NC State Fairgrounds, Raleigh, NC.

The 13,600 square foot Holshouser Building is located at North Carolina's busy state fairgrounds (26,000 visitors on an average weekend) and provides ample, attractive space for vendors, exhibits and an expanded line-up of entertainment. For information on other events taking place at the fairgrounds on the same day, visit [www.ncstatefair.org](http://www.ncstatefair.org)

**Set Up:** Friday, December 3 after 2 pm.

**Tear Down:** All vendor and exhibitor tables and booths must stay up until the fair ends at 6 pm. Vendors can tear down after 6 pm on Saturday or on Sunday between 10am and 2 pm.

**Fair Hours:** The fair doors will open at 8 am for vendors and participants; fair operating hours are 10:00 am to 6 pm.

**Accommodations:** Special rates for fair vendors are available at the following hotels near the fairgrounds.

- Best Western, 1722 Walnut Street, Cary, NC, 27511. Tel: (919) 481-1200. Rate: \$49.99.
- Holiday Inn, 5630 Dillard Dr., Cary, NC 27511. Tel (919) 851-1220. This is a full service hotel with restaurant. Rate: \$69.99.

When booking, ask for the Scandinavian Christmas Fair rate.

If you have questions, please call Rae Gulick at (919) 676-8607 or email [rgulick@nc.rr.com](mailto:rgulick@nc.rr.com)



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## ADVERTISING RESERVATION

**Due November 1, 2004**

Organization/Individual: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

**ADVERTISEMENT IN THE PROGRAM** – Please reserve the following advertising space for us in the program book:

\_\_\_\_\_ Inside front cover, inside back cover, back cover, 3-color, @ \$600/page [8.5" x 11"]

\_\_\_\_\_ Full page, B&W @ \$350/page [8.5" x 11"]

\_\_\_\_\_ ½ page B&W @ \$175 [approx. 5.5" x 8.5"]

\_\_\_\_\_ ¼ page, B&W @ \$100 [approx. 4.25" x 5.5"]

\_\_\_\_\_ 1/8 page (business card size) @ \$50 [approx. 2.25" x 4.25"]

TOTAL advertisement \$ \_\_\_\_\_

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