

The Johnston House Holiday Emporium

APPLICANT INFORMATION

Dates: Saturdays and Sundays, November 3 & 4 and 10 & 11, 2012

Time: 10am – 4pm

Venue: The James Johnston House, Higgins Purisima Road, Half Moon Bay, CA

GENERAL INFORMATION: The Johnston Holiday Emporium committee invites you to submit an application for participation in our 12th annual holiday boutique. Proceeds from this event go to the ongoing maintenance and interior restoration of this eastern saltbox house, which is virtually one-of-a-kind in California.

ELIGIBILITY: Participation is open to independent artists and merchants in Half Moon Bay and surrounding areas.

SELECTION PROCESS: Acceptance will be based on the category of merchandise offered (for as few overlaps of goods as possible) and whether the items are appropriate for a gift boutique. Vendors who have participated in past shows will be given priority as we have a limited amount of space in the house. Please contact us immediately for an application if you're interested in participating. The deadline to submit applications is **June 1, 2012**.

If accepted, participants will be invoiced a \$50 entry fee. A 20% consignment fee will be charged on items sold.

DISPLAY AND SALES INFO: Each artist or merchant will deliver sales items in the weeks prior to the event. ***Items must be received by between Monday, 10/ 22/12 through Sunday, 10/28/12 between 9AM and 4PM unless prior arrangements have been made. Weekdays are encouraged.*** Artists and merchants do not sell their own goods but are welcome to volunteer as docents. Details of delivery, pickup and payment will be provided upon acceptance. Every effort is made to safeguard your goods; the House has a very effective alarm system. However, we cannot be responsible for broken or lost merchandise.

PUBLICITY: The Holiday Emporium will be publicized with postcards to our extensive mailing list, inserts into the local paper, road signs/banner and via electronic media. Each artist and merchant will receive postcards to send to friends, family and/or clients and customers.

FOR MORE INFORMATION contact Carolyn Waring, Event Coordinator, at (carolynwaring@comcast.net) or 650-799-4359.