



MERRIE MONARCH²⁰¹⁰ INVITATIONAL HAWAIIAN ARTS FAIR

Aloha Artists and Crafters,

Mahalo for your interest in the 2010 Merrie Monarch Invitational Hawaiian Arts Fair. There are a few changes for this year's event that we have explained in this info packet. We will continue our dedication to the perpetuation of the Hawaiian culture by offering a venue where Hawai'i's many talented artists and handcrafters can exhibit their work and share their mana'o with all of us.

FAIR DATES - The fair dates are Wednesday through Saturday, April 7, 8, 9, and 10, 2010 at the Afook-Chinen Civic Auditorium and the Butler Building in Hilo.

OUR SCREENING PROCESS - We are an invitational craft fair, which means you have been invited to be a part of our event because of the uniqueness, quality and craftsmanship of your product. All items must be made in Hawai'i by the person applying. They must be screened and conform to the rules and regulations of our screening process that are clearly stated in the information attached. Please read them thoroughly before submitting your application. We are not just a marketplace for goods. We are trying to create an experience with the purpose of our fair being to showcase the talents and abilities of the artists and their art and crafts.

IN BOOTH SCREENING - There have been some concerns expressed regarding the selling of imported items or items not made by the crafter themselves. We have also been made aware of vendors adding items to their booths that were not screened with their application, usually for the same reasons we've just mentioned. Unfortunately because of this, we will be visiting every booth and reviewing all crafts being sold. So remember, don't bring anything that doesn't meet up to our screening criteria because you will not be able to sell it at our event and you will not be invited back again. Maintaining a standard of quality is what has made our fair successful and we will continue to do everything we can to make this the best event of its kind in Hawai'i. **Please note: We send an application to everyone who requests one. This does not mean that you will be accepted or invited back if you have participated before. Every year we go over all the applications and select the best art and crafts that meet our criteria.**

BEST BOOTH DESIGN CONTEST - We will be having our Best Booth Design contest again this year. The winner will win a free booth for the next year's Merrie Monarch Craft Fair. We really encourage you to be creative and do all you can to make your booth stand out. For details regarding the contest please look at the information enclosed.

Enclosed is an application, rules and regulations, and a layout of the booths. If you have any questions please feel free to contact us. All applications must be received by December 31, 2009.

Mahalo,

Nelson Makua and Paula DeMoraes
Fair Director Co-Director

As a reminder, we suggest that you make your hotel and car reservations early due to the difficulty of finding accommodations in Hilo during Merrie Monarch week.

2010 MERRIE MONARCH CRAFT FAIR VENDOR INFORMATION

FAIR LOCATION

The fair will be held at the Afook-Chinen Civic Auditorium and the Butler Building on Manono Street in Hilo.

FAIR DATES AND HOURS

Wednesday	April 7	8:30 a.m. - 5:00 p.m.
Thursday	April 8	8:30 a.m. - 5:00 p.m.
Friday	April 9	8:30 a.m. - 5:00 p.m.
Saturday	April 10	8:30 a.m. - 4:00 p.m.

VENDOR MOVE IN DATES AND TIMES

Tuesday	April 6	10:00 a.m. - 5:00 p.m.
Wednesday	April 7	6:00 a.m. - 8:00 a.m.

Vendors can set up the day before as well as the morning of the fair. Please note the move-in hours listed above. IT WILL BE YOUR RESPONSIBILITY TO MAKE SURE YOUR MERCHANDISE IS SECURE. WE WILL NOT BE RESPONSIBLE FOR ANY DAMAGED OR MISSING ITEMS.

MOVE OUT DATE AND TIME

Saturday	April 10	4:00 p.m. - 5:30 p.m.
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You are responsible for the cleaning of your booth area and the disposal of all trash before leaving. We will not be responsible for any items left behind or lost.

BOOTH FEE

The booth fee is \$300.00

TABLE RENTAL

THERE IS A RENTAL FEE OF \$40.00 PER TABLE FOR ALL 4 DAYS. ALL BOOTHS WILL ONLY COME WITH ONE CHAIR AND NO TABLE UNLESS YOU REQUEST TO RENT THEM ON YOUR APPLICATION.

We generally have extra chairs so at the fair you may have extra chairs at no charge as long as they are available. We encourage on-island vendors to bring their own tables and chairs.

The tables are 3' wide x 8' long and 3' x 6' please make sure they will fit in the dimensions of your booth.

BOOTH SIZES

CIVIC AUDITORIUM - Booth sizes are 8' wide x 8' deep with the exception of booths 17, 18, 19, 20, 21, 22, 23, 24, and 89, 90, 91, 92 which are 8' wide x 6' deep.

BUTLER BUILDING - Booth sizes are 10' wide x 8' deep

BOOTH LOCATION

We will try our best to give you the booth location you request but because of the high volume of crafters we may have to locate your booth in a different location. We will notify you of your new location. For new vendors we will try to honor your requests but most likely you will be placed where ever there is space still available.

ELECTRICITY

There is NO ELECTRICITY available for vendors in the Civic Auditorium.

ELECTRICITY IS AVAILABLE IN THE BUTLER BUILDING ONLY FOR THE BOOTHS AGAINST THE WALLS

The booths with electricity are booths 93 thru 105 and booths 116 thru 125.

We will try to honor your request but we cannot guarantee you a booth with electricity. You must bring your own surge protectors and extension cords.

NO CANOPIES ARE ALLOWED ON ANY TENT FRAMES FOR INDOOR BOOTHS

If you will be using any type of tent frame or booth display be sure all legs are rubber capped or protected in a manner as to not cause damage to the floor of the civic auditorium. **Please make sure your legs and stands are within your own booth space.**

LEI SELLERS

Lei sellers will be placed outside on the Civic auditorium entrance patio. There will be no security for any items left outside after fair hours. Any vendors on the outside patio will have to setup and breakdown daily. After closing of the fair each day, lei sellers will be allowed to relocate to a tent next to the Edith Kanakaole Tennis Stadium to continue sales during the hula festival. A tent and lights will be set up at the Tennis Stadium location but you must supply your own table and chairs.

ILLEGAL CRAFT ITEMS

Every year the Department of Land and Natural Resources sends one of their agents to inspect the items sold at the fair. They are in plain clothes and are looking for specific items that are illegal to use or sell such as beach sand and certain sizes of opihi shells. If you are using any illegal items, they may not allow you to sell your crafts if they inspect your booth at the fair. **IT IS YOUR RESPONSIBILITY TO MAKE SURE THAT THE ITEMS YOU SELL CONFORM TO THEIR RULES AND REGULATIONS. FOR MORE INFORMATION WE SUGGEST YOU CONTACT THE HAWAI'I STATE DEPARTMENT OF LAND AND NATURAL RESOURCES.**

WAITING LIST

There is always a waiting list for the Merrie Monarch Craft Fair and we cannot guarantee new vendors a booth in the fair if there is no space available. If you are accepted a booth number will be assigned to you depending on whatever booths are still available. If you are accepted you will be notified with a confirmation and your booth number. If you are not accepted your check will be returned to you. **PLEASE NOTE THAT WE MAY BE HOLDING ONTO YOUR CHECK FOR UP TO 3 MONTHS BEFORE NOTIFICATION.**

BOOTH CONFIRMATION

For the returning vendors that have been accepted, they will receive their confirmation as soon as we can send them out. **For new vendors or returning vendors that are being rescreened you will be notified by January 31, 2010.**

DOING MULTIPLE FAIRS IN HILO DURING MERRIE MONARCH

Although we can't stop you from doing multiple fairs in Hilo during Merrie Monarch we do feel that being in every fair in town affects the uniqueness of your craft at our fair. We feel this is important because we promote our fair as the very best of Hawaiian arts and crafts and feel that the customers coming to our fair should be able to meet the artisan in person. **IF YOU PLAN ON DOING MULTIPLE FAIRS, YOU MUST HAVE ANOTHER CREW TO DO THE OTHER FAIRS. THE ACTUAL CREATOR OF THE CRAFTS MUST BE IN THEIR BOOTH AT OUR FAIR DURING THE ENTIRE DURATION OF THE FAIR. IF THIS IS A PROBLEM, YOU WILL NOT BE INVITED TO BE A PART OF OUR EVENT.**

NO T-SHIRT SALES WILL BE ALLOWED

ONLY OFFICIAL MERRIE MONARCH T-SHIRTS WILL BE SOLD AT THIS EVENT. NO OTHER T-SHIRT SALES WILL BE ALLOWED. YOU CANNOT SELL - ADULT, CHILDREN AND BABY TEES. The sale of other types of tee-like apparel is permissible such as tank tops, long sleeve tees, polo shirts, women's scoop tops and tee dresses.

SECURITY

Security will begin on Tuesday, April 14 through the entire duration of the fair. Security is for the general premises only. We will not be responsible for any damaged or missing items. Please be sure your booth is staffed at all times when the show is open to ensure the security of your merchandise. You may leave your booth set up overnight, but be sure to secure or remove your merchandise, as you deem necessary.

FOR VENDORS OUTSIDE ON THE ENTRANCE PATIO YOU WILL HAVE TO SETUP AND BREAKDOWN DAILY.

INSURANCE

You should contact your insurance company and ask them for a rider to your public liability policy, property damage and burglar insurance policies covering you during and at the show. You are responsible for yourself, your staff, and your merchandise.

CLEAN-UP AND TRASH

It is your responsibility to keep your booth clean and presentable at all times. If you are serving any food samples you must provide adequate trash receptacles to accommodate the additional rubbish. Also make sure there is no spilled food in or around your booth that someone may slip on.

CANCELLATIONS AND REFUNDS

If you cancel by February 7, 2010 you will receive a full refund less a \$50.00 processing fee. If you cancel by March 7, 2010 you will be refunded 50% of your booth fee. There will be no refunds for cancellations after March 7, 2010.

CRAFTS SCREENING PROCESS - IMPORTANT PLEASE READ

Because this is an invitational fair, all vendor's crafts must be screened prior to acceptance into the fair. Vendors are asked to fill out a craft/product description on their application form and submit photos, brochure or web site address of their crafts. **You may submit actual product but these will not be returned to you.**

ONLY ITEMS DESCRIBED ON YOUR APPLICATION WILL BE ALLOWED TO BE SOLD AT THE FAIR. THIS WILL BE STRICTLY ENFORCED. Criteria for acceptance will be based upon the uniqueness of the craft, the quality of the craftsmanship and consideration will be made of its Hawaiian cultural value.

The craft must be produced by the vendor and made in Hawai'i - **NO IMPORTS ARE ALLOWED!** We feel this will maintain the quality of the crafts and make it a better fair for the vendors and customers alike. On site screening will take place during the fair by the fair directors. Any item found that does not meet criteria will not be allowed to be sold and must be removed from your booth.

If you are a returning vendor and have the same product as last year you need not be screened again with this application, but if you have changed your craft or are adding new items to your booth you **MUST** have them screened. In our screening process we also limit the type of craft items (including last years vendors) to avoid repetition of the same type of craft items.

Also, vendors who participated last year who broke down before the end of the fair or violated any of our rules and regulations, will not be accepted in this year's fair. **THIS IS AN INVITATIONAL FAIR AND WE RESERVE THE RIGHT TO DECLINE OR REJECT ANY VENDOR OR CRAFT THAT DOES NOT MEET THE CRITERIA OF OUR EVENT.**

Please note: We send an application to everyone who requests one. This does not mean that you will be accepted or invited back if you have participated before. Every year we go over all the applications and select the best art and crafts that meet our criteria.

BOOTH FEE: \$ 300.00 Application Deadline: December 31, 2009

Make checks or money orders payable to (Do not send cash!):

THE MERRIE MONARCH CRAFT FAIR

Mail application to:

Nelson Makua • P. O. Box 10460 • Hilo, Hawai'i 96721 • Attn: MM Craft Fair

2010 INVITATIONAL MERRIE MONARCH HAWAIIAN ARTS FAIR

BEST BOOTH DESIGN CONTEST

This year we will be having our contest again for the best displayed booth. A panel of judges will be doing the voting and the winner will be announced on Friday, April 9th at the fair. The winner will receive:

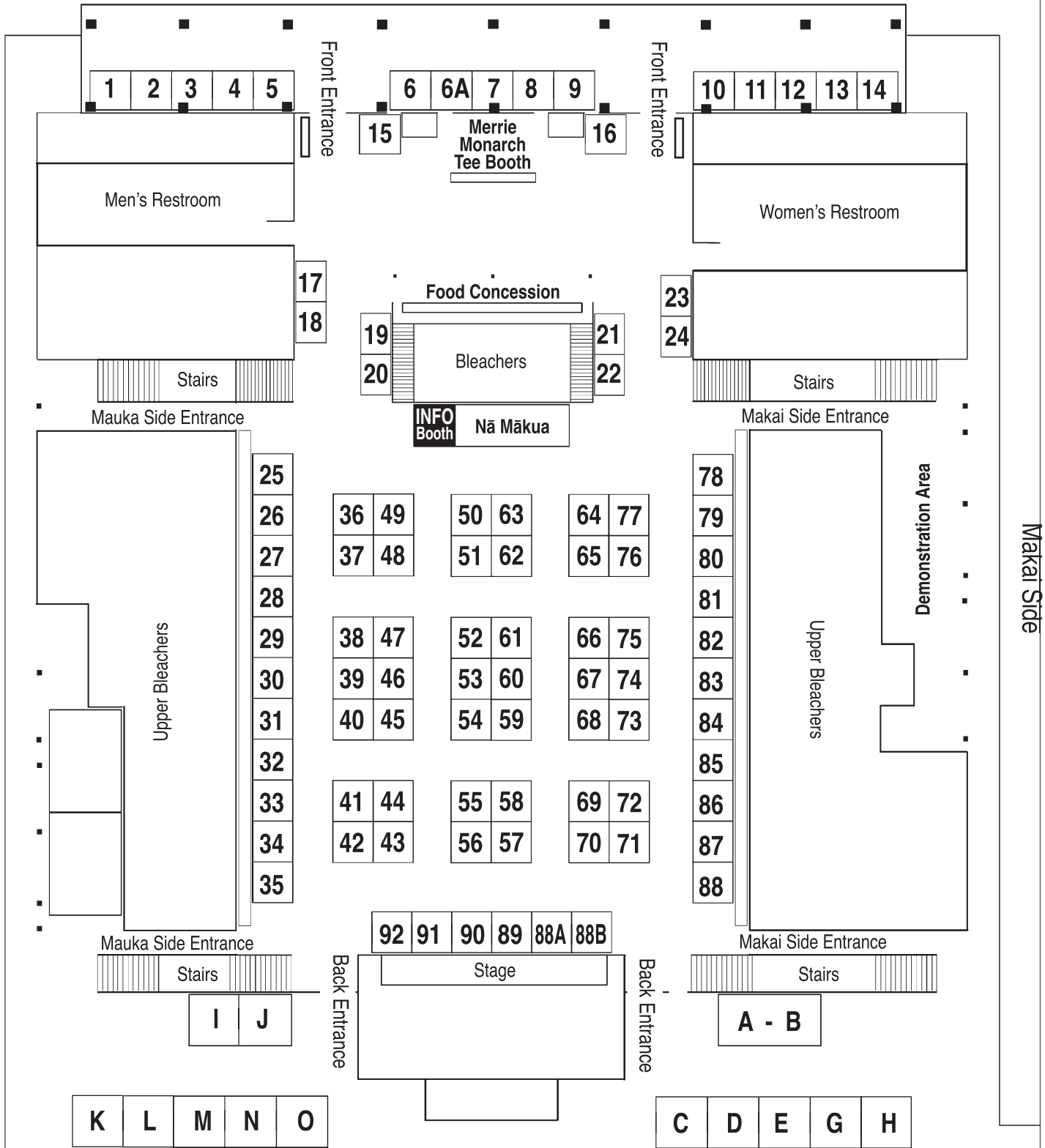
A FREE Booth for 2011 Merrie Monarch Craft Fair

Judging will be based on how well the product or craft is displayed, how the booth is decorated, creativity and friendliness of the vendor, and whatever else you feel makes your booth extra special.

We encourage you to be creative and really show off your crafts at this years fair.

2010 MERRIE MONARCH CRAFT FAIR BOOTH FLOOR PLAN - CIVIC AUDITORIUM

Front of Civic Auditorium



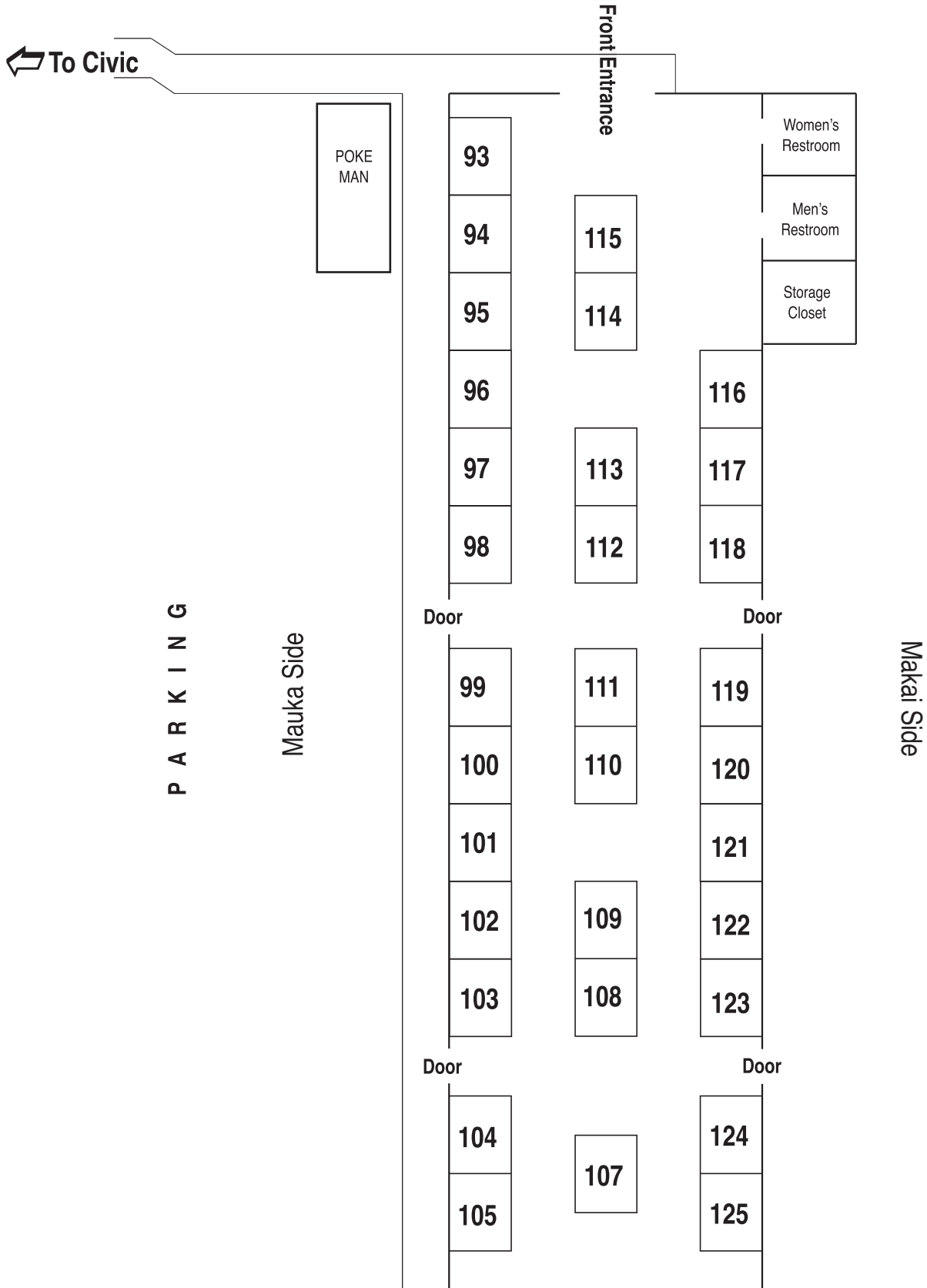
Back of Civic Auditorium

To Butler Building →

P A R K I N G

2010 MERRIE MONARCH CRAFT FAIR BOOTH FLOOR PLAN - BUTLER BUILDING

Front of Butler Building





MERRIE MONARCH INVITATIONAL HAWAIIAN ARTS FAIR

VENDOR APPLICATION

Please Type or Print Clearly

Name _____

Business Name _____ G. E. Number _____

Address _____

City _____ State _____ Zip _____

Phone (Day) _____ (Night) _____

Fax _____ Email _____

Web Site _____

This is my first year I have participated before How many years? _____

Craft or Product Description (Please be precise in your description and submit photos, brochures or web site)

Indicate below the three booth numbers of your choice in order of preference. We will try to accommodate your request.
RETURNING VENDORS - If you would like the same booth please check box and list your booth number in the first choice.

Returning Vendor 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Indicate if you need tables and chairs: I will need table(s) - 6 ft Table _____ 8 ft table _____ I will need _____ chair(s)

**IMPORTANT - PLEASE SPECIFY WHAT SIZE TABLES AND HOW MANY CHAIRS YOU NEED ABOVE .
IF YOU WANT US TO SUPPLY YOU WITH A TABLE YOU MUST ORDER AND PAY FOR THEM WITH THIS FORM.**

Make check payable to:
The Merrie Monarch Craft Fair
Mail check and application to:
Nelson Makua
P. O. Box 10460, Hilo, Hawai'i 96721
Attn: MM Craft Fair

Booth Cost: \$ 300.00 per booth \$ _____

Tables: \$ 40.00 per table \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Check Money Order Do not send cash!

I agree to all of the conditions set forth to me in this application for the 2010 Merrie Monarch Invitational Arts and Crafts Fair.

Print Name _____ Signature _____

BELOW FOR COMMITTEE USE ONLY

Application Received By _____ Date Received _____

Accepted Rejected Check / Money Order Number _____