

**N • O • R • T • H • E • A • S • T  
SHOW PROMOTERS, INC.**

*proudly presents  
the following shows:*

**Valentine's Day  
Northeast Art & Craft Show  
February 23 - 25, 2010**

**Fall  
Northeast Art & Craft Show  
September 21-23, 2010**

**Thanksgiving  
Northeast Art & Craft Show  
October 26 - 28, 2010**

**Holiday  
Northeast Art & Craft Show  
December 6 - 10, 2010**

The Empire State Plaza boasts over 30 years of craft show history and Northeast Show Promoters is pleased to be part of this tradition. We are committed to presenting quality events in the Capital Region.

*Brenda Ladd  
Show Coordinator  
Northeast Show Promoters, Inc.*

**Don't miss these other exciting Shows:**

**February 23 - 25, 2010  
Winter Northeast Art & Craft Show  
Empire State Plaza, Albany, NY**

**March 26 - 28, 2010  
Capital District Garden  
& Flower Show  
Hudson Valley Community College, Troy, NY**

**September 21 - 23, 2010  
Fall Northeast Art & Craft Show  
Empire State Plaza, Albany, NY**

**October 2 - 3, 2010  
Capital District Apple Festival  
& Craft Fair  
Altamont Fair Grounds, Altamont, NY**

**October 26 - 28, 2010  
Thanksgiving Northeast Art & Craft Show  
Empire State Plaza, Albany, NY**

**December 5, 2010  
Troy Victorian Stroll  
The Atrium, Third & Broadway, Troy, NY**

**December 6 - 10, 2010  
Holiday Northeast Art & Craft Show  
Empire State Plaza, Albany, NY**

### About the Show

With over 13,000 state employees working in this complex, these shows provide an excellent selling opportunity for Crafters. The concourse is known as the quarter-mile "Main Street" of the Empire Plaza, which stretches from the Capitol to the Cultural Education Center and the New York State Museum. Shops, restaurants, and a collection of contemporary art line the concourse. This show offers a maximum of 80 - 10' x 10' exhibit spaces. Unique to our shows, we install white pipe and draping behind each exhibit booth. This drape provides a professional look to each display along with increased privacy to the craft exhibitors. With the State Police now located right on the concourse, security has improved and fewer exhibitors are choosing to use storage. Most just cover their booths or enclose it with their tent frames and side walls. State employees, the customer base at the plaza, always have their eyes peeled for quality crafts and new and unique items. The Empire State Plaza is just the place for them to find what they are looking for. We hope you will join us.

### Show Standards

**Booth Specifications:** The basic booth configuration is 10' x 10'. All tables must have cloths which hang to the floor on all publicly viewed sides. Set-ups must fit within the space contracted. No portion of your display should extend into any aisle. Electricity, tables, and chairs are available by request at an additional fee. Tents and/or enclosures will be allowed but not to exceed 10' x 10' and must not obstruct the art collection or security cameras. All electrical cords must be secured with duct tape. We will provide white pipe and drape behind each booth.

**Standards:** All craft work offered for sale must be designed, created and hand-crafted by the participating exhibitor. No assembled or buy/sell items. Plants are not permissible. Two photographs or slides of your craft, one of you at work along with a written description of your production process, plus one photograph of your set-up are required of those exhibitors who have not participated in one of our shows during the past year. Please have your name on each photo and include a self-addressed, stamped envelope to have them returned after the show is over. Web-site submissions are not acceptable. Your booth must represent the same work that your juried photographs portray. Please notify us immediately of any new items.

### Food Specialty Items

If you are selling/sampling food, there is a \$10 fee for the Albany County Health Department Permit, unless you provide a copy of your food processing permit with your application. Items such as mayo, sour cream, cream cheese, etc. must be refrigerated. Coolers are not acceptable. A copy of the Albany County Health Department guidelines will be mailed to you upon acceptance into the show. No candy or fudge vendors permitted.

**Notification:** All categories will be juried once a month until each booth space is occupied. All categories are limited. You will be notified by mail of your acceptance or rejection.

**Payments/Deposit:** A \$50 deposit must be submitted with your completed application. All balances must be paid 30 days prior to the show. Unaccepted applications will have their deposit checks and photos or slides returned. A \$35 fee will be charged for any checks returned by the bank.

**Jury Fee:** A \$10 fee must be submitted along with your application. There will be no jury fee if you have participated in one of our shows during the past year. Jury fees will not be returned regardless of acceptance or rejection. Please submit two checks: one for the jury fee and one for the deposit. Make checks payable to: "Northeast Show Promoters, Inc." and mail to: 12 Avis Drive, Latham, NY 12110.

**Refund Policy:** An application to this show is a commitment to the show. No refunds will be given for cancellations.

**Attendance:** We will accommodate exhibitors at the December show who are coming from another show and would like to set up Monday at 3pm or tear down Thursday at 3pm to set up Friday at another show. However, you must notify us when applying. The show layout will reflect these changes, so there will be no open spaces. We will again offer free holiday gift wrap during the December Show.

**Advertising & Marketing for Plaza Shows:** In addition to our traditional newsprint display advertising signs and press release mailings, Northeast Show Promoters had developed a new advertising and marketing campaign that will be sure to alert the downtown Albany employees and state workers about our show. The addition of this fax and direct mail campaign is guaranteed to make a difference in your sales and also minimize the number of employees who say "I didn't know the show was here". Don't miss out! Send in your application today!

**Parking:** On Tuesday there is no reserved/prepaid parking and you will be responsible for the parking fees. All other days, parking must be reserved and paid in advance. The fee is currently \$10 per day for each car/van/pick-up/truck or trailer. Any oversized vehicle will be charged for two spaces. Please indicate if you wish to reserve parking so that spaces will be reserved in your name. Sleeping is not allowed in campers or motor homes in parking garage.

**Security/Storage Rooms:** Craft persons who leave their products on the Concourse overnight will be doing so at their own risk. The Concourse is open to the public until 11:00pm. Storage rooms are located just off the main concourse area near the elevators and will be open each morning from 8:00-9:00am and each afternoon from 3:00-3:30pm. There is no charge for storage. **Show hours are 9:00am - 3:00pm**

**Sales Tax:** You must submit a current copy of your NYS sales tax Certificate of Authority with your application. Your Certificate must be visually displayed in your booth at all times. The current tax rate for Albany County is 8%.

|                           |                        |                |                                   |
|---------------------------|------------------------|----------------|-----------------------------------|
| <b>Hotel Suggestions:</b> | CrestHill Suites       | (518) 454-0007 | 1415 Washington Ave., Albany, NY  |
|                           | Comfort Inn            | (518) 479-3217 | 99 Miller Rd., East Greenbush, NY |
|                           | Fairfield Inn & Suites | (518) 477-7984 | 124 Troy Rd., East Greenbush, NY  |

Questions may be directed to: Northeast Show Promoters, Inc., 12 Avis Drive, Latham, NY 12110

Voice: (518) 786-1529 Fax: (518) 786-1716

Web Site: [www.northeastshowpromoters.com](http://www.northeastshowpromoters.com) e-mail: [neshowpro@aol.com](mailto:neshowpro@aol.com)

**2010 Empire State Plaza  
North Concourse, Albany, NY**

Company Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

Day Phone#: \_\_\_\_\_ Evening Phone#: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Reserved Parking Requested:  Yes  No Oversized Parking required (Over 6'6" in height or with trailer):  Yes  No

(Required) Driver's License #: \_\_\_\_\_ State: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

(Required) Driver's Name *exactly* as it appears on Drivers License: \_\_\_\_\_

(Required) Vehicle make & model: \_\_\_\_\_ Year \_\_\_\_\_

License Plate: \_\_\_\_\_ State: \_\_\_\_\_

(If Applicable) Trailer License Plate: \_\_\_\_\_ State: \_\_\_\_\_

(Required) NYS Sales Tax ID # \_\_\_\_\_ (NYS sales certificate required-please attach copy)

Will you be using your Tent or Tent Frame?  Yes  No (must fit within 10x10 or space contracted)

Selling/Sampling Food Products:  Yes  No

Craft Description (list all items that will be sold): \_\_\_\_\_  
\_\_\_\_\_

Approximate Price Range: \_\_\_\_\_ Do you provide receipts?  Yes  No

What is your refund policy? \_\_\_\_\_

Special Requests: \_\_\_\_\_

I \_\_\_\_\_ (your name) doing business as \_\_\_\_\_ (your company) do hereby agree to indemnify and hold harmless, Northeast Show Promoters, Inc., and its representatives and employees, and the NYS Office of General Services and its representatives and employees, from and against any and all losses, claims, damages, or expenses, including reasonable attorney's fees, arising from or growing out of my exhibited products or for personal injury at the Northeast Art & Craft Show, at the North Concourse of the Empire State Plaza, Albany, NY; whether it be caused by the negligence of \_\_\_\_\_ (your business name), its agents, servants, employees, or otherwise. The Concourse management and/or promoter reserve the right to remove any exhibitor for cause. I hereby verify that I will offer for sale only items that have been hand crafted by me.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Empire State Plaza - Northeast Art & Craft Shows  
North Concourse, Albany, NY**

(Check off which show(s) you would like to apply to and mail  
along with photos or slides, deposit, and copy of NYS sales tax certificate)

**[ ] Winter Art & Craft Show -  
February 23 - 25, 2010  
Tuesday - Thursday**

Booth Size & Fee:

10 x 10 - \$190.00 - \$ \_\_\_\_\_

10 x 15 - \$265.00 - \$ \_\_\_\_\_

10 x 20 - \$335.00 - \$ \_\_\_\_\_

Jury Fee - \$10.00 \$ \_\_\_\_\_

Corner Booth (no charge)

Electric - \$35.00 - \$ \_\_\_\_\_

Food Sampling Permit \$10 \$ \_\_\_\_\_

6' Table @ \$5.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Chair @ \$1.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Parking \$10.00 per day - \$ \_\_\_\_\_

(There is no reserved/prepaid parking on Tuesday)

Total Due \$ \_\_\_\_\_

Less Deposit (\$50 min) \$ \_\_\_\_\_

Balance Due by January 29th \$ \_\_\_\_\_

Overnight Storage Yes No

**[ ] Thanksgiving Art & Craft Show -  
October 26 - 28, 2010  
Tuesday - Thursday**

Booth Size & Fee:

10 x 10 - \$190.00 - \$ \_\_\_\_\_

10 x 15 - \$265.00 - \$ \_\_\_\_\_

10 x 20 - \$335.00 - \$ \_\_\_\_\_

Jury Fee - \$10.00 \$ \_\_\_\_\_

Corner Booth (no charge)

Electric - \$35.00 - \$ \_\_\_\_\_

Food Sampling Permit \$10 \$ \_\_\_\_\_

6' Table @ \$5.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Chair @ \$1.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Parking \$10.00 per day - \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

Less Deposit (\$50 min) \$ \_\_\_\_\_

Balance Due by September 24th \$ \_\_\_\_\_

Overnight Storage Yes No

**[ ] Fall Art & Craft Show -  
September 21 - 23, 2010  
Tuesday - Thursday**

Booth Size & Fee:

10 x 10 - \$190.00 - \$ \_\_\_\_\_

10 x 15 - \$265.00 - \$ \_\_\_\_\_

10 x 20 - \$335.00 - \$ \_\_\_\_\_

Jury Fee - \$10.00 \$ \_\_\_\_\_

Corner Booth (no charge)

Electric - \$35.00 - \$ \_\_\_\_\_

Food Sampling Permit \$10 \$ \_\_\_\_\_

6' Table @ \$5.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Chair @ \$1.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Parking \$10.00 per day - \$ \_\_\_\_\_

(There is no reserved/prepaid parking on Tuesday)

Total Due \$ \_\_\_\_\_

Less Deposit (\$50 min) \$ \_\_\_\_\_

Balance Due by August 20th \$ \_\_\_\_\_

Overnight Storage Yes No

**[ ] Holiday Art & Craft Show -  
December 6 - 10, 2010  
Monday - Friday**

Booth Size & Fee:

10 x 10 - \$310.00 - \$ \_\_\_\_\_

10 x 15 - \$460.00 - \$ \_\_\_\_\_

10 x 20 - \$565.00 - \$ \_\_\_\_\_

Jury Fee - \$10.00 \$ \_\_\_\_\_

Corner Booth fee \$15.00 \$ \_\_\_\_\_

Electric - \$35.00 - \$ \_\_\_\_\_

Food Sampling Permit \$10 \$ \_\_\_\_\_

6' Table @ \$5.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Chair @ \$1.00/ea \_\_\_\_\_ \$ \_\_\_\_\_

Parking \$10.00 per day - \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

Less Deposit (\$50 min) \$ \_\_\_\_\_

Balance Due by November 5th \$ \_\_\_\_\_

Overnight Storage Yes No

**\*2010 MULTIPLE SHOW DISCOUNT:** ONE SHOW - NO DISCOUNT. WHEN YOU BOOK SECOND, THIRD, OR FOURTH SHOW - RECEIVE A \$10 DISCOUNT ON EACH ADDITIONAL SHOW.