

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

## Valentine's Day Art & Craft Show February 13 - 14, 2012, Monday & Tuesday Empire State Plaza, North Concourse, Albany, NY

### About the Show

With over 10,000 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 50 - 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.

### General Information

**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 is provided at no additional charge. 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. It is **STRONGLY RECOMMENDED** that you use lights in your booth. 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. 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 \$30 fee for the Albany County Health Department Permit. The Albany County Health Department no longer offers an exemption, if you have a food processing license. You must submit proof of valid Worker's Compensation/Disability Insurance. If you are not required by law to have Worker's Compensation and Disability Insurance, a NYS Department of Health CE-200 - *Certificate of Attestation of Exemption Form* can be obtained on-line and submitted in lieu of a current Worker's Compensation/Disability Insurance policy. Form CE-200 can be processed electronically on-line at <http://www.wcb.state.ny.us>. The Worker's Compensation Board may be contacted at 1-866-750-5157, for any questions in regards to the CE-200 forms. **Albany County WILL NOT issue a health permit for you without copies of the insurance certificates stated above.** 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.

**Advertising & Marketing for Plaza Shows:** In addition to our traditional 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:** 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, if you don't reserve parking the rate is \$2.00 per hour/max \$20 for the day. 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

12 Avis Drive • Latham, NY 12110 • (518) 786-1529 • FAX (518) 786-1716

<http://www.northeastshowpro.com> • [neshowpro@aol.com](mailto:neshowpro@aol.com)



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

*Don't miss these other Shows!*

**February 13 – 14, 2012**

*Valentine's Northeast Art & Craft Show*  
Empire State Plaza, Albany, NY

**March 23 - 25, 2012**

*Capital District Garden & Flower Show*  
Hudson Valley Community College, Troy, NY

**May 8 – 10, 2012**

*Mother's Day Art & Craft Show*  
Empire State Plaza, Albany, NY

**September 15 – 16, 2012**

*Capital District Apple Festival & Craft Fair*  
Altamont Fair Grounds, Altamont, NY

**October 23 - 25, 2012**

*Thanksgiving Northeast Art & Craft Show*  
Empire State Plaza, Albany, NY

**December 2, 2012**

*Troy Victorian Stroll Art & Craft Show*  
The Atrium, Third & Broadway, Troy, NY

**December 4 - 7, 2012**

*Holiday Northeast Art & Craft Show (Part 1)*  
Empire State Plaza, Albany, NY

**December 10 - 14, 2012**

*Holiday Northeast Art & Craft Show (Part 2)*  
Empire State Plaza, Albany, NY