



Junior Auxiliary of Tipton County
2011 FALL SHOPPING FRENZY

Dear Prospective Merchant:

The Junior Auxiliary of Tipton County (JATC) is pleased to invite you to participate in our 3rd annual Fall Shopping Frenzy. As in previous years, all event proceeds will go directly to the JATC Child Welfare fund to support the needs of children in the Tipton County community. The 2011 show has been scheduled for **Friday, November 4** (6:30pm-9:00pm) and **Saturday, November 5** (9:00am-4:30pm) at Brighton High School in Brighton, TN.

A merchant application for Fall Shopping Frenzy 2011 is enclosed for your consideration. All information regarding booth size and prices can be found on the application. **Please note that merchants will be asked to make a donation to the Fall Shopping Frenzy silent auction.** Be advised that returning an application does not guarantee a spot in our 2011 show. A juried selection process will be used, enabling JATC to limit the number of vendors in each category and ensure a variety of merchandise for shoppers while allowing merchants to maximize their sales potential. Your spot will be locked in once you receive a confirmation letter; letters will start going out during June/July 2011.

There have been changes made to this year's event that will help the flow of traffic; because of these changes here are limited numbers of spots available. No applications will be accepted after October 1, 2011 due to printing deadlines and finalizing the layout. Once the layout is in place, no changes will be made.

If you are new Fall Frenzy merchant please be sure to provide us with a detailed description of your items. Please note if you send photographs, brochures, samples, etc...they will not be returned. If you send sample merchandise it will be used as a door prize or in the silent auction if it meets minimum value requested.

Thank you in advance for your interest in Fall Shopping Frenzy 2011. If you have any questions or comments regarding our event please feel free to email me at fallfrenzy@hotmail.com or call me at (901)619-3852.

For more information regarding the Junior Auxiliary of Tipton County or the Fall Shopping Frenzy schedule please visit our website at www.tiptoncountyja.org.

Best Wishes!
JATC Fall Shopping Frenzy Committee



Junior Auxiliary of Tipton County
FALL SHOPPING FRENZY 2011

Date Received _____ Date Entered _____
(JATC internal use only)

2011 FALL SHOPPING FRENZY MERCHANT APPLICATION
Friday, November 4 – Saturday, November 5, 2011

Merchant Name: _____

Address: _____

City _____ State _____ Zip Code _____

Phone: () _____ Fax: () _____

Cell: () _____

Email: _____ May we correspond with you via email ___yes ___no

Merchant Contact: _____

Description of Merchandise:

Does your booth set up require special needs? (Such as a tent, electric, etc...)

What other shows do you typically participate in:

Please select one category which best describes the merchandise you will sell at the Fall Shopping Frenzy:

Stationary Books Art Food Children Men's Jewelry
Gifts Home Women's Other: _____

In what price range are your products sold? (Please circle all that apply)

\$0-25 \$26-50 \$51-75 \$76-100 \$100-200 \$200-400 \$400+

Please rank booth preference from 1-3 with 1 being the most preferable. Please circle the size of booth you will be requesting. Booth preference will be based on application acceptance and date of receipt of application. The merchant will be responsible for providing all tables, tents and display materials needed for their merchandise. When contracts are sent out more details about booth availability and set up will be included.

Area #1: Gymnasium or Gymnasium Atrium (will be able to set up earlier in the day).Tents will not fit in the gym atrium due to height restrictions.

AREA # 1	10x10	10x20	10x30
Free Standing	\$55	\$95	\$130
With electricity	\$65	\$115	\$150
Value of Silent Auction Donation Requested	\$30	\$40	\$50

Area #2: Cafeteria or Entrance Atrium or Extended Atrium (will be able to set up starting at 3:15pm).Tents will not fit in the cafeteria due to height restrictions.

AREA #2	10x10	10x20	10x30
Free Standing	\$50	\$90	\$120
With electricity	\$60	\$110	\$150
Value of Silent Auction Donation Requested	\$30	\$40	\$50

Area #3: Hallways or Connectors (will be able to set up starting at 3:30pm), all in these areas will have wall backing that can be used. Tents will not fit in the hallways or connectors due to height restrictions.

AREA #3	6x16	6x32	6x48
NO electric	\$40	\$70	\$100
With electricity	\$50	\$75	\$105
Value of Silent Auction Donation Requested	\$30	\$40	\$50

After **October 1, 2010** **NO further entries** will be considered so that there is time to finalize layout and set up processes. We apologize on the front side but the October 1 deadline will be firmly held, no exceptions.

Please return this application to:

Noel Smith-Howe
JA Tipton County/FSF
2292 Portersville Road
Atoka, TN 38004

By signing I understand that returning an application does not guarantee a spot in the 2011 show. I also agree to donate an auction item as part of my booth fee.

For more information/questions:

Contact Noel at
Email: fallfrenzy@hotmail.com
Phone: (901) 619-3852
Fax: (901) 837-6006

Signed: _____

Printed Name: _____

To pay by credit card please email or fax application & we will be in touch to receive payment

Date: _____