



# Seasons Events

The Next Generation Of  
Quality Arts & Crafts Shows

## **Heart Of Texas Arts & Crafts Show Series-Frisco, TX**

- **Juried Shows**
- **Friday Set-Up**
- **Unloading/Loading Assistance**
- **Quality Advertising**

### **Summer Show July 23 & 24, 2005**

*Showcasing the  
highest quality  
hand-made arts &  
crafts*

### **Holiday Show October 8 & 9, 2005**

*Holiday gift market  
featuring the best in  
hand-made arts &  
crafts and holiday  
gifts*

**Volume 1, Issue 3  
Summer 2005**

### **Contact Us!!**

Seasons Events  
4251 FM 2181  
Ste 230-304  
Corinth, TX 76210

[www.shoppingseasons.com](http://www.shoppingseasons.com)

### **Vendor info:**

972-965-4749

[vendorinfo@shoppingseasons.com](mailto:vendorinfo@shoppingseasons.com)

### **Visitor info:**

972-965-6699

[visitorinfo@shoppingseasons.com](mailto:visitorinfo@shoppingseasons.com)

Hello Everyone!

We are so excited to be hosting our upcoming shows in Frisco, TX!! One of the fastest growing cities in the state, Frisco has a population that loves to shop!! The newly built Frisco Conference Center is a magnificent facility that is attached to a 300 room state-of-the-art Embassy Suites Hotel, adjacent to a major shopping mall, minor league ballpark, and professional hockey rink. It is truly THE PLACE TO BE!!

The Heart Of Texas Arts & Crafts Summer Show in July will be the first public event held in this new conference center, leading us to create an advertising plan that is extensive. For starters, KPLX 99.5 The Wolf will be on hand Saturday morning announcing our event and handing out goodies. For those of you who are out-of-towners, The Wolf is the #1 ranked radio station in the Dallas area for women aged 25 to 54 (our target market!!). Other advertising for this show includes a billboard in downtown Frisco, display ads in every local paper surrounding Frisco-including the Dallas Morning News, show posters, postcards mailed to previous show goers, televised community event calendars, countless online listings, road signs, banners, and more.

We are also very happy to have discovered the Frisco Family Services Center. The Center runs the local food pantry and offers other assistance to Frisco residents who are in need. Seasons Events will be donating a portion of admission fees from both Heart Of Texas shows to the Center. More information on the Center can be found at [www.friscocenter.org](http://www.friscocenter.org).

As always, feel free to contact us with any questions or comments. Hope you have a safe and cool summer—see you in Frisco!!

Jayne & Heather

# Seasons Events

## Preferred Vendor Program

The most important aspect of our shows is our vendors! We like to reward our vendors with our Preferred Vendor Program. It is easy to become a part of this group. After you have attended your first show with us, we review our experience with you. We look at several key elements including on-time setup, product display, backdrop, overall booth presentation, and on-time (not early) breakdown.

Being a Preferred Vendor has its benefits!

### BOOTH FEE DISCOUNTS:

Preferred Vendors are entitled to a 5% discount on the booth fee at all Seasons Events Shows. The discount must be requested on each application and does not include extra show expenses such as electricity, meals, table rentals, etc.

### BOOTH LOCATION PRIORITY:

Preferred Vendors will receive the highest traffic locations possible at each show. In the case of more than one Preferred Vendor, priority is given in the order the completed applications and contracts are received.

### REFERRAL BONUS:

Get a refund on the day of the show! Preferred Vendors are able to reduce their show expenses by submitting referrals to Seasons Events. To be eligible, both companies must be present at the show. The Preferred Vendor must submit a letter to Seasons Events stating that they recommend the company as a vendor. This letter may be sent with the referred company's application. The company must be accepted by Seasons Events and all payments by both companies paid in full. The Preferred Vendor will receive a 5% discount off of booth fees only, per company referred. A Preferred Vendor may submit up to 20 companies (100% of booth fee) per show. *Note:* Seasons Events will refund the Preferred Vendor by check on the day of the show.

### FREE GIFTS!

Preferred Vendors will receive a free gift at each show attended. This is just one more way for Seasons Events to say Thank You!

[www.shoppingseasons.com](http://www.shoppingseasons.com)

Or call for info:

972-965-4749

972-965-6699



Would you love to be able to book your shows further in advance, but can't afford to shell out all those advance booth fees?



With every Seasons Events show, you can use your credit card to hold your booth space! We will not process any credit card charges until 60 days prior to a show, leaving you with a more positive cash flow thru the year!

## **SPOTLIGHT VENDOR**

At each show, Seasons Events highlights one company as our Spotlight Vendor. This title gives a select company top billing on all print advertising. From flyers to major newspaper ads to press releases, our spotlight vendor is listed and described along with all the show details. Each spotlight vendor supplies us with a fantastic give-away that anyone would love to win. The entry ticket that the customers complete has an option to be added to that company's mailing list. Then, all requests are given to that company for future contacts. Plus, Seasons Events works with each spotlight vendor by reducing or waiving booth fees, electricity, table rentals, meals, or backdrops.

With this arrangement, everyone wins!

### **Why be a Spotlight Vendor?**

- Top Line Advertising
- A Customer Database
- Reduced or Free Show Expenses

*October Spotlight Vendor Position Still Available. Call For More Info!*