

Living History Conference 2010

Merchant's Information Package

In case of emergency, call Susan Spencer:
(866) 690-6507 or (905) 525-6303 (office)
(905) 529-2109 (home)
(519) 362-6688 (cell)
or Chris McKay:
(519) 471-2328 (home)

Living History Conference 2010 – St. Paul’s Cathedral, London, ON

Show Date and Hours:

Saturday, February 27th, 8:30 a.m. to 4:30 p.m.

Show Location:

St. Paul’s Cathedral, London, Ontario

Move In:

Our area will be available for move-in between the hours of 8:00 pm and 10:00 pm on the evening of Friday, February 26th, and from 6:30 am to 8:30 am on the morning of Saturday February 27th. Our area will be locked overnight. **Please** do not arrive earlier than the stated times for move in, as you will not be able to access the area and security will not yet be in place. Please ensure that your area is **fully set up and ready to go by 8:30 am**, Saturday, February 27th. Past experience has shown that it is wise to anticipate early birds, so we advise you to be in your booth and ready to go by no later than 8:00am.

Move Out:

The last seminar ends at 4:15 pm, and we will close our doors at 4:30. Please do not begin to pack or load before 4:30, as this gives a very unprofessional appearance to the whole conference. We would ask that everyone be moved out of the Church by 6:00.

Eligibility for Booth Space:

Booth spaces are available on a first come, first served basis to vendors of historic, antique, and historically-inspired merchandise (see “Items Offered for Sale” below). New vendors will be juried.

All vendors are expected to adhere to the guidelines included in this package, as well as to the rules of general good taste and conduct throughout the event, including during move-in and move-out. Failure to abide by these guidelines will result in a refusal of next year’s application, and may result in a request for the vendor in question to immediately depart from the event without monetary recompense for booth fees or potential sales.

The organizers of this event reserve the right to refuse an application from any party, for any reason, at their sole discretion.

The space that you have rented is for your company or group only. No subletting of space is permitted without the express knowledge and consent in advance of the conference organizers.

We are making every effort to ensure that this event is of highest quality in terms of authenticity, appearance, and atmosphere - and this becomes impossible for us if vendors show up unexpectedly. Vendors who are not pre-registered and pre-paid in full will not be allowed to set up under any circumstances.

Each vendor’s table will be labeled with the vendor’s name. Please do not move the tables and please work with your neighbours to ensure that your boundaries are respected. Each merchant table is 6 feet wide and 2.5 feet deep. There will also be an additional 1.5-2 feet of space behind

your table. Please note that tables (6' by 2.5') will be supplied, but NOT chairs. You are welcome to bring chairs for yourself, but we would ask you to limit them to two per table. Of course, should you wish to bring display items other than tables (such as clothing racks, shelving, and the like), you are more than welcome to do so, always keeping in mind that you must stay within your space allotment.

Table Fees:

All tables must be paid in full **with** your application. We're working with limited space, and we regularly have a waiting list for tables, so we cannot hold spaces that have not been paid for. In addition, no business will be allowed to reserve more than two tables. Tables are sold on a first come, first served basis. Each 6' X 2.5' table costs \$25.00. Should you or any members of your staff wish to attend any of the seminars, you must register and pay for those separately: attendance at seminars is **not** included in the merchant fee. You may register for the conference seminars online at www.royal-scots.com/conference.html

For your convenience, the UTMRS is offering a boxed lunch, courtesy of Four and Twenty Blackbirds at no extra charge (limit **two** people per business).

Payment may be made by cheque, money order, or Credit Card. Cheques and money orders should be made payable to UTMRS and mailed to Tom Ross, 29 Havenridge Crescent, London, Ontario, N6H 4L5. Credit card payments should be directed to Susan Spencer at Spencer's Mercantile.

Cheques that are returned for any reason will result in the cancellation of your table space booking and registrations. Upon payment of the table fee by other means, plus an administrative NSF fee of \$20.00, we will reconsider your application, but it will be placed in sequence according to the date upon which the replacement funds and the NSF fee are received by us.

Items Offered for Sale:

Please help us in maintaining the quality of this event by displaying and selling **only** items that are historically accurate, documentable, or otherwise of use to those participating in living history activities. Items made of plastic, mass-produced "offshore" items, or other distinctly questionable or non-period products are not acceptable. Please use your highest level of discretion to ensure that your display reflects the finest quality and level of historical accuracy possible. This will aid us in presenting a top quality show to the public and re-enactors alike - which will in turn aid everyone in maximizing their sales.

That being said, historically oriented modern items, such as CDs, DVDs, and T-shirts will be allowed to be sold as long as they are in good taste, of good quality, and are displayed tastefully in a historically oriented unit or setup. Similarly, packaging and labeling as required by the Department of Health and/or Health Canada is of course allowed. Please make every possible effort to minimize the impact of any packaging that is clearly non-period.

The sale of any item acquired by archaeological excavation is strictly prohibited.

This is clearly not the proper venue for items reflecting a flea market or modern craft sale. Please leave these at home, so that we do not have to annoy you during the event by asking you to remove them. Plastic items, regardless of wrapping or positioning are not acceptable under any circumstances.

Other unacceptable items include: modern pow-wow items, turquoise jewellery, Mexican blankets, food items produced outside of a health-inspected commercial kitchen, sling shots or pistols using rubber bands, non-period or plastic items as portions of “grab bags” or otherwise disguised, parts or products deriving from any threatened, endangered or otherwise protected species, clothing made from materials not available or not appropriate for the time periods that they represent, and other non-period items. When choosing the items you wish to sell, remember that you are selling to an educated audience, who is looking for quality historically accurate merchandise, and govern yourself accordingly.

If you have any question as to whether any items that you propose to sell might present a problem, please do not hesitate to contact us, and we will do our best to advise you.

Vendors not observing these guidelines will be asked to remove the offending items on the day of the conference. Vendors who do not co-operate with such requests will not be invited back.

Sales Tax:

As you may be aware, some participating merchants regularly price their items to include sales tax, while others add sales tax at the time of purchase. To avoid confusion on the part of shoppers, we will provide you on the day of the show with a sign indicating whether you charge taxes on top of your prices, or whether taxes are included in your pricing. We ask that you place the appropriate sign in a prominent spot in your display to indicate which pricing method you use. We leave it up to you to properly file and remit your sales tax(es).

Table Appearance:

Please help us in our goal of presenting a professional conference by presenting your goods in their best possible light. Remember that tables will be supplied. Of course, should you wish to bring display items other than tables (such as clothing racks, shelving, and the like), you are more than welcome to do so, always keeping in mind that you must stay within your space allotment. Floor-length table coverings are required; period fixtures and period display units will add to the appeal of your goods and will encourage people to linger long enough to make that critical purchasing decision. And of course, don't forget to bring and display your company sign. Non period fixtures, packing boxes, and materials must be placed out of sight or otherwise disguised. Historic clothing is required for **all** personnel working in your booth. There are washrooms available for changing if you wish to wear modern clothing during move-in. Please also **avoid wearing hob-nailed boots or other footwear that might cause you to slip or damage the flooring.**

Use of the Church:

St. Paul's has been very accommodating in terms of helping us to arrange, promote, and organize the show. Please ensure that we maintain good relations with the Church by approaching and handling all of their property with care. Please be extra-careful during move-in and move-out to

avoid scratching the walls, doors, or corners. Please also note that no tape, nails, pins, tacks, glue or the like may be used to fasten anything to walls or windows.

Smoking:

The Church is a **non-smoking facility**. Smokers are asked to step outside and well away from the doors to smoke – the City of London bylaw prohibits smoking in any public building and requires that smokers be nine metres away from the entryway to buildings.

Food and Drink:

Food and drink (including the essential coffee!) are readily available from the local Tim Horton's (one on Wellington Street and one on Dundas). As mentioned above, the UTMRS is offering a boxed lunch for no extra cost for a maximum of two people per business.

Merchant Money:

This year as a door prize at the event, we will be giving away two \$50 'Merchant Money' prizes. This prize will be handed out before lunch and will need to be spent at a merchant's booth at the conference. If you receive this money, please accept it as cash and bring it to the registration desk or the Spencer's Mercantile booth to be reimbursed. When you arrive to set-up, we will show you what the money looks like so there are no confusions.

Show Handouts:

We will be distributing a handout listing the participating merchants free of charge to all of the attendees at the show. You are welcome to place your business card or a business card sized advertisement in this handout, along with a short (25 words maximum) write-up on your business, free of charge. Please indicate if you would like to participate in this handout on your registration form, and if you wish to participate, please ensure that your materials reach us no later than our printing layout deadline of February 14th, 2009, or we will not be able to include you.

Flyers and Posters:

As usual, we are undertaking an intensive poster and flyer campaign through the network of museums and other appropriate venues in Southwestern Ontario. Please let us know if you would like flyers and posters for distribution in your area or to your customers.

Directions:

A map to St. Paul's Cathedral will be available on the Conference's website at www.royal-scots.com/conference.html. A more detailed map, including parking areas, and move in doors is available. If you do not have access to the internet, or if you require more detailed instructions, please contact Chris by telephone at the number shown on the front of this package or at privatecannon@hotmail.com.

**Living History Conference, February 27, 2010
St. Paul's Cathedral, London, Ont.
Merchant Application Form**

Company Name: _____

Contact Person Name: _____

Mailing Address: _____

Telephone(s): _____ **Cell:** _____ **Fax:** _____

E-mail: _____ **Website:** _____

We will be selling (list your wares in detail, and continue on back if necessary):

No. of tables required (tables are 6' X 2.5', maximum 2): _____ **@ \$25/space = \$** _____

No. of lunches : _____

Method of Payment (check one):

_____ **Cheque/Money Order (made payable to UTMRS) – or –** _____ **Credit Card (contact Susan Spencer to make payment)**

We will be moving in on (check one) _____ **Friday Evening (8:00 - 10:00 pm) – or –**
_____ **Saturday Morning (6:30 – 8:30 am).**

_____ **We enclose a business card or business card sized advertisement, plus a short write-up**

_____ **We will provide these materials to you before February 1st, 2010.**

_____ **We do not wish to be included in the handout.**

Please return this form and payment to Spencer's Mercantile, 233 Locke Street South, Hamilton, ON, L9P 4B8 no later than February 1st, 2010.

Questions? Concerns? Contact us: Susan Spencer: phone: (866) 690-6507 or (905) 525-6303 (office), or (905) 529-2109 (home), or by e-mail at info@spencersmercantile.com or Chris McKay at privatecannon@hotmail.com

Registration for the Conference's seminars is not included: register online at www.royal-scots.com/conference.html