

NEW ENGLAND TEDDY BEAR GATHERING

Saturday, April 16, 2011
Crowne Plaza ~ Nashua, New Hampshire

The New England Teddy Bear Gathering is returning for its second annual event in 2011 and you are invited to participate! This event is more than just a teddy bear show. It's more than just a place to come and sell... though that is certainly high on the priority list! It's also an opportunity to learn, share, build friendships old and new, network and have a lot of fun together! The **New England Teddy Bear Gathering** will be a one day event with an all day public show featuring up to 40 international teddy bear artists and vendors of bear making supplies and accessories. Mini-workshops will also be held during show hours for those who want to learn some of the special techniques used to create artist bears. On Friday evening before the show we'll have a get together for all participating artists and their guests. Refreshments will be served and we'll hold a supply swap!

The Gathering will be held at the Crowne Plaza in Nashua, not far from the Massachusetts border, centrally located and easy to get to with shuttle service for those flying into Manchester/Boston Regional Airport. This particular hotel is well known for hosting arts and crafts shows throughout the year so not only will they be able to meet our needs but area residents will be seeking public events like ours to attend at this venue. The Showroom is bright and spacious; qualities vendors and collectors greatly appreciate. Boxed lunches are available to all exhibitors, loading/unloading is easy and convenient and there is plenty of parking. There is no sales tax in the state of NH and the hotel is situated near many malls, outlets and restaurants. With heavy signage at these locations, ads in local and regional newspapers as well as industry publications and a mass postcard mailing this event will continue to bring in more new collectors in addition to attracting existing ones.

Mini-Workshops will be conducted by Vicki Stephan of Raspbearies and Irene heckle-Volpe of Irene Heckel Originals. These workshops will be two hours long and give students an opportunity to make and take their very own creations while at the show. Vicki will be teaching folks how to make an adorable bunny brooch with a decorated bonnet. It could be an ornament too! Irene will teach students the basics of needle felting and allow them time to experiment and make their own critter of choice. Kits and materials will also be for sale at these workshops, class fees are very affordable and advanced registration is encouraged.

New England Teddy Challenge is on again for 2011! Participating artists will have the opportunity to create a bear designed by one of our juried show artists. This year's pattern will be a bear on all fours designed by Vicki Stephan. Only a few simple rules will apply giving you creative freedom. Challenge bears will then be displayed at the show for a public choice contest and sold to benefit a local charity. This is a great opportunity to build awareness of your work as well as an additional selling opportunity! Details are on the following page.

As you look over the following information you'll see **I've organized this event with education, fun and affordability in mind**. All without sacrificing the quality and details my events are known for. So if you're looking for a fresh and exciting show to do in the spring and want the opportunity to "hang out" with your fellow artists and have some fun as well as sell to an established collector base I invite you to submit your application for the second annual New England Teddy Bear Gathering.

Please note: The earlier you get your application in the more advertising I can commit to doing. Your early commitment and payment is crucial to the success of the show!

Check out the show's website: www.TeddyBearGathering.com for a review and photos of the 2010 debut!

Please feel free to contact me with any questions or comments! I look forward to receiving your application!

Bear Hugs,

Daphne Blau

Daphne Blau, Event Coordinator

NEW ENGLAND TEDDY BEAR GATHERING

Event Schedule and Details

★ Friday April 15th 6:30-9:30pm **The Evening Gathering!**

Come as you are for refreshments and a supply swap! This get together is for all participating artists and their guests. Each artist must bring a brown paper lunch bag filled with bear making supplies and accessories in order to get in! What kinds of supplies or accessories you fill that paper bag with is entirely up to you... just be sure the items are in new condition and can be used by another artist! This will be a fun evening to relax and catch up with fellow artists!

★ Saturday April 16th **Public Show & Sale with Mini-Workshops**

Set-up: 7:15-9:15am Show: 9:30am-3:30pm Break-down: 3:30-4:30pm

Set up and break down times must be strictly adhered to. You will be given your booth assignment and unloading/arrival information when the show gets near.

10:00am-12:00pm Mini-Workshop: Bunny Brooch with Vicki Stephan

1:00-3:00pm Mini-Workshop: Needle Felting with Irene Heckel-Volpe

Lunch: You will receive one free boxed lunch if you'd like it. It will be delivered to your booth during the noon hour. Additional lunches are \$15 ea. Sandwich choices are:

- Roasted Turkey & Monterey Jack Wrap
- Baked Ham & Swiss on Rye
- Tuna Salad & Provolone on a Bulky Roll

All lunches come with Potato Chips, Fresh Fruit, Fresh Baked Cookie, Soft Drink or Water

Please indicate your lunch choice on the application.

★ New England Teddy Challenge **You are invited to participate!**

It's always interesting to see how different each artist's style can be. Show collectors how unique your work is while offering them the opportunity to buy a special one of a kind piece to support a charity. All exhibiting artists are encouraged to participate in the New England Teddy Challenge! The challenge will be to create a bear using a pattern provided **Vicki Stephan**. Her pattern is for a bear on all fours. The only alteration to the pattern allowed will be size. You can resize the pattern to any size you are comfortable working with. *You are given permission to create one bear for sale with 50% of the selling price donated to Habitat for Humanity.* All challenge bears will be displayed at the front of the show room and a member of my volunteer staff will handle sales. **Edinburgh Imports** will sponsor a **Public's Choice Contest** the morning of the show and provide prizes to the winner and runner up. This challenge is open to all show exhibitors. Pattern will be emailed as a .pdf file once your application is received. Photos of the challenge bears will be posted on the website prior to the show so be sure to email a photo of your piece as soon as it's done! There is no fee to participate in this challenge! It's a free, fun activity for all!

★ Applications

Application deadline is January 31, 2011. Applications received after this date will be considered only if space permits.

Applications are accepted based first on three photos of your current work which must accompany your application **or** you can provide a website address where examples of your current work can be viewed (*If you have exhibited in one of my shows in the last 2 years photos are not necessary!*) If mailing photos with your application they must be high quality, 4 in. x 6 in. and printed. Photos must be crisp, clear and show the quality of your design and craftsmanship skills. **Acceptance will then be on a first come basis.** All items for sale must be handmade and teddy bear or friends related. (No manufactured items allowed with the exception of antique Steiff and other vintage bears by no more than two dealers.)

★ **Application deadline is January 31, 2011!** ★

★ Hotel:

A block of rooms have been reserved at the Crowne Plaza Nashua at the rate of \$99 per night. Tell the reservationist you are with Back Road Events to get this rate. (FYI: If you book online you are likely to find an even better deal than what I can reserve.) To make your reservation please call: 1-800-9-NASHUA or visit www.cpnashua.com.
Crowne Plaza Nashua - 2 Somerset Parkway - Nashua, NH 03063

★ Transportation:

The nearest airport is Manchester/Boston Regional Airport. The hotel provides free shuttle service to/from the airport. Please call the hotel directly to arrange service. The venue is located 35 minutes south of Concord, NH and 55 minutes north of Boston at Exit 8 off Route 3/Everett Turnpike.

NEW ENGLAND TEDDY BEAR GATHERING

Event Rules

*** PLEASE READ ***

Set up/take down: Set up is 7:45am-9:45 am the morning of the show (not before). You may begin taking down your display no sooner than 4:00pm. All Exhibitors' belongings must be removed from building by 5:00pm. Please don't leave anything behind, seek out receptacles for trash.

Table covering: Burgundy or blue table skirts with white linens will be provided. You may bring covering for the TOP of the table but it can not hang over the skirting on the sides. All boxes/extras must be stored under the table during show hours. Tables are 6' x 30". Displays are restricted to your table(s). No additional floor space may be used. 2 Chairs will be provided.

Electricity: Electricity will be available at no extra charge. You must provide your own heavy duty extension cord and all electrical/extension cords must meet fire marshal's inspection.

Merchandise: All items must be high quality and handmade. This is an artisan show. No manufactured merchandise is allowed (with the exception of Steiff and other vintage bears offered by no more than two vendors). Your displays should look neat and well cared for at all times. Be sure to price all of your items. **No displays over 3' high.**

Booth Sharing: No artists (unless working under the same business name) or clubs may share a booth/table. Please do not ask.

Booth Location: No special requests for booth location will be honored unless you have a physical handicap which warrants such a request. Exhibitor floor plans are designed in effort to keep similar style bears separated and offer a fresh and interesting presentation for collectors. Those exhibitors requiring electricity will be given a location along the perimeter of the sales room.

Sale/Discount Signs: No discount or sale/clearance signs or pricing will be allowed. Your bears should be competitively priced.

Sales Tax: There is NO SALES TAX in the state of New Hampshire! Can't get any easier than that!

Dress: Please dress professionally. This is an upscale, quality show. No jeans or t-shirts. Comfortable shoes and layers in case you are near an air source are suggested.

Parking: Loading/Unloading is to be done at the designated doors in front of the hotel. Immediately after you have unloaded your vehicle please move it to a parking space as far from the front of the hotel as possible so our collectors have a place to easily park.

Food & Drink: Boxed lunches are available for all exhibitors. Advance menu choice must be made on your application.

Pets & Smoking: No pets or smoking inside the show facilities. Please do not smoke near doors or leave cigarette butts on ground.

Name Badges: Every Exhibitor and their assistant will receive a name badge in their welcome packet. These must be worn during show hours and returned to the admission table at the end of the show.

Show Staff: Please don't hesitate to ask us if you need anything (tape, a pen, someone to watch your booth, help a collector out with their purchases, etc.). We're here to help! Look for our STAFF badges or go to the admission table.

Advertising: Postcards will be mailed to you to distribute to your mailing list and take to other shows. Aggressive advertising will be done in industry publications, online, local newspapers and magazines, networking with other promoters, etc. Proper advertising plays a huge role in the success of a show. Please do your part - let your collectors know about this brand new event through your own mailings, flyers, other shows, website, etc.

Refunds: A full refund less \$50 will be given with a minimum 60 day cancellation notice. Less than 60 days notice and no refund will be given. No refund will be given if Back Road Bears or the hosting facility must cancel the event due to an act of God, severe weather, natural disaster, war, civil disorder, government regulations, terrorism, disaster, labor disputes or strikes or any other causes out of the promoter's control.

NEW ENGLAND TEDDY BEAR GATHERING

Saturday April 16, 2011 9:30-3:30
Crowne Plaza ~ Nashua, New Hampshire

OFFICE USE ONLY	
Date	_____
Amt \$	_____
Type	_____
Bal Due \$	_____
Paid	_____

Exhibitor Application

Your Name: _____

Business Name: _____ Asst. Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Email: _____

Website: _____ # of postcards needed: _____

Please provide a brief description of your work, style & size of bears, materials used, etc. or if a supplier, what you sell:

Will you be participating in the Teddy Challenge? Yes__ No__ Will you be staying overnight at the hotel? Yes__ No__

Boxed lunch sandwich choice: (circle one) Ham & Swiss on Rye Turkey Wrap Tuna Salad on Bulkie Roll None

If buying an add'l lunch write in sandwich choice? _____ Do you need electricity? Yes__ No__

One 6 ft. x 30 in. table, skirted		\$ 195
Each additional 6 ft. x 30 in. table, skirted	Qty. ____ @ \$125 ea. =	
Additional boxed lunch (1 free for each exhibitor space)	\$15	
Friday evening get together and supply swap - \$5 per person	# persons ____ x \$5 ea. =	
	TOTAL DUE	

If paying by check you must pay total amount due. If paying by credit card you can pay total amount due or pay 50% now and balance will automatically be charged to your credit card on January 31, 2011.

Payment Type:

__ Check # _____ Amt. \$ _____

OFFICE USE ONLY :

__ MC __ VISA __ DISC Card #: _____ Exp. _____ Auth # _____

Authorized Signature: _____ Amt. to be charged with application: \$ _____

By signing below, you the exhibitor and those accompanying, hereby release Back Road Bears (aka Back Road Events), it's volunteers, employees and the hosting facility and their agents, employees or other representatives from theft, damage, death or injury of any kind to persons or property while to, from or occupying these premises. The exhibitor agrees to indemnify, defend and hold harmless the above mentioned parties from and against all claims damages, losses, liabilities, expenses, accidents and/or occurrences arising from or relating to any/all activities in connection with this show. Merchandise displayed/sold must be teddy bear related and handmade unless prior permission is received. Due to safety restrictions exhibitors may not break down their display during show hours. If Back Road Bears or the hosting facility must cancel the event due to an act of God, severe weather, war, civil disorder, government regulations, terrorism, disaster, labor disputes or strikes Back Road Bears and the hosting facility are not liable for any refund of money collected or any other financial losses incurred by the exhibitor. By signing below you also agree to abide by all event rules and policies both written and spoken as determined by Back Road Bears and it's representatives.

Exhibitor: _____ Date: _____

By signing this application you agree to abide by all event rules and policies. Make a copy of this application for your records before mailing! Please mail this application along with your photos and payment information payable to:

Back Road Bears - 53 Circle View Drive - Newbury, NH 03255