

# NEW ENGLAND TEDDY BEAR GATHERING

Saturday & Sunday, April 17 & 18, 2010  
Crowne Plaza ~ Nashua, New Hampshire

Dear Teddy Bear Industry Professional,

A brand new “all-bear” event is coming to New England! 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 and have a lot of fun together! The **New England Teddy Bear Gathering** is a two day event with full-day workshops on Saturday, a gathering with food, demos and suppliers Saturday evening and a public show and sale on Sunday.

**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 (for example they have a very bright ballroom!) but area residents will be seeking public events like ours to attend at this venue. The Maine Teddy Bear Show, which I put on during the summer, will no longer happen so The Gathering will give that same collector base a show to attend without all the summer beach traffic, sales tax, etc. Its location will also attract more Massachusetts and southern New England collectors. 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 we should be able to bring in some new collectors in addition to attracting existing ones.

Workshops are something I’ve had many people ask me for. The instructors/artists who will be teaching at The Gathering are all well known and have wonderful talents and knowledge to share. Workshops are appropriate for beginners and experienced artists alike. You are sure to walk away with not only a finished project but new skills and a fun experience.

On show day you’ll have a very bright and cheerful ballroom to display and sell your bears in. And every artist is invited to participate in the New England Teddy Challenge. This will be a unique opportunity to feature your work and support Habitat for Humanity. Details are on the following pages.

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 new show to do this 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 first of what I hope will become the annual New England Teddy Bear Gathering.

**Please note: I MUST have your application by January 31<sup>st</sup>. If I don’t have a certain number of artists signed up by that date the show will not happen.** Applications received after that date will be considered if space allows. So, while you have the contract in hand now, why not fill it out and send it in right away? I am working hard to make this an event that will be successful for you – I need you to do your part and commit to doing the show now. **Take \$20 OFF your exhibitor fee when your application is post marked no later than January 15, 2010!**

Check out the show’s website: [www.TeddyBearGathering.com](http://www.TeddyBearGathering.com) and be sure to include it in your show listing on your own website!

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

**\*\*\* PLEASE READ \*\*\***

### Saturday April 17<sup>th</sup> 9:00am-5:00pm Workshops!

**Make a Mohair Bear with Laura Lynn Matthews** - Create a fully jointed 10" mohair bear! You will start with a pre-sewn kit so that we can work on how to assemble the bear and do facial detailing. Kits will be available in several colors. Students will need to bring a few basic bear making tools: Needle nose pliers, small sharp scissors, 2" needle to close seams, 3" doll sculpting needle for nose embroidery and a 6" needle for eye insertion. All other materials will be provided.

**Machine Needle Felting with Isabella Hoffmann** – Make a beautiful scene in wool! Learn about felting machines and the techniques used to achieve beautiful pieces of art. Isabella has written and published a book on her techniques and will share them with you hands-on! Learn to machine felt, shade and embellish a magical scene that can be turned into a pillow, table runner, etc. The techniques you learn can be used for creating a fiber picture of your own bears, clothing for your bears, etc. Students should bring a small sharp scissors and quilting straight pins. All other materials and use of felting machines included.

**A Bear Makeover – Hand Needle Felting with Irene Heckel-Volpe** - This workshop will focus on using needle felting to add different features and characteristics to a bear's face and/or body. Whether you have needle felted before or not, this workshop is designed to either give you some new tools and techniques, or add to your knowledge with some variations on what you already know.

Please bring a bear (of your own making or a manufactured bear that is firmly stuffed), your imagination and a sense of adventure to this workshop as we have fun "stretching" our creativity. Fiber for the project and 2 needles will be provided.

**Price Per Workshop:** \$125 per person     **Includes:** Instruction, materials, gourmet lunch (see lunch choices below)

### Saturday April 17<sup>th</sup> 6:30-9:30pm The Gathering!

Come as you are for a pizza party followed by artist demos, suppliers and more! A great opportunity to relax and gather with fellow artists and collectors for some fun and friendship! Free to all show exhibitors. Please indicate on the application whether you plan to attend or not so we have enough food available.

**Demonstrators wanted:** Collectors and artists love to see demonstrations on bear and animal making! Four artists are wanted to volunteer their time to conduct demonstrations from 7-9:30pm. On going instruction, samples and the opportunity for hands on experiment during this time period are required. Materials and kits associated with your demonstration can be sold. Finished goods can not be sold. Perhaps you'd like to share your techniques for aging/distressing a bear, show how you sculpt faces, embroider noses, use armature, airbrush, design clothing, paint eyes, etc. I am open to suggestions for demo topics! If you are interested please provide info on the application where indicated.

### Sunday April 18<sup>th</sup> Show & Sale!

**Set-up: 7:45-9:45am Show: 10:00am-4:00pm Break-down: 4-5pm**

Set up and break down times must be strictly adhered to. Complimentary morning coffee and tea will be available during set up. You will be given your booth assignment and unloading/arrival information when the show gets near.

**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
  - Roast Beef & Cheddar on an Onion Roll
  - Tuna Salad & Provolone on a Bulky Roll
  - Grilled Eggplant, Zucchini, Summer Squash, Roasted Red Pepper, Spinach & Hummus on Herbed Focaccia Bread
- All lunches come with Potato Chips, Fresh Fruit, Fresh Baked Cookie, Soft Drink or Water*

Please indicate your lunch choice on the application. These lunch choices are also available for those taking a workshop on Saturday.

## **New England Teddy Challenge You are invited!**

It's always interesting to see how different each artist's style is. 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 by an established artist. The bear you create must have a springtime theme. That can be achieved by simply using a springy colored fur or by giving it an outfit and/or accessories. The only alteration to the pattern allowed will be size. You can resize the pattern for this 12 inch bear to any size you are comfortable working with. The pattern will be provided by me this year. If this is something everyone enjoys then it will become an annual event and other artists will be invited to provide the challenge pattern in the future. With the pattern you are given permission to create one bear from it 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. A Public's Choice vote will take place in the morning with a prize (TBD) awarded to the winner. 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, 2010. Applications received after this date will be considered if space permits. Applications are accepted based first on three photos of your current work** which must accompany your application. . *(If you have exhibited in one of my shows in the last 2 years photos are not necessary!)* Photos must be high quality, 4 in. x 6 in. and printed. No CDs or emailed photos will be accepted. 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.)



**Take \$20 OFF your exhibitor fee if your application is post marked by January 15, 2010!**  
**Not only can you save \$20 but you only have to give a \$100 deposit to reserve your table! Pay the balance later!**



### **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](http://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 45 minutes north of Boston at Exit 8 off Route 3/Everett Turnpike.

Please don't hesitate to contact me if you have any questions!

Email: [events@backroadbears.com](mailto:events@backroadbears.com)

Phone: 603-938-5356.

# 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 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 8' x 30". Displays are restricted to your table(s). No additional floor space may be used. 2 Chairs will be provided per exhibitor booth.

**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 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:** You will receive complimentary coffee, tea and water during set up. 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 & Sunday, April 17 & 18, 2010  
 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 for mailing list: \_\_\_\_\_

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\_\_ Attending the Gathering Saturday evening? Yes\_\_ No\_\_

If you are interested in giving a demonstration on Saturday evening please state what topic(s) you'd be willing to cover:

Boxed lunch sandwich choices: If taking a workshop please indicate your sandwich choice: \_\_\_\_\_

Sandwich choice for show day? \_\_\_\_\_ No sandwich \_\_ If buying an add'l lunch, sandwich choice? \_\_\_\_\_

One 8 ft. x 30 in. table, skirted		\$ 195.00
Each additional 8 ft. x 30 in. table, skirted	Qty. ____ @ \$125 ea. =	
Additional boxed lunch (1 free for each exhibitor space)		\$15
Workshop		\$125
★ Save \$20 if your application is post marked by January 15, 2010!		-\$20
<b>TOTAL DUE*</b>		

Will you be staying overnight at the hotel? Yes\_\_ No\_\_

Do you need electricity? Yes\_\_ No\_\_

Which workshop are you registering for?

\_\_\_ Mohair Bear w/Laura Matthews

\_\_\_ Machine Felting w/Isabella Hoffman

\_\_\_ Hand Felting w/Irene Heckel-Volpe

\*NOTE: If paying by CHECK you must pay TOTAL AMOUNT DUE when submitting your application.

If paying by CREDIT CARD you may pay total amount or \$100 deposit. You will automatically be charged the balance on March 1, 2010

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, LLC (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, LLC 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, LLC and the hosting facility are not liable for any refund of money collected or any other financial losses incurred by the exhibitor.

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**