

## Merchant Information

Thank you for your interest in the Junior League of El Paso's "A Christmas Fair". We are proud to showcase what has been El Paso, Texas' premier holiday event for over 30 years. Our festivities are scheduled November 4<sup>th</sup> through 7<sup>th</sup>, 2010, at the Judson F. Williams Convention & Performing Arts Center.

El Paso's unique border location provides an exciting market servicing the southwest region of the United States and northern Mexico. Showcasing over 150 merchants from all over the country, the beautiful decorations and music create a festive atmosphere of holiday magic that attracts tens of thousands of shoppers of all ages.

*"A Christmas Fair"* is a juried show of exhibitors from across the country. Space in each merchandise category is limited to ensure a variety of items while allowing each merchant maximum sales potential. Criteria by which merchants are selected include:

- Uniqueness of merchandise
- Quality of merchandise
- Booth display and decorative appeal

Deadline to apply is **July 15, 2010**. However, interested merchants are encouraged to return deposits and completed applications as soon as possible. **Deposits are non-refundable**. There will be no exceptions, unless not selected through the screening process.

All new applicants must include a quality sample, photos of merchandise and displays and any other information you think would be helpful to the selection committee. Samples and photos must fully represent your merchandise. The Junior League of El Paso reserves the right to prohibit undisclosed merchandise. The selection committee will notify you of your status regarding the 2010 *"A Christmas Fair"* by April 15, 2010. Applicants not selected will receive a full refund.

Applications (click on 2010 Merchant Application) may be sent to The Junior League of El Paso, 520 Thunderbird Dr., El Paso, TX 79912. If you have questions, please call (915) 584-3511 during normal business hours, fax us at 915-585-9130 or send e-mails to [merchants@jlep.org](mailto:merchants@jlep.org).

Proceeds from "A Christmas Fair" are returned to the community through Junior League of El Paso, Inc. projects and programs.

We look forward to another wonderfully successful "A Christmas Fair".

Lillie McIntosh

Merchant Chairman  
2010 "A Christmas Fair"