

## 2014 Vendor Requirements and Event Details

### Maiden Minnesota 2014 Overview:

The Maiden Minnesota event is a celebration of Minnesota-based, women-owned companies, many of which have been recognized as leaders in creative design. The fun, socializing and charitable shopping event will feature goods and services by leading women-owned businesses, as well as help support and raise awareness for our 2014 charity partner The Makers Coalition. More than 1,700 people are expected to attend in 2014.

### Criteria for becoming a vendor participant at Maiden Minnesota include the following:

- Participating companies must have majority operations in Minnesota
- Participating companies must be at least 50% female owned
- Participating companies must have company-made or designed product that falls into one of the boutique-type categories featured at the event (fashion, beauty, gift, jewelry, home décor, specialty food, etc.)
- Participating companies must submit an application to the Maiden Minnesota steering committee and be accepted

### Maiden Minnesota Event Details:

- Date: Friday November 7th (we are thinking the times will be 2 pm – 9 pm) (Set up will start at 8 am on 11/07/14 – set up should be complete by 1 pm to enjoy vendor pre-shopping)
- Location: The Loews Minneapolis formerly The Graves 601, Minneapolis, MN
- Vendors are responsible for selling their own items at the event and all monies collected at the vendor booth belong to the vendor. Each vendor can bring 4 people total to assist at the event.
- Booth space: Each vendor is given approximately 10 x 10 square feet of space and provided one 6 foot by 2 foot covered table and one 6 foot by 1 foot covered table - all other decor is the responsibility of the vendor (hotel restrictions apply)
- Participation Fee = \$550 + a silent auction item(s) to be sold by the charity partner at the event (retail value of silent auction item(s) must be \$300 or more). Final complete payments are due by October 3, 2014.
- Publicity: 2014 sponsors will likely include Mpls St Paul Magazine and a local radio station. We try to create as much publicity as possible for all participants – coverage is determined by the media.
- Marketing: Design for the event, post card mailer, email campaign, event poster and ads, printing of post cards and posters and postage are all included. Local print advertising is included as well. We ask that each participating company submit their MN and Western WI based email and snail mail lists for marketing purposes. All lists are compiled by a third party and used to promote Maiden MN exclusively.
- Gift Bag Marketing: We create 200 gift bags that are distributed to the first 200 ticket purchasers - all vendors are welcomed to include items in the gift bags - promotional offers are welcomed too.

### Event Night Requirements:

- One or two company representatives to sell products – each company is responsible for their own checkout. Each company may have up to 4 people total to assist with event operations at no charge.
- One press representative for event night - this should be the female owner or a female press representative.
- Load and unload of all company products - all set up must be complete between 8:00 am – 1:00 pm on November 7, 2014. (The space may be available for set-up as early as 6 am, but we won't have confirmation until mid-September.)
- Parking is not included, but is available below the hotel or across the street at the Target Center Ramps.
- Wireless Internet connections will be available during the event at an approximate cost of \$12.95 per connection – this will be contracted directly with The Graves 601 Hotel Minneapolis when you arrive for set up. This is a typical hotel Internet connection – all you will need is a credit card.

## 2014 Vendor Application

Please include the \$15.00 application fee with all submitted applications

Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Bus Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ How many years in business: \_\_\_\_\_

Have you participated in previous Maiden MN events? \_\_\_\_\_ When: \_\_\_\_\_

In order to be considered for entry to Maiden MN you must provide at least 3 color photos or color print outs of your merchandise -please include retail prices and send along with this application and the \$15.00 application fee which will be applied toward your booth fee should you be accepted.

Please check the one or two categories that best describe your product.

- |                                  |                   |                |           |                |
|----------------------------------|-------------------|----------------|-----------|----------------|
| — Apparel                        | — Children        | — Home Decor   | — Music   | — Pottery      |
| — Accessories                    | — Ethnic/Folk Art | — Jewelry      | — Novelty | — Sports Gifts |
| — Art                            | — Food            | — Leathergoods | — Pets    | — Tableware    |
| — Candles                        | — Garden          | — Kitchen      | — Pillows | — Toiletries   |
| — Other - please describe: _____ |                   |                |           |                |

The sooner you apply the better because demand for vendor participation is high. Submitting an application and being reviewed does not mean that you have been accepted for the 2014 event. We will post on the website when the event is full for vendor applications for each year, however we will consider previous applications if cancellations occur. You will be notified directly if you are selected as a vendor.

Please return this form along with photos to:

Maiden MN C/O Urban Junket 6981 Oxford Street Mpls, MN 55426

PH: 612 746-1510 Fax: 859 201-3633 Email: [tdyer@urbanjunket.com](mailto:tdyer@urbanjunket.com)

APPLICATION FEE: Please include the \$15.00 application fee with all submitted applications – The application fee can be paid online through PayPal at [www.maidenmn.com](http://www.maidenmn.com) Checks should be made out to Urban Junket

For office use only

\$ \_\_\_\_\_ Received On \_\_\_\_\_ By \_\_\_\_\_ Photos \_\_\_\_\_ Company \_\_\_\_\_