



2019 Merchant Kit

Important Dates

Sunday, September 15:

Booth fees due in full

Wednesday, November 13:

Orders for electricity and extra tables due via our online ordering system.

Thursday, November 21:

10:00 a.m.—9:00 p.m. Merchant Check-In and Set-Up

Friday, November 22:

7:00 a.m. Doors Open to Merchants to Finalize Booths

8:30 a.m. Merchant Meeting at Front of Convention Center

9:00 a.m.—11:00 a.m. VIP Shopping Hours benefitting The Junior League of NWA
(Live music, swag bags, drawings for door prizes, brunch sampling, etc.)

11:00 a.m.—5:00 p.m. Holiday Shopping Hours

5:00—9:00 p.m. Girls Night Out Benefitting the Junior Civic League & Local Charities
(D.J., door prizes, restaurant sampling, etc.)

Saturday, November 23:

7:00 a.m. Doors open to Merchants to Re-stock Booths

9:00 a.m.—6:00 p.m. Holiday Shopping Hours

10:00 a.m.—2:00 p.m. Cookies with Santa Benefitting the Salvation Army

6:00 p.m.—9:00 p.m. Merchant Take-Down

NEW! Show Location

John Q. Hammons Convention Center

3303 S Pinnacle Hills Parkway
Rogers, AR 72758
479-254-8400

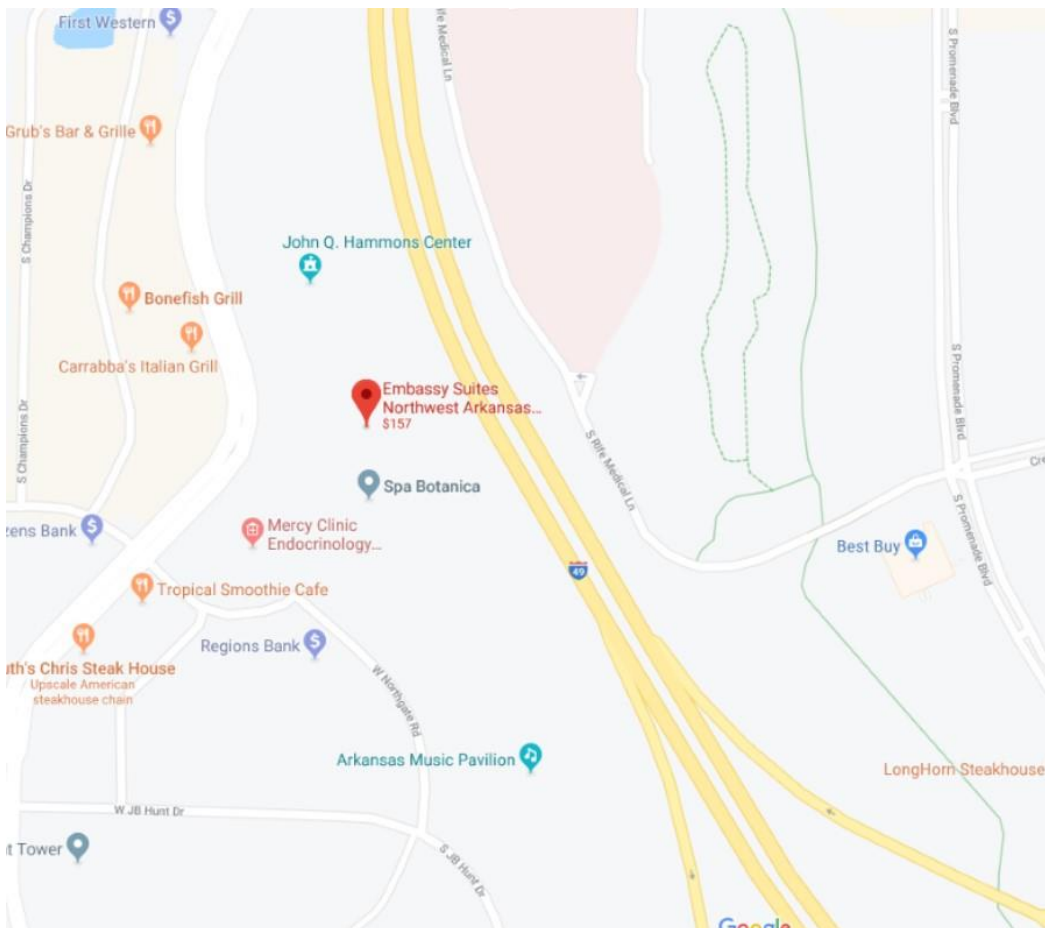
NEW! Hotel Information

Embassy Suites Northwest Arkansas

Embassy Suites has a special rate of \$129 per night for NWA Boutique Show merchants and shoppers. Stays include free made-to-order breakfast.

In order to receive the discounted group rate, reservations must be secured no later than 10/22/19. You may reserve your room using any of the following methods:

1. Please call Embassy Suites directly at 479-254-8400 and request to be put in the "Boutique Show" Block, group code NBS.
2. Go to www.northwestarkansas.embassysuites.com and enter **NBS** as the group code.



Fall 2019 Merchant Consent Agreement

To participate in the Fall 2019 NWA Boutique Show, each merchant must read and consent to the following before registering:

- **Applications should be submitted along with \$200 deposit by June 15, 2019.*** Merchant Jury will meet June 16-29. Applicants will be notified of acceptance or wait list no later than June 30, 2019. Deposit will be refunded in full if on wait list. Full booth fees due no later than September 15, 2019. **All Booth Fees will increase by \$100 after June 15, 2019.*
- The criteria by which merchants are selected include quality of merchandise, uniqueness of merchandise, timeliness of application and booth decor/display. All merchants must supply photos or samples with descriptions of their product/service for evaluation by the NWA Boutique Show Merchant Jury. (Returning merchants must also submit photos or samples. Our jury changes from year to year.)
- Merchants may only bring items that have been juried and approved. At the discretion of the NWA Boutique Show staff, a merchant may be asked to remove unapproved items.
- There is to be NO copying of other merchants' ideas or merchandise. Limited overlap is important for the success of all participants.
- Franchise or national chain businesses may be accepted on a very limited basis and will be considered case-by-case.
- We are known for our festive, positive and uplifting environment. Therefore, merchants are expected to be courteous, respectful and professional at all times. Foul language, negative attitudes, and unprofessional behavior will not be tolerated.
- Booth assignments will be made after the jury selection process is complete AND booth fees have been received. **All booth fees must be received in full by September 15, 2019.** Booth location will be assigned by the NWA Boutique Show staff based on availability.
- **ALL booths include a black pipe and drape backdrop (8' tall back drape with 3' side drape,) one 6' skirted table (two for doubles, three for triples, etc.) two chairs, a small trashcan, early set-up the day prior to the show and full access to our merchant hospitality lounge.** Electricity, wi-fi and extra tables are offered a la carte for an additional charge. (see registration form for details)
- Merchants must keep booth area clean and tidy during the show and are responsible for removing individual trash after the show. All supplies and props must be removed upon departure. Any remaining merchandise and/or supplies will be discarded.
- Merchants will be asked to help distribute advertising materials and pitch in on P.R. for the show's e-marketing and social media campaign.
- In the rare case that someone is injured during the show, the Boutique Show as a whole and its organizers will not be held responsible. Each individual merchant will be held responsible for what happens in their area. Merchants should consider a business liability policy.
- Merchant must maintain their own liability policy.
- The Boutique Show will not be held responsible for collecting/recording taxes or collecting payments for items. Arkansas state tax forms will be distributed each day of the show and it is the merchant's responsibility to either file directly or drop off tax payments at the front desk.
- Delivery of items is between individual merchant and customer. Prompt delivery of custom items is expected.

- **Each merchant is required to honor three \$15 "gift certificates" to be used for volunteer incentive, door prizes and marketing/promotion purposes.** These "gift certificates" will be printed by the NWA Boutique Show and **MUST** be honored by said merchant at time of surrender. Gift certificates will expire at the end of the show and carry no cash value. Please thank your volunteers if they come to your booth to redeem a gift certificate. If not for our wonderful volunteers, your booth price would be much higher. In some cases, a volunteer may work several shifts. **Two certificates is the maximum a volunteer may use at any one booth.**
- Booth fees for approved merchants are locked in and non-refundable past September 15, 2019. Before that date, full booth fees (less the \$200 deposit) may be refunded upon request and approval. (Merchants on the waiting list or whose category is full will receive 100% refund of any submitted fees.)
- A \$25.00 fee will be charged for all returned checks.

Booth Details

Booth sizes are 10' x 10', 10' x 20', and 10' x 30' or 20' x 20'. Each includes:

- 8' Tall Back Drape with 3' Side Rails (black)
- 6' Skirted Table (2 for doubles, 3 for triples, 4 for quads)
- 2 Chairs
- Wastebasket
- Access to merchant coffee lounge

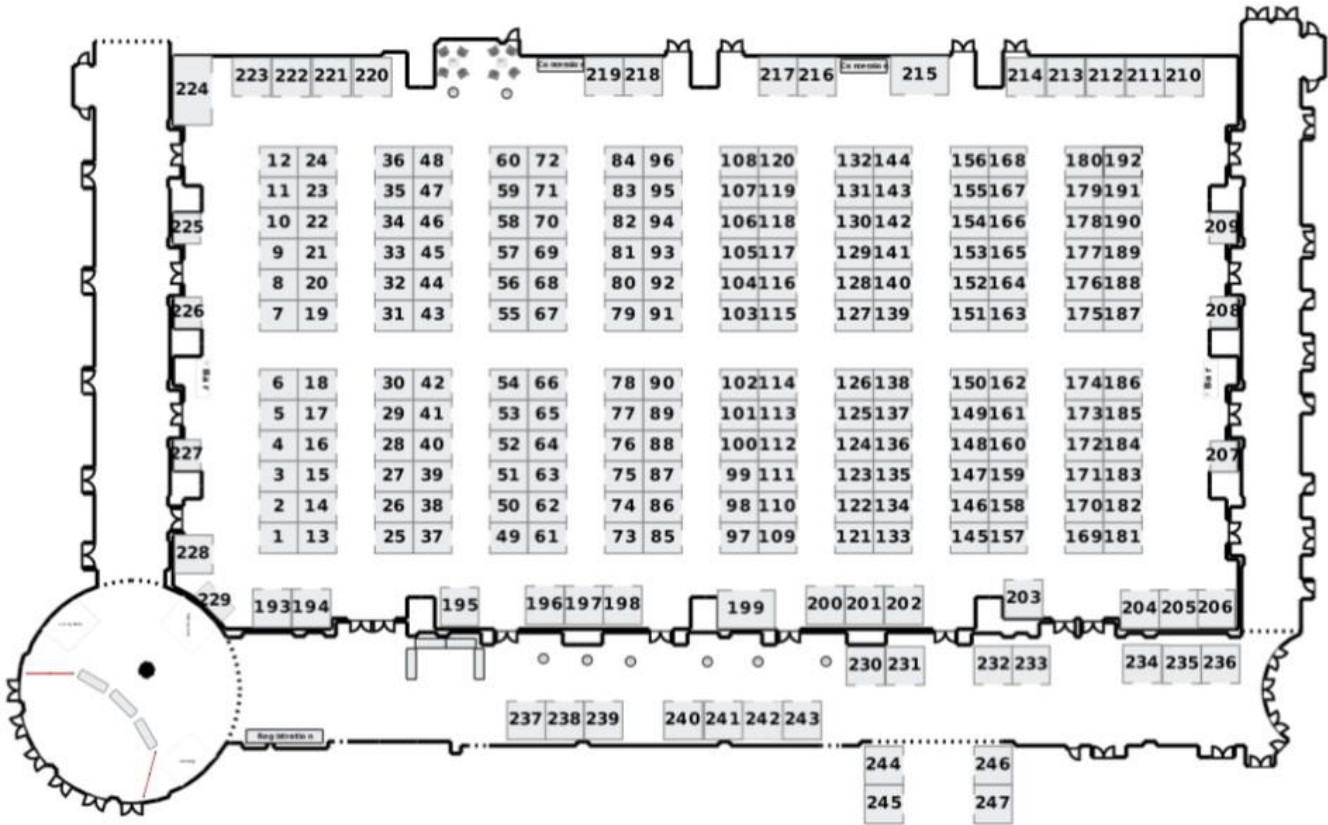
Electricity, wi-fi, extra tables and visqueen floor covering are available a la carte for an additional fee and must be ordered by November 13, 2019.

[If you require electricity or extra tables, please click here to order and pay.](#)

We must receive orders for wi-fi, electricity and other extras no later than November 13, 2019. The Convention Center will NOT ALLOW FLOOR ORDERS at the show. After November 13, the prices will double due to the logistics of ordering and setup.

2019 NWA Boutique Show Map

NWA Boutique Show
 2019-11-21 08:00 am
 Print Date: 2019-10-03 07:58:50
 Grand BR, Foyers



Booth Tips and Ideas

Your booth represents YOU! Your personal creativity is at the heart of your business – it **IS** your business. Show the world who you are! Use your “store front” to sell AND help build your future business. You are establishing your image to the public.

Here are a few tips to help when designing your booth:

- Is your product unique and memorable? Our shoppers are looking for things they can't find anywhere else!
- Make your booth inviting and comfortable to guests.
- Provide good traffic-flow.
- Put down a rug or floor covering! Convention Center carpet is typically dark, heavily-patterned and probably won't match your color palette. Define your space and keep the attention on your products.
- Showcase your work in an appealing and creative way. Look online for thousands of creative ideas.
- Keep your booth stocked, but uncluttered. Store extra inventory under tables or in your trailer until you need it.
- Make the most of vertical space! Go up! Display merchandise at various levels.
- Display and group items in a way that makes sense to shoppers.
- Use easy-to-read signage. (pricing, custom order information, etc.)
- Use signage to offer sales suggestions. (e.g. Great Teacher Christmas Gifts!)
- Lighting can help create a mood in your booth.
- Your booth is a window to your business. This is your storefront and YOU are the key salesperson.
- Price EVERYTHING in your booth!

The creative props you guys find amaze us! We love how you use ordinary items in extraordinary ways to give your booth impact! Our favorite booths are always the ones that showcase the product... and look great doing it!

Our booths have black backdrops but most merchants bring props to define and decorate their space. We've seen everything from baker's racks, shelving, old doors or shutters hinged together, wire frame panels, hanging racks, furniture, self-standing closet organizers, wire frame tent stands with fabric accents, etc... the sky's the limit. Be on the lookout for interesting booth props. You'll be amazed at what you can find in your own home or at a neighborhood thrift store! Paint items a fun color! Put knobs on them! Hinge them together! Add feet! Paint them with chalkboard paint! This is YOUR storefront... have fun with it!

NOTE: Please remember to respect the booth next door and behind you. Always keep the height of your displays to a reasonable level and finish out the back side of a display that adjoins your neighbor.

Marketing 101

Postcards

Help us help YOU by distributing our full-color postcards! Place them in your customer orders, in your stores and at your other shows to let shoppers know where to find you next! Take a stack to your favorite retailers/restaurants, church, pediatrician, doctor, dentist, playgroup, work, etc. Place the cards where your kids go to school, dance, tumbling, karate, etc. Keep a stash in your car and have them ready to take in with you wherever you go! Repeat customers are GREAT for your business!

Postcards will be delivered via mail to all merchants within a two-hour radius. If you are outside this radius and would like to distribute cards, please e-mail us and we'll get them to you!

Your Blog/Website

Don't forget to include a link to www.nwaboutiqueshow.com on your blog, etsy store, website, etc. Promote the show on ALL OF IT. We'll be monitoring this... so please let us know when you have it up.

Facebook

If you haven't already done so, please go ahead and join our Facebook page... and invite all your friends to join! Our posts feature YOU... our incredible merchants! You won't want to miss out on valuable P.R. for your business!

Invite everyone you know to like our Facebook page! And, make sure to like your photos when they are posted!

<http://www.facebook.com/pages/NWA-Boutique-Show/130367947042342?sk=wall>

Please copy and paste the message below and send it to all your Facebook friends and e-mail your contacts. We're watching to make sure everyone does their part on this. It is extremely important to the success of the show. The fact that it comes directly from someone they know is KEY. If everyone pitches in, we can reach thousands of people in a snap!

(Feel free to adapt the following message to make it your own!)

We are SO excited to be part of the NWA Boutique Show... November 22-23 at the John Q. Hammons Convention Center in Rogers! You don't want to miss your chance to shop over 160 amazing boutiques and thousands of custom and one-of-a-kind items you won't find anywhere else!

For a sneak peek at all the great merchants, the full event schedule, and to find directions, check out the show website at www.nwaboutiqueshow.com

P.S. Admission is just \$5 at the door during general shopping hours. If you sign up on the show website www.nwaboutiqueshow.com or join their Facebook page, they will send you a "Preferred Shopper Fast Pass" with a \$2 off coupon!

Send Us Your Photos So We Can Promote You!

We know you've been working hard, creating all kinds of wonderful things! Help us show them off and build anticipation as we get closer to the show! We want to promote you using social media sites like Facebook, Instagram and Pinterest.

Here's what we need from you:

Share a few photos of the items you plan to sell at the show. If you sell several different types of things, feel free to send a picture of each. We will use these as a source for our Facebook posts, Pinterest pins, and other promotions.

1. Email the photos **as attachments** to the following e-mail address:
<mailto:julie.nwaboutiqueshow@gmail.com>
2. Make sure to include your business name.

To increase your chances of being featured, you'll want to follow these tips:

- Send photos of good quality – professional is best if you have them.
- Close up shots are great!
- Choose pics that fit the season.
- Make sure you will be selling what is shown in the photo (shoppers will seek you out!)

Make sure you post and tag us using the links below:

Facebook Fan Page <http://www.facebook.com/pages/NWA-Boutique-Show/130367947042342>

Facebook Group Page <http://www.facebook.com/groups/69244262372/>

Pinterest Board <http://pinterest.com/nwaboutiqueshow/>

Instagram #nwaboutiqueshow

Swag Bags for VIP Shopping Event

If you would like to add something to the Swag Bags, please make sure your items are delivered to us **no later than November 15, 2019**. We will stuff 1,000 bags. 750 bags will be given with tickets to our VIP Shopping Event. The remaining 250 bags will be used for media partners, blog contests, etc.

Only items of value will be accepted for the bag. E.g. product samples, promotional sticky pads, pens, etc. Valuable coupons are acceptable but **MUST** specify post-show redemption. And, it is best to allow at least 3-6 months for redemption.

If you have any questions, please contact Paula Wetzel, Donations Coordinator, at 206-406-1727 or paularwetzell@gmail.com

Quantity: 1,000

Due: Friday, November 15, 2019

Deliver To: Paula Wetzel / NWA Boutique Show
5236 Sagely Lane
Fayetteville, AR 72703

Frequently Asked Questions

Where is my booth?

Specific booth numbers will be emailed to you in October and may also be viewed by clicking on the “2019 Merchants” tab on our website at that time.

What time may Merchants move in?

Thursday, November 21, between 10:00 a.m. and 9:00 p.m. Final adjustments to your booth may be made between 7:00 – 8:30 a.m. on Friday, November 22. We will have a quick meeting at 8:30 a.m. on Friday to run through details of the weekend. Please have your booth completely ready by that time. Doors open at 9:00 a.m. Friday for the VIP Shopping Event.

Where should we unload?

Merchants may unload from the front or back of the building on Thursday. (Except middle doors in front.) Please refrain from using the front entrances Friday morning as our VIP Event will be set up in the foyer.

How can I register workers for my booth?

When you check in on Thursday, please provide us with names of workers for your booth. They will simply check in at the front desk upon arrival.

What are the overall show shopping hours?

Friday, November 22, 9:00 a.m. — 9:00 p.m. (Includes special events 9:00-11:00 a.m. and 5:00 - 9:00 p.m.)
Saturday, November 23, 9:00 a.m. — 6:00 p.m.

What is provided in my booth?

Your space will be draped to the specification of your booth size along with a 6' skirted table (per each 10x10 section of your booth), 2 chairs, and a small wastebasket. If you require [electricity or additional tables, please click here to order by 11/13/19.](#)

How do I order and pay for Electricity and/or Extra Tables?

Add-ons are contracted and supplied by the NWA Convention Center. [You must order electricity and/or extra tables via this link by 11/13/19.](#) Orders placed between 11/14/18 and 11/21/18 must be ordered directly through the Convention Center and will be charged at twice the standard rate. **ORDERS WILL NOT BE ACCEPTED DURING SET-UP OR ANY TIME DURING THE SHOW.** Watch your email for a link to order extras.

How tall are the backdrops? What color are they? Can I hang things?

Backdrops are 8' tall with 3' side rails. Backdrops are all black. Yes, you may hang light items from your backdrop with “S” hooks.

What time can we break down after the show?

Saturday, November 23, 6:10 p.m.— 9:00 p.m. Early take-down is strictly prohibited and will result in a fine and exclusion from future shows. Please show respect to your fellow merchants.

Do I need to clean up my booth after I pack it up?

Please make sure you take ALL your items from your booth and leave a clean booth behind. The Convention Center will handle vacuuming. Any booth that is left messy will be charged a cleanup fee from the Convention Center. Any items left behind will be discarded.

How should we collect customer payments and taxes?

Each vendor is responsible for collecting their own payments and taxes from customers.

What is the current tax rate in Rogers, AR?

As of 8/30/19, the combined sales tax rate for Rogers, AR is 9.5%. This is the total of state, county and city sales tax rates. The Arkansas state sales tax rate is currently 6.5%. The Benton County sales tax rate is 1%. Rogers sales tax rate is 2%.

Does the Boutique Show collect commission on my sales?

No.

Do most merchants take credit cards?

Some do and some don't. Obviously, it is a huge convenience for customers, so you should consider it if you'd like to boost your overall sales.

How do I accept credit cards?

Square, PayPal, etc. offer swipers as attachments to your mobile phone. (Set up your account online several weeks before the show.)

Is wi-fi available?

Yes. We will have wi-fi passwords available for a small fee. Those orders will be due by November 13, 2019. [Click here to order.](#)

Will food be available onsite?

Yes, we will have concessions at this event. In addition, the Cedar Bistro on the hotel side serves an all-day menu.

Do you provide a Merchant Lounge?

We discourage eating, drinking and texting while in your booth and offer a merchant coffee lounge in the front foyer for a quick place to eat or grab a drink. If you would like to take a more leisurely break, the hotel side offers a beautiful and peaceful atrium and bar area.

Will there be an ATM Machine at the show?

Yes.

What if I have questions that aren't answered on this page?

Please e-mail us your question at info@nwaboutiqueshow.com.