

# THE JUNIOR LEAGUE OF SYRACUSE PRESENTS **HOLIDAY SHOPPES 2024**

Our **3-DAY** holiday shopping extravaganza features a wide variety of specialty shops & attracts a diverse crowd of over 5,000 people from Central New York.

## LOCATION

HORTICULTURE BUILDING | NEW YORK STATE FAIRGROUNDS  
SYRACUSE, NY



## DATES

*Thursday, November 7, 2024 12PM-7PM (set up day, no set up allowed prior to 12PM)*

**Friday, November 8, 2024 12PM-8PM (set up allowed 8-11AM)**

**Saturday, November 9, 2024 10AM-6PM**

**Sunday, November 10, 2024 10AM- 4PM**

## BUYER PROFILE

The Holiday Shoppes attracts a large cross section of ages and income brackets from Central New York by showcasing unique and diverse merchandise as well as presenting holiday entertainment.

## ADVERTISING

The show is advertised through a combination of traditional advertising and digital advertising. This includes but is not limited to: Digital Ad Campaigns, Social Media Advertising, Broadcast Radio, and some print opportunities. The League's Communications team also delivers extensive publicity efforts using television, outdoor signage, marketing the event through The Junior League's multiple social media platforms, and email marketing. We maximize all marketing and advertising efforts possible to bring a successful and well executed event to all.

## BOOTH RENTAL

10' x 10' \$400

10' x 15' \$600

10' x 20' \$750

10' x 30' \$1,125

10' x 40' \$1,500

10' x 10' \$100 - Not-for-Profit Booth (proof required)

Corner Booth - Additional \$100 per corner

## HOW TO APPLY

**PLEASE COMPLETE THE ONLINE APPLICATION AT:**

[www.jlsyracuse.org/holiday-shoppes-2024-merchants](http://www.jlsyracuse.org/holiday-shoppes-2024-merchants)

Merchants will first need to create a merchant profile. The application requires a deposit and photographs of your merchandise. You will be notified as soon as possible of your acceptance into the Holiday Shoppes. The signed contract, a certificate of insurance, and the balance of your booth(s) rental cost will be due by October 15, 2024. You will be notified of your booth space upon check in at the show.

## MERCHANT SELECTION CRITERIA

- Type, uniqueness and quality of merchandise in each category
- Merchant cooperation and promptness in returning information and fees requested
- Franchise businesses are selected and accepted on a first-come, first-served basis

## QUESTIONS

Email us at [hs@jlsyracuse.org](mailto:hs@jlsyracuse.org)