

25th MARKETPLACE FESTIVAL & HEALTH FAIR

VENDOR SET-UP DETAILS

We thank you for your involvement in the 25th Annual MarketPlace Festival and Health Fair, formerly named, the African American Holiday Expo. This year's MarketPlace theme is "*HOPE – We are the ones we have been waiting for*". We will celebrate the new president and his vision for change as we celebrate OUR 25TH ANNIVERSARY year of a self-help movement. Along with 70 Merchants, Healers, Youthpreneurs with unique holiday gift items and services, the event offers culture, food, fun, a Youth Peace Summit, a Health Fair, a silent auction, movie screenings and inner-attainment.

The MarketPlace is the premiere, annual fundraiser of The African American Holiday Association (AAHA), a non-profit, membership organization that *perpetuates and preserves culture through traditional and non-traditional holidays, celebrations and rituals*. Since 1982, the event has grown as the "oldest, East-Coast celebration of Christmas & Kwanzaa" offering:

1. a cultural, healthier, and more spiritual alternative to the commercialized holiday season and 2. offering Black economic, self-help and empowerment. Our overall mission has been to encourage people to "*spend your money where it counts for the most positive holiday ever!*" and to "*help youth, help themselves*" through YEP (Youth Entrepreneur Project) started in 1989. YEP is a learning and earning opportunity for youth ages, 9-21 to offer alternative crime and violence prevention. **YEP is a learning and earning opportunity for youth ages, 9-21 which offers alternative crime and violence prevention. Please support this effort by offering FAIR payment to youth who assist you, either unloading your vehicle, setting up, breaking down or you can even hire them for the day to help you sell. You are their Mentors and their role models so please motivate them as you plant the seed of self-reliance through this experience.**

AAHA encourages the entire community to get involved in a worthwhile community event - The MarketPlace Festival – as it returns to the exciting U Street Corridor. As always, we thank you for your participation. Come together for an event that will send us into a new era, in 2009, with HOPE and inspiration for change. **Ayo Hand Kendi, Founder-Director, AAHA**

EXHIBITION GUIDELINES: *(Please read and save)*

Venue Location: 14th & U is located downtown Washington, D.C. 20001. Check MapQuest for Directions or call office.

1. Set up 2 hours before (10 a.m); Break-down 1 hours after event (5 p.m) .
2. Underground parking is available for \$5 paid to Parking attendants. Receive a parking ID
3. ONE 6ft TABLE AND (1) chair will be provided. Additional tables can be rented at \$15 and chairs for \$3. Creatively set-up for an African MarketPlace (not a convention-style show).
4. Applicant(s), products, all props, freestanding displays, easels, tables, chairs **MUST FIT** within space allotted, without exception. (Call for marketing ideas, set-up suggestions, etc.)
5. Sharing of space is permitted but must be office approved. If space is shared, all applicants must list their item categories.
6. AAHA reserves the right to assign spaces as fees are received and to deny applicant if item category limits have been met.
7. Food vendors must discuss menu with office. ONLY pre-cooked food acceptable. No cooking or electrical cooking apparatus allowed in building, but can be done outside on the Terrace. Vendors must be city-licensed and show proof of insurance.
8. All applications are pre-screened to avoid over duplication of items. Merchants with Jewelry, Tee Shirts, Clothing, and African Artifacts, should apply early because these categories fill quickly. If category limits are met, you will be placed on stand-by list.
9. Applicants applying closer to each festival should call to check the availability of spaces and categories.
10. Electrical outlets are limited. Applicants interested in electrical outlets must pay a \$15 additional per day fee for special placement. Bring extension cords and power strips.
11. In case of your cancellation, no refunds will be made within 5 days prior to event.
12. Acceptance of your application is confirmed by your canceled check.
13. Send in a stamped-self-addressed envelope for next year's applications. Early bird period for reduced fees annually start on September 1 through October 15th, unless notified
14. Returned checks will be charged an additional \$15 fee. Personal checks will not be accepted 15 days prior to event.
15. All applicants are requested to support our Youth Entrepreneur Program (YEP) by hiring and mentoring a youth to assist you at the pay rate of \$5 per hour. Youths can help unload vehicles, set-up, provide childcare or provide booth sitting or sales, run errands and break-down.

ITEM CATEGORIES (Please return).
SPREAD THE WORD WITH INCLUDED FLYER!

CHECK OFF ITEM CATEGORIES and Mandatory Exhibitor's Agreement and EMAIL, MAIL or FAX back to AAHA one week prior to event. Email: info@aaaha-info.org or call office first before faxing: 202-667-2577 In office drop-offs must be made by pre-appointment. Call 202-667-2577 for office location or further information/flyer pick-ups. **THANK YOU FOR YOUR COOPERATION AND PARTICIPATION.**

DETAILED DESCRIPTION of your category: Use other sheets, if needed. Please check-off ALL of the specific items that you plan on displaying or selling and/or the specific service that you will offer. Give brand names of any commercial item. For Imports, list any country of origin. Indicate if items are for Christmas or Kwanzaa or both; cultural or fashionable, for women, men, children or combination.

JEWELRY - African/Cultural Fine gold chains or gems Vintage Handmade Face Pins Fashionable/Contemporary _____

CLOTHING - Men's Women's Children's African Fashionable/Designer
 Sportswear / Tees / Sweats Leisure / Church / Work

ACCESSORIES - Hats Belts Scarves Handbags Lingerie Gloves Other _____

FINE ART - Posters Framed Poems Portrait Arts Fine Art Originals Prints Wall Hangings Photography Sculpture _____
Cultural Artifacts - Carvings Papyrus Soapstone Brass African Cloth Other _____

ENTERTAINMENT - Records Vintage Audio Tapes CD's Books - Adult's Children's Other _____

TOYS - Dolls Stuffed Animals Games Bikes Other _____

HOME ACCESSORIES - Pillows Linen Mirrors Furniture Framing Other _____

APPLIANCES - T.V's Stereos Cooking Utensils Computers Telephones Beepers _____

HOLIDAY DECORATIONS - Christmas Kwanzaa Ornaments Wreaths Other _____

STATIONARY - Greeting Cards For Kwanzaa For Christmas Date Books Calendars Other _____

HANDICRAFTS - Pottery Ceramics Memorabilia/Collectibles Textiles Dolls Other _____

BEAUTY AIDS/SERVICES - Fragrance Skin Care Nail Hair Make-up Other _____

BUSINESS SERVICES - Concept Marketing Media Promotion/Subscription Membership Drive Other _____

HEALTH/WELLNESS Products Healing Service (Indicate) : _____

MISC., too difficult to classify. Indicate: _____

MIXED BAG, if you have 3 or more items to sell. Indicate all items: _____

AAHA will accept (AT LEAST) representation of no more than 2 of the same companies. Under special circumstances, with Mixed Bags Category Merchants, will this guideline be waived. AAHA will contact you if over-duplication would present any difficulty in the show.

If you have not heard from us, know that your exhibition display has been approved. Feel free to contact the office for any questions, concerns, or to gain any advice on marketing or displaying for a successful exhibiting experience.

MARKETPLACE EXHIBITORS MANDATORY AGREEMENT: (Please return)

Your signature affixed here is a confirmation that you have read this application and will abide by all of its contract terms. It is further understood that AAHA is not responsible for any losses, damages or circumstances beyond our control during the coordination and participation in this event. It is also understood that AAHA is not liable for refunds of payments in the event of any circumstances (inclement weather, facility conditions, exhibitor circumstances, etc) beyond the control of the sponsors. Asante Sana (thank you) for being a part of *the most positive holiday experience ever!*

_____ Date

_____ Signature

AAHA OUTREACH (Non-Mandatory Return)

- Check interest in advertising in ZAWADI - the alternative gift and resource guide.
- Check interest in AAHA's HOLIDAY EXPO ON-LINE for on-going holiday related sales and services. (Request guidelines after Dec. 20 for 2009).
- Check interest in having a YEP Mentor assist me at the festival. I agree to pay suggested \$5 per/hour.
- Check – up how did you find out about the MarketPlace Festival or Holiday Expo On-Line

AAHA's Early Bird Period is annually September 1 through October 15th upcoming event application and Early Bird Discount. Please send SSAE (stamped, self-addressed envelope by Sept. 1 to receive your application.)

Check interest in AAHA's MEMBERSHIP. Organizations: \$30 Individuals: \$ 15___. Benefits will include: Financial Literacy Services, Financial/Debt Management Services, Health Insurance, Collective Buying/Leveraging Benefits, Networking Information and Advocacy activities as Keepers of the Culture.

Please Check all that apply. How did you find out about the MarketPlace Festival / African American Holiday Expo ON Line?

Media, radio, t.v, print: _____

List Specific Name if known: _____

Flyer: _____

Friend: _____

Other: _____