

Dear Prospective Mistletoe & Moss Merchant:

*The Junior League of Lake Charles, Inc. is preparing for our 18th Annual Mistletoe & Moss Holiday Market. We invite you to participate in our Market which will be held **Wednesday, November 17 – Saturday, November 20, 2010**. The Market showcases merchants from around the country, featuring apparel, gifts, and accessories for women, men, and children; specialty foods; and seasonal, as well as, year-round decorative items and home furnishings.*

Mistletoe & Moss is a highly publicized event that is advertised through television, radio, newspaper, billboards, posters and mailings. This event consistently draws an average of 5000 shoppers from Southwest Louisiana and Southeast Texas. Daily special events, such as the annual Preview Night Gala, Children's Breakfast with Santa & Mrs. Claus, and Holiday entertainment provided by local schools and groups, to name a few, assist in providing a successful market for you.

As a benefit to you, there is no commission charged to participating merchants. Our merchants are also provided complimentary breakfast, lunch, dinner, snacks, and drinks in our Merchant Lounge. Merchants are selected based upon:

- 1. Type, uniqueness and quality of merchandise.*
- 2. Presentation of merchandise.*
- 3. Merchant's promptness in returning requested information and fees to JLLC, Inc.*

*If you are interested in participating in the 18th Annual Mistletoe & Moss Holiday Market, we ask that you please obtain an application at our website, www.jllc.net, and return it along with **photos and samples** of your merchandise to Dana McDonald at 1019 Lakeshore Drive, Lake Charles, LA 70601.*

For more information, please feel free to call our headquarters at 337-436-4025 or visit our website at www.jllc.net. You can also reach me directly at 337-263-4180 or danabug1029@yahoo.com.

Sincerely,

*Dana McDonald
Mistletoe & Moss Merchant Coordinator 2010*

The Junior League of Lake Charles, Inc.
2010 MERCHANT APPLICATION
 Wednesday, November 17 – Saturday, November 20, 2010
APPLICATION DEADLINE: July 1, 2010

Business Name: _____		
Mailing Address: _____		
City, State, Zip: _____		
Phone # _____	Cell# _____	Fax# _____

Have you participated in Mistletoe & Moss before? yes no If so, when? _____

List other shows you have participated in during last two years? _____

Categories: Select the ones that best describe the merchandise that you will be bringing. If your booth will contain more than one category, indicate the percentage of each.

- | | | |
|---------------------------------------------|----------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Food | <input type="checkbox"/> Pewter |
| <input type="checkbox"/> Art | <input type="checkbox"/> Home & Garden Decor | <input type="checkbox"/> Toy's |
| <input type="checkbox"/> Bath/Beauty/Body | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Women's Accessories |
| <input type="checkbox"/> Christmas | <input type="checkbox"/> Men's Gifts | <input type="checkbox"/> Women's Apparel |
| <input type="checkbox"/> Children's Apparel | <input type="checkbox"/> Novelty Gifts | |

Indicate the price range(s) of your merchandise: _____

Please rank booth preference form 1 -3, with 1 being the most desirable. **Size of booth desired, does not guarantee placement.**

<u>Booth size</u>	<u>10 x 10</u>	<u>10 x 20</u>	<u>10 x 30</u>
Standard Aisle	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1700
Corner Booth	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1900
Premium Booth	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$2000

RETURN THIS APPLICATION WITH YOUR SAMPLES BY July 1st, 2010 TO:

Dana McDonald, Merchant Coordinator
1019 Lakeshore Dr. Lake Charles, LA 70601
danabug1029@yahoo.com