

May 2010



Dear West Virginia Artisan:

We would like to extend an invitation to all West Virginia artisans and food producers to join us for the first annual *West Virginia Made* tradeshow, a wholesale/retail show of fine WV made crafts and specialty food products.

West Virginia artists and gourmet food producers have long requested support to establish a WV trade association with a wholesale trade show component and website. In response, West Virginia State University Extension Service and Preservation Alliance of West Virginia have joined together to address this request. It is our intent to establish a wholesale trade show that will provide an exciting new venue for artists and producers to sell their work.

The inaugural West Virginia Made trade show is a two day show that will be held at the Lakeview Resort, Morgantown, WV, on September 10-11, 2010. The first day will be limited to wholesale sales only, opening from 1:00 p.m. until 6:00 p.m. The show will be open to the public from 11:00 a.m. to 6:00 p.m. on the second day.

Both WVSU and PAWV are no strangers to small business development. Preservation Alliance created the program *Made In Grown In* and promoted the inclusion of WV products in the annual State Parks Wholesale Show at Pipestem State Park. WVSU Extension Service has also had ongoing programs in small business development including the WV Recipe Challenge, value added agriculture, sustainable tourism development, expansion of the specialty food industry, and small business training opportunities. To assist us in this marketing endeavor we have contracted the expertise of Connie McColley, whom many of you know for her exceptional work as a white oak basketmaker. Connie also brings her experience as director of Poplar Forest, a Craft Co-op; manager of MountainMade Gallery at Stonewall Resort; and now in her new career as a jeweler working in sterling silver, copper and brass.

It is our intent for the *West Virginia Made* trade show to become an event operated by the trade association. The Association, West Virginia Made, will consist of elected officers responsible for decisions and communication with the membership. Vendor booth fees starting with this show and annual membership dues will create future resources for sustaining this initiative. Funds for this initial event are provided through a Rural Business Services grant through the U.S. Department of Agriculture.

Services offered through the Association will include utilization of a website in development. Member listings on the association website with a photo and description of the member's work and a link to their business website will be a key component. Other member services which may be offered include workshops and webinars on marketing, pricing, merchandising, product development, and other networking opportunities to help develop business skills.

If you have any questions or comments please e-mail Connie at conniemccolley@pawv.org or visit our Facebook page by searching "West Virginia Made." An application and guidelines can be downloaded at www.wvmade.org.

We hope you will join us in this exciting new venture.

Sincerely,

Mary Legg-Moses
WVSU Extension Service

Martha Ballman
Preservation Alliance of West Virginia





2010 Vendor Information

**West Virginia Made: a show of fine crafts and specialty food products.
A wholesale / retail show**

Show Description:

West Virginia Made is a joint effort between West Virginia State University and West Virginia Preservation Alliance to establish a wholesale trade show to provide an exciting new venue for artists and producers to sell their work to retailers. Funds for this initial event are provided through Rural Business Services (RBS), a program of WV State University Extension Service. The show will feature one day of wholesale only followed by a second day open to the public.

Location: Lakeview Resort, Morgantown, WV, located off exit 10 of Interstate 68

Date - Sept 10 & 11, 2010

Show hours:

- Friday, September 10, 1 pm until 6 pm - Wholesale
- Saturday, September 11, 10 am until 6 pm - Retail

Booth fee - For a standard 8' x 10' booth:

- \$85.00 early registration. Application deadline: postmarked by June 30th
- \$100 for late registration. Application deadline: postmarked by August 1st

A one year *free* membership to the Association, *West Virginia Made*, is included with your booth fee. For more information on the Association click [here](#) or visit our website at www.wvmade.org.

There will be approximately 45 booths spaces available. Tables, chairs and wireless Internet are included with booth fee. Pipe/drape and electric service will be available for an additional charge. Standard booth size is 8' x 10'. A limited number of corner booths, 8' x 15' and 8' x 20', will be available on a first come basis. Space is limited and early registration is recommended.
(See application for all booth and other fees.)



We encourage you to apply by the early deadline of June 30, 2010, in order to benefit from the reduced fees and guarantee your booth space. All applications are due by the final deadline of August 1, 2010. A vendor's information packet will be mailed or e-mailed by the first week of August.

Eligibility & Criteria:

- 1) Vendors include artists, craftsmen and food producers who are currently residing in WV.
- 2) All vendors must be currently juried into a major recognized program or festival such as MountainMade, Tamarack or Ripley Art & Craft Fair. Jury into lesser know fairs may not qualify and are subject to review by show committee.
- 3) All work must be handmade by the artisan or under the direction of the producer.
- 4) All vendors must have a wholesale pricelist and buyer information available during the scheduled wholesale hours on Friday, Sept 10. Vendors with sufficient inventory are encouraged to sell "cash and carry" during the show as well as take orders.
- 5) All vendors will submit a completed application form with booth fee postmarked no later than August 1, 2010.

Jurying:

In recognition of the effort required to become a juried artisan we would like to extend an invitation to all West Virginia artists and producers who are currently juried into a recognized program or festival to participate in West Virginia Made 2010 with no additional jurying required.

Images:

We will need quality photos of your work with your application for promotional purposes and to assist in creating a well balanced show. Please send 2-5 images of your work and, if available, one of you working. Digital images (jpeg) can be sent to sutphinj@wvstateu.edu. Please include your name and a brief description of your work in the text of your e-mail and write *WVMade Tradeshow* in the subject line.

Awards:

Booth awards will be given for best presentation and quality of work, 1-3 available. Prizes: free or reduced booth fee for next year and promotion as Featured Artist for 2011 show.



Security:

The show will be located in the ballroom just off the main lobby of the Lakeview Resort. The hall will be locked each night. Although the hotel provides 24 hour security, vendors will assume responsibility for goods left overnight.

Room Reservations:

Lakeview Resort has given us a group rate of \$109.00/ night (single/double occupancy). To reserve a room at this rate be sure to mention that you are with "WV Made Tradeshow" when making your reservation. For more information about the resort visit their website at www.lakeviewresort.com or call 800-624-8300. For other lodging options and visitor information go to www.tourmorgantown.com or call 800-458-7373. To connect with other vendors or find a roommate, log onto our Facebook page, West Virginia Made, Discussions.

Cancelation Policy:

August 10th or before -100% refund

No refunds after August 11, 2010



Application Check List

Please include the following with your application:

- 1) Completed and signed application
- 2) Check made out to *West Virginia State University GRDI* for total booth fee plus electric or pipe/drape if needed or credit card information for processing.
- 3) 2-5 images of your work for promotional purposes – jpeg digital images preferred. Please e-mail to sutphinj@wvstateu.edu

Application / Registration Deadline:

Early: Postmarked by June 30, 2010
Late: Postmarked by August 1, 2010

All applications must be postmarked no later than June 30th to receive the early registration discount.

- Checks payable to: West Virginia State University GRDI
- Mail application, booth fee and photos to:
WV Made Tradeshow, c/o Jeanie Sutphin
PO Box 1000
Curtis House
Institute, WV 25112-1000
Phone: 304-204-4305, Fax: 304-766-4296
- E-mail digital images to sutphinj@wvstateu.edu. Please include your name and a brief description of your work in the text of your e-mail and write *WV Made Tradeshow* in the subject line.

For additional information contact Connie McColley at 304-655-7429 or e-mail conniemccolley@pawv.org. Connect with other vendors on our Facebook page, *West Virginia Made*.



2010 Vendor Application

West Virginia Made: a show of fine crafts and specialty food products. A wholesale / retail show

Please print clearly. Your name and business information as indicated below will be used for the website, publicity, show program and nametags.

Date: _____

Name: _____

Business Name: _____

Address: _____

City, State: _____ Zip: _____

Phone Number: _____ Best time to contact: day/evening _____

E-mail: _____

Website: _____

Media you will exhibit: (example: glass, wood, jewelry, soap & personal products, food/salsa, etc.) Please list if more than one media. _____

My work is juried into the following programs or shows:

Tamarack Mountain Made other _____

Name of juried show(s) _____

Booth size preferred:

Standard - 8' x 10'

\$85.00 before June 30th

\$100.00 after June 30th

Corner or 8' x 15'

\$125.00 before June 30th

\$140.00 after June 30th

Double – 8' x 20'

\$165.00 before June 30th

\$185.00 after June 30th



I will also need:

_____ table(s) _____ chair(s) (at no additional cost)

Yes / No Electrical Service (circle) Additional cost per booth - \$10.

Yes / No Pipe and Drape (circle preference below)
Back & both sides = \$135.00 Back only = \$45.00

Booth Fee _____

Electric _____

Pipe/Drape _____

Total Enclosed _____

To pay by credit card please fill in the information below.

CREDIT CARD INFORMATION			
Customer Name:			
Credit Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> American Express <input type="checkbox"/> Discover			
Credit Card Number:			Expiration Date:
Name as it appears on Credit Card:			CVC2 Code:
Payment Amount (US Dollars):			
Signature:		Date:	
CREDIT CARD BILLING ADDRESS			
Street Address:			
City:			
State:	Zip/Postal Code:	Country:	
Phone Number:		Fax Number:	



Terms and Conditions

The applicant's signature on the application form signifies agreement as follows:

- 1) All products will be of high quality and produced in West Virginia.
- 2) All work must be handmade by the artisan or under the direction of the producer.
- 3) The artisan/producer will be present and provide inventory for the duration of the show.
- 4) The artisan/producer will have a wholesale pricelist and buyer information available and have production capabilities to fulfill any orders taken.
- 5) Although security will be provided, the artisan assumes risk for items that are left overnight.
- 6) The artisan's name and images may be used in publicity for the show.
- 7) The artist agrees that the sponsors and their employees will not be held responsible for any damages or theft of property during the show.

I understand and agree to the Terms and Conditions as described above.

Signature: _____ Date : _____

