



2017 MERCHANT APPLICATION

November 3 – 5, 2017

AMARILLO CIVIC CENTER: NORTH & SOUTH EXHIBIT HALLS

www.amoa-alliance.com (online merchant application and payment accepted)

\$25.00 non-refundable application fee due with submission of application

Business Name: _____

**Please list business name how you would like it listed on marketing material/your booth signage*

Contact Person(s): _____

Email address: _____

**Email will be our main point of contact. Messages from: Merchcru2017@gmail.com*

Mailing Address: _____

City/State/Zip: _____ Cell Phone () _____

Website: _____ Bus. Phone () _____

Sales Tax ID # _____ Fax number () _____

**Required -- provide social security number if you do not have sales tax id#*

Emergency Contact & Telephone Number: _____

Instagram/Facebook Accounts (if applicable): _____

Are you a new merchant to Christmas Roundup? Y/N

If you selected no please let us know what year(s) you participated: _____

BOOTH SIZES & PRICING: Premiere Row (PR) spaces are located on the center aisle and square. Additional space is available starting at the base price. Completion of this application does not guarantee selection as a participant or booth location. If accepted, a contract and request for remaining balance will be sent to you. Assignment of booth(s) will be based on the prompt return of the contract and fee.

Worksheet for booth requests:

BOOTH TYPE	PRICE		QTY	AMT DUE
10x10 single base price	400	x		
10x10 corner space	475	x		
PR 10x10 space (limited)	550	x		
PR 10x20 space (limited)	1100	x		
TOTAL DUE:				

APPLICATION DEADLINES:

July 14, 2017: Merchant Application Deadline

***Premiere Row spaces must be paid in full once application is accepted**

August 14, 2017: All booth spaces must be paid in full & contracts returned.

Please return this form & application fee to:

AMoA Alliance

Attn: Christmas Roundup

P.O. Box 447 Amarillo, TX 79178

LIST OTHER HOLIDAY GIFT MARKETS/TRADE SHOWS YOU HAVE PARTICIPATED IN:

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DESCRIPTION OF MERCHANDISE: *New Merchants, please attach non-returnable photos and/or samples of both merchandise and presentation. Also, include specific brands you carry and retail merchandise price ranges.*

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PLEASE NOTE THE FOLLOWING INFORMATION FOR 2017:

Cancellations: Written request must be received (*please note \$25 merchant application is non-refundable*)

- On or before August 1, 2017 to receive 100% of refundable* fees
- Between August 2, 2017 and August 14, 2017 to receive 50% of refundable* fees
- August 15, 2017 and after, all reserved booth fee is forfeited

Contact information:

- Email address: MerchCru2017@gmail.com
- Fax number: 806-345-5682 (Please label fax: Attention Christmas Roundup)
- Mailing address: AMoA Alliance Attention: Christmas Roundup PO Box 447 Amarillo, TX 79178
- Find us on the web at www.amoa-alliance.com/christmas-roundup (online merchant application and payment accepted)
- Facebook page: *Christmas Roundup Amarillo*
- Instagram account: *christmasroundupamarillo*