November 10-12, 2022

Vendor Application Packet
**Visitor Demographics and Marketing**

- **1,320 Total Visitors**
- **91 ZIP codes from 10 states**
- Women between 35 - 75
- Large spending capacity, middle to upscale market

**Past radio marketing** with KCUR in KC, KXCV in Maryville, and Eagle Broadcasting in St. Joseph

**Digital newsletters** across KC metro and St. Joseph markets

6 original articles in regional publications in 2021

**Past TV advertising** with KQ2, KNPN, and KNPG

**Print advertising** in multi-state travel and tourism publications
Dear Vendor,

Thank you for your interest in the 2022 Sugarplum Festival at the Albrecht-Kemper Museum of Art. For over 40 years, this annual craft market kicks off the holiday season and serves as a crucial fundraiser to support the museum’s educational programs, operational budget, and outreach efforts in the community and throughout the region.

As a Sugarplum vendor, you play a key role in the success of this event. Together, we can continue to provide unique gifts to launch the holiday season while promoting small businesses and local entrepreneurship. With your help, we can fulfill our mission to create one-of-a-kind experiences for families, friends, and neighbors.

Please read over the enclosed information and return your application with product images by **Friday, September 9, 2022** to Amber Wilcox.

By email at awilcox@albrecht-kemper.org

or by mail at: Albrecht-Kemper Museum of Art

2818 Frederick Avenue

St. Joseph, MO, 64506

(816) 233-7003

Thank you for your consideration,

- Amber Wilcox, Events Manager
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
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</thead>
<tbody>
<tr>
<td>Wednesday, November 9</td>
<td>Vendor Set Up 10am - 6pm</td>
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<tr>
<td>Thursday, November 10</td>
<td>Vendor Set Up 9am - 4pm, Preview Party Gift Gallery Open 5 - 8pm</td>
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<tr>
<td>Friday, November 11</td>
<td>Gift Gallery Open 10am - 8pm</td>
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<tr>
<td>Saturday, November 12</td>
<td>Gift Gallery Open 10am - 4pm, Vendor Tear Down 4 - 8pm Plan to stay until 4pm! Please, no early teardowns.</td>
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<tr>
<td>Sunday, November 13</td>
<td>Museum Closed</td>
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“It’s a tradition for lots of friends and family. Because of the quality of the vendors, I do like the clientele who comes through to shop.” - 2021 Vendor
“Nice space, great staff, pretty venue, and I loved the positivity of customers.”
- 2021 Vendor

**BOOTH INFORMATION**

On the last page of this packet is a sheet for you to fill out including your booth preference. Lower Level will be reserved for Home Party Businesses. If your booth is on the Lower Level, there is no need to tell us preference. We will place you and let you know in your acceptance notification.

**IMPORTANT DATES**

- **September 9:** Forms due (with $100 deposit)
- **September 30:** Notification of acceptance (Deposit returned if not selected)
- **November 4:** Booth payment due in full
- **November 10-12:** Sugarplum Festival 2022

_“Nice space, great staff, pretty venue, and I loved the positivity of customers.”_ 
- 2021 Vendor
Table and chairs available for rental. Additional fees apply.
LOWER LEVEL
Reserved for Home Party Businesses
Flat fee $225. Includes 8’x 8’ vendor space, 1 table, 1 tablecloth, 2 chairs
I indicate with my signature that I have read and agree to the terms outlined in this solicitation. I hereby release the Albrecht-Kemper Museum of Art, and its associated employees and volunteers, from any and all liability arising from inclement weather, loss of articles, injury, illness, accident, or damage of any kind.

Exhibiting Business Name (as it will appear in program):

_____________________________________

Description of Product/Service Provided:

_____________________________________

Owner/Contact Name:

_____________________________________

Phone # or Contact Cell #: __________________________

Address: _______________________________________

City: __________________________ State: _______ Zip: _______

Email: _______________________________________

Website: _______________________________________

I indicate with my signature that I have read and agree to the terms outlined in this solicitation. I hereby release the Albrecht-Kemper Museum of Art, and its associated employees and volunteers, from any and all liability arising from inclement weather, loss of articles, injury, illness, accident, or damage of any kind.

_____________________________________

Signature

[ ] Photos Enclosed [ ] Deposit Enclosed

Booth Preferences

[ ] 1st [ ] 2nd [ ] 3rd [ ] 4th

Please remember these are preferences only. The committee will take them into consideration and try to place you accordingly.

Please return this form and photos to Amber Wilcox via:
Address: 2818 Frederick Ave St. Joseph, MO, 64506
Email: awilcox@albrecht-kemper.org