

## Dear Artisan/Dealer Rep,

Please select one or more of my premier shows in 2008 and consider this your personal invitation to join me in showcasing your work or product to collectors and crafters around the country. You provide the quality, well-crafted merchandise that has come to be synonymous with a "Molly Cromwell presents" miniatures show. I'll do the rest! This model has worked for more than 25 years! In fact, we're having a special celebration for the Silver Anniversary of the Tysons Corner Festival in 2008. Results speak for themselves. Our one-day shows are netting more revenue for many dealers than their multiple day shows! Two-day shows enjoy continuous crowds as well as record-breaking sales for many vendors. The enclosed contracts cover all of my shows. Please select the dates and location that fit your schedule and return them to assure you space in the shows you've chosen. You know my style...I will never presume to dictate which of my shows you must do in order to qualify for other shows – you business is just that - YOUR business. My only rule is the Golden one! That is why customers delight in the atmosphere they find at my shows, stress free & profitable for all. **I have negotiated incredible room rates in well-located hotels and must guarantee the number of rooms that we will use. Therefore I ask, when it is feasible, that you please stay a minimum of one night in the hotel where the show is located.** Workshops? Of course! Why not consider teaching a class.

### NITTY GRITTY:

- \* **Hotels:** When you call to reserve a room in our **show block**, they are **listed under Dollhouse Show**. We sometimes can off-load on Saturday night before a Sunday show, otherwise the set up begins at 6 a.m. for the one-day shows. **Orlando & Sturbridge have a Saturday night Preview & Sunday Show – set up is mid-day.** Room block rates apply until six weeks prior to each show or when the block has been sold, so reserve early. Our hotels are convenient for those of you traveling by air, as well as easily accessible from major highways in central locations. This means a great deal to you as well as customers who may wish to stay an extra day or two and enjoy surrounding sights, including our Nation's Capital, gorgeous Gulf beaches, Orlando theme park attractions, the charm of Old Sturbridge Village or Baltimore's fabulous Inner Harbor area. There is always a dealer dinner function the night before a show - details upon registration.
- \* **Table Fees: One-Day Shows: \$165 for a 6 foot X 30" table. Two day shows: \$195 per table.** Maximum 3 tables.
- \* **Sales tax: You must have a tax number for the show you are applying for. Your home state number does not transfer across state boundaries.** Check the box on the enclosed contract if you need sales tax information.
- \* **Electricity** is provided at no charge at my shows, except Sturbridge, where there is a nominal fee for electrical hookup paid directly to the Host Hotel. See Contracts. Always bring extension cords and lights for your tables to every show.

Quotes from dealers: "This show was phenomenal!" "Where did all these people come from?" "I haven't seen this many customers in years!" "Your one-day show gave me a bigger net result than every two day show I've done this year!" Customers appreciate the quality they know they will find at my shows, which is why we have experienced record attendances the past two years. After all, we've had 25 years to gain their confidence! Plus they know they are about to see the best that the miniatures world has to offer. Offerings in every price range – sure to please the most discriminating collector to the beginner on a budget! Getting the word out is the key to our success, making use of local publications in addition to miniature magazines. Distribute the promotional cards I will send you to your best customers, other shows and shops – I'll need your help in the distribution. I'll be mailing out thousands of promotional materials to my A+ list of past attendees and prominent collectors nationwide. I pledge to keep my shows enjoyable as well as profitable for you - stress free and filled with customers eager to shop! **You are always welcome to put out promotional show materials for other shows you'll be doing** – I am eager to promote everything that's out there.

Let's work together to make 2008 the best miniatures show season ever! How can we miss if your name is on the sales room roster! It is YOU, after all whom customers come to see!

Kindest regards,

Molly Cromwell, Show Coordinator 4701 Duncan Dr., Annandale, VA 22003 703.978.5353  
[mollycromwell@aol.com](mailto:mollycromwell@aol.com) [www.mollycromwell.com](http://www.mollycromwell.com) From January 1, 2008 to mid March, I'll be in Sarasota, FL 941.371.3193

**~ PLEASE TURN PAGE FOR CALENDAR & DESCRIPTION OF EACH SHOW ~**