

**DEAR ARTISAN/DEALER REP,**

We have an exciting 2010 Summer/Fall calendar of shows coming up. And we're especially excited based on the success of my shows in Florida this winter – Sarasota and Orlando. The old excitement was felt at both shows – collectors and crafters showed up, stayed and spent money!

Our equation for the success of the Sturbridge, Baltimore and Tysons Corner Shows, includes YOU! I'm committed to bringing collecting customers into the sales room - all I need is your participation and support. I've chosen well-located venues, with show cards sent to my golden mailing list of serious buyers & other shows, plenty of advertising in miniature magazines as well as local & regional newspapers and supplements – this is what attracts the kinds of crowds who come to buy! You provide the quality, well-priced, well-crafted merchandise that has come to be synonymous with “Molly Cromwell presents” miniatures shows. I'll take care of the rest.

Together, we'll make it happen! This formula has worked well for over 25 years. I think the results speak for themselves. Our one-day shows last Fall and this Winter reported dealers report netting more revenue than their multiple day shows! Our 2-day shows enjoy continuous crowds. If the enclosed contracts, selected dates and locations fit your 2010 schedule, I'll be delighted to welcome you to one or all of them. I will never presume to dictate which of my shows you must do in order to qualify for other shows. Your business is YOUR business. No long list of rules...only the Golden One! That is why customers delight in the atmosphere they find at my shows. **I have negotiated incredible room rates in well-located hotels. I 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? Miniaturists love them. Consider teaching a class. Demonstrations? Why not! Everyone loves to watch how you do what you do.

**NITTY GRITTY:**

- \* **Hotels:** *When you call to reserve a room in our show block, they are listed under Miniatures Festival. I will arrange set up to give you the maximum amount of time to set up your table, based on the hotel's schedule. Sturbridge has a Saturday night Preview so set up is at noon that day. Baltimore and Tysons set up info will be given to you well before the shows. Room block rates apply until six weeks prior to each show or when the block has been sold, so reserve early. I have selected exceptional hotels for our shows - 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 spending time at Old Sturbridge Village, or the Inner Harbor in Baltimore or taking in the sights of Washington, DC before my Tysons Corner show. Pre-registered workshops are offered at every show. Always a dealer get together for dinner the night before my one day shows. In Sturbridge, we'll have a pizza party after the Preview.*
- \* **Table Fees:** *See enclosed Contract. Maximum 3 tables. You may use your own table cloths.*
- \* **Sales tax:** *You must collect and submit sales tax at each show. I will provide information for acquiring a state sales tax number if you don't list one in the space provided on your contract. Your home state sale tax number does not transfer across state boundaries. Check the box on the Contract if you need sales tax information for a particular show.*
- \* **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. Always bring extension cords and lights for your tables to every show.*

Both dealers & customers rave about these shows – reflecting more than 25 years of cultivation plus knowing that they will be exposed to the best the miniatures world has to offer, with merchandise in every price range - for the most discriminating collector to the beginning collector on a budget. Ads do make a difference and my direct mailing lists include 25 years worth of past attendees and prominent collectors across the country!! I'll send you promotional show cards, asking your assistance in distributing them at shows, mailing to your best customers, placing at local miniature and craft shops, etc, mentioning on the online miniature digests – it all keeps the shows on customer's radar! As always, I pledge to keep my shows enjoyable as well as profitable for you - tension 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** – we need to promote it **ALL!** I'll do all I can to make the rest of our 2010 miniature show season the best one yet ~ I hope you'll join me! I'll certainly do my part by bringing in the buyers. How can we miss if your name is on the sales room roster! It is YOU, after all whom the customers come to see, with enough newcomers in the mix to give every show a fresh new look. Please contact me with any questions at 941.371.3193 After April 8: 703 978.5353

Return contracts to: Molly Cromwell, 4701 Duncan Dr., Annandale, VA 22003 703.978.5353  
[mollycromwell@aol.com](mailto:mollycromwell@aol.com) [www.mollycromwell.com](http://www.mollycromwell.com)