

Dear Artisan/Dealer Rep,

You are cordially invited to be part of my **2011 miniatures show season** – featuring YOU and the best the miniatures world has to offer! Count on joining legends and exciting newcomers in keeping the look of each show original and fresh, while assuring a range of work to entice both the serious collector and those just starting out.

Collectors travel great distances to my shows, knowing that they will always find quality, high-caliber dealers. **I am committed to working with and for you in 2011 with both one and two-day shows that I hope will fit your calendar.** I'm told that my one-day shows are netting more revenue for many dealers than their multiple day shows! Please take time now to look over the enclosed contracts, selecting dates and locations that fit your schedule. I will never presume to dictate which of my shows you must do in order to qualify for my other shows. Your business is just that – YOUR business. To assure getting a spot in the show(s) of your choice and to be listed in all promotional materials, contracts should be returned as quickly as possible. Tables are assigned when contracts are received. **I have negotiated incredible room rates in well-located hotels. I must guarantee the number of rooms that we will use, therefore I ask you, when possible, to stay a minimum of one night in the hotel where the show is located Submit 2011 Workshops no later than September 1, 2010 but call me first.**

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- * **Hotels/Set-up: Sunday shows have 6 a.m. setup. Same-day Previews begin at 9:30, with general admission from 10:00 to 4:00.** When you call to reserve a room in our **show block**, they are **listed under Dollhouse Show. We are often able to off-load on Saturday night** but I won't know that until much closer to the show date. **Orlando & Sturbridge are 2 days - Saturday Night Preview & Sunday Show.** Room block rates apply until six weeks prior to each show or when block has been assigned. 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 want to stay an extra day or two and enjoy our Nation's Capital, enjoy Florida's sunshine in January or visit Disney, Sea World, Old Sturbridge Village or Baltimore's Inner Harbor. Pre-registered workshops are offered at every show. **CONSIDER TEACHING A PRE-REGISTERED WORKSHOP – IT MUST BE SUBMITTED BEFORE AND NO LATER THAN SEPTEMBER 1, 2010.** There is always a dealer dinner function the night before a show - details upon registration.
- * **Table Fees: One-Day Shows: \$170 for a 6 foot X 30" table. Two day shows: \$200 per table.** That's an increase of \$5 & \$10 respectively, the first increase in five years! Maximum 3 tables. Table coverings provided or use your own.
- * **Sales tax numbers** apply only in the state where the show is held. They do not transfer across state boundaries. If you need a sales tax number just check the box on the enclosed contract sheet.
- * **Electricity** is provided at no charge at my shows, except Sturbridge, where there is a nominal fee for electrical hookup. Hotel rules, not mine. Always bring extension cords and lights for your tables to every show.

Many dealers have reported record sales in spite of the economy, with enthusiastic crowds in attendance. "It's like the old days" has been heard a lot, from dealers and customers alike! Our crowds are the result of nearly 30 years of bringing premier shows to miniaturists, both collectors and crafters. Ads and listings in miniature magazines, local newspapers and national magazine calendars, as well as news releases to local radio and TV stations get the word out. Thousands of show cards are printed and distributed – your contract returned now guarantees that your name will appear in all pre-show publicity. Magazine ads require early copy. YOU are the reason customers attend the shows – they certainly don't come to see me! 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. - while I'll mail them to my golden list of past attendees and prominent collectors nationwide. My shows will continue to have the feeling that old friends are reuniting to share the hobby that is our passion. I'll keep them fun 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** – I am eager to promote everything that's out there. I'd be honored if you would join me in making 2011 our best year ever. I know it will be, especially if you're on hand!

Kindest regards,
Molly Cromwell

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