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| **EXHIBITOR CONTRACT**  **Northwest Shoe Travelers, Inc.**  **12630 12th Street N., Lake Elmo, MN 55042 – (651)436-2709**  **Email: NWST@comcast.net** |

**JULY BUYING MARKET**

**JULY 15 & 16, 2025**

**(Tuesday & Wednesday)**

SET-UP DATE: Monday, July 14 (Time: 12:00 p.m. – 6:00 p.m.)

**\*\*\*\*\*SAINT PAUL RIVERCENTRE\*\*\*\*\***

**175 W. Kellogg Blvd.**

**St. Paul, MN 55102**

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| **Exhibitor Information** | | | |
| Name: |  | | |
| Address: |  | | |
|  |  | | |
| Phone: |  | Cell Phone: |  |
| E-mail Address: |  | | |
| Company Name: |  | | |

**The following will occupy the booth with me. Be sure they also send in a contract and fees.**

|  |  |  |
| --- | --- | --- |
| **Name of Salesperson:** |  |  |

|  |  |  |
| --- | --- | --- |
| **Show Fees** | | |
| 2025 Dues **(only if not yet paid**) | $50.00 |  |
| Registration Fee (sales rep) | $150.00 |  |
| Extra person in booth (non-sales rep) | $100.00 |  |
| Booth Payment | $350.00 |  |
| Tables | $30.00 Each |  |
| Risers | $15.00 Each |  |
| Tablecloths (not rental, you take home) | $10.00 Each |  |
| Garbage can in booth | $10.00 Each |  |
| Advertising (if paying in advance) | See Ad Contract for Pricing |  |
| Additional Line Listings | $5.00 Each |  |
| Late Payment (after 4/15/25) | $25.00 |  |
| **TOTAL PAYMENT ENCLOSED:** |  |  |

C/C payments can be made online on our website: <https://nwshoetravelers.com/exhibitors>

Please mail checks to: NWST, 12630 12th Street North, Lake Elmo, MN 55042

**APPLICATION AGREEMENT – DEADLINE IS APRIL 15, 2025**

I, as a member of the Northwest Shoe Travelers, Inc. for the current year, do hereby make application for participation and for exhibit space as indicated in the above-named Market. I agree to abide by the terms and conditions of this contract and all regulations contained in the NWST. By-Laws, Market Rules and Regulations and in bulletins and notices issued prior to or at the named Market, which by reference are incorporated and made a part of this contract. I also agree to abide by the rules and regulations presented by Saint Paul RiverCentre.

|  |  |  |  |
| --- | --- | --- | --- |
| **Signed:** |  | **Date:** |  |
| **Market Directory Information** | | | | |

PLEASE COMPLETELY FILL OUT THE FOLLOWING INFORMATION. YOUR LISTING IN THE MARKET DIRECTORY COMES DIRECTLY FROM THIS DOCUMENT.

PLEASE NOTE, STREET ADDRESSES WILL NO LONGER BE PRINTED IN THE DIRECTORY. YOUR NAME, PHONE # & EMAIL WILL BE LISTED ONLY ALONG WITH THE LINES YOU REPRESENT.

LIST **THREE** NAMES OR FIRM BRANDS THAT YOU WANT TO APPEAR IN THE DIRECTORY. *ADD $5.00 FOR EACH ADDITIONAL LISTING.*

|  |  |
| --- | --- |
| **FIRST NAME:** |  |
| **LAST NAME:** |  |
| **Phone #:** |  |
| **E-Mail:** |  |
|  |  |
|  | **PLEASE LIST LINES YOU WANT PRINTED:**  **3 free lines ---**  **($5 each additional line listed):** |
| **Product Line 1** |  |
| **Product Line 2** |  |
| **Product Line 3** |  |
| **Product Line 4** |  |
| **Product Line 5** |  |

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| **Booth Set Up Page** |

**BOOTHS:**

The booths are 10 X 10 feet in size. There is pipe and drape along the back and sides. All booths will have an 8’ high back drape and 3’ low sides.

The booths come with NO tables. PLEASE MAKE SURE YOU ORDER THE CORRECT NUMBER OF TABLES YOU WILL NEED IN YOUR BOOTH AND PAY FOR THEM ON THE CONTRACT!!

# OF TABLES REQUESTED IN BOOTH:

|  |  |
| --- | --- |
| 4’: |  |
| 6’: |  |
| 8’: |  |

# OF RISERS REQUESTED IN BOOTH:

|  |  |
| --- | --- |
| 4’: |  |
| 6’: |  |

|  |  |
| --- | --- |
| NOTES: |  |

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| **Show Information** |

**SET UP DAY – MONDAY, JULY 14 (Time: 12:00 P.M. – 6:00 P.M.).**

The deadline for registration is **APRIL 15, 2025**. Registrations accepted after the April 15 deadline must be accompanied by the $25.00 late registration fee.

THIS WILL BE A TUESDAY & WEDNESDAY SHOW!

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| **BOOTHS:** | Booths must be paid for **IN ADVANCE**. There are a limited number of booths available. **IN CASE OF CANCELLATION THE BOOTH FEE WILL NOT BE REFUNDED,** unless the space can be rented again. The room assignment committee has the right to limit the number of booths to each exhibitor.  $350 per 10 X 10. **There are no tables included**. |

**Show Information**

|  |  |
| --- | --- |
| **Exhibitor**  **Fees:** | Exhibitor fees for this Market are **$150.00 each for ALL and ANY SALESPEOPLE WORKING during said Market hours.** Fees must accompany this contract. (All salespeople working at the show must be members.). Non sales rep in booth fee is $100. |
| **Deadline and Responsibilities** | To be listed in our Market Directory, this contract must (1) be in the NWST office on or before April 15, (2) be signed and accompanied by all fees, and any other unpaid money due NWST, (3) satisfy all requirements specified and (4) complete the Market Directory Listing Card. |
| **READ CAREFULLY** | **Responsibility for complete and correct copy listing rests with exhibitors. Although NWST makes every effort to be accurate in its printing, etc., it is not liable for errors within. (TYPE OR PRINT ALL INFORMATION CLEARLY.)** |
| **Cancellation Charge:** | There will be a $25.00 fee for any cancellation from the Market. Failure to notify of cancellation (2 weeks prior to show) - NO REFUND. No refund on booth, unless it can be rented to someone else. |
| **Show Location:** | **SAINT PAUL RIVERCENTRE**  175 W. Kellogg Blvd.  St. Paul, MN 55102 |
| **Badges:** | **BADGES MUST BE WORN IN PLAIN SIGHT DURING MARKET HOURS** |

THIS APPLICATION MUST BE SIGNED, FILLED IN COMPLETELY and ALL MONEY OWED BE INCLUDED, OR THIS CONTRACT WILL BE RETURNED IMMEDIATELY.

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| --- | --- |
| E-MAIL your completed  Contract to: [NWST@comcast.net](mailto:NWST@comcast.net) | **🟏🟏🟏 DEADLINE DATE 🟏🟏🟏**  **APRIL 15, 2025** |

**NORTHWEST SHOE TRAVELERS, Inc.**

**ADVERTISING CONTRACT**

**JULY BUYING MARKET**

The MARKET DIRECTORY may be the single most valuable tool you, as an exhibitor, can use to interest the retailer in your product. It is mailed about a month before the market to over 450 retail stores. The retailer uses this Market Directory to plan coverage of the market, to keep track of appointments and to make notes. Even if the retailer has to miss the market, valuable information is available.

|  |  |
| --- | --- |
| **Black & White**  Half Page $ 60.00 **COLOR AVAILABLE:**  Full Page $100.00 $300 per page  Inside Front Cover $350.00  Inside Back Cover $350.00  Outside Back Cover $350.00 | **DEADLINE DATE**:  **April 15, 2025** |

Ad Sizes: **½ pages**: 4 ½” X 3 ½” **Full page:** 4 ½” X 7 ½”

**Please enter our order for an ad in the MARKET DIRECTORY:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Indicate Ad Size: | | ½ Page: |  | | | Full page: |  |
| Black & White: |  | | | Color: |  | | |

**Payment Information (check one):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Payment Enclosed: |  | Bill Salesman: |  | Bill Company: |  |

If billing company, please fill out the following:

|  |  |
| --- | --- |
| Company Name: |  |
| Address: |  |
| City: |  |
| State: |  |
| Zip: |  |
| Attention: |  |

**NORTHWEST SHOE TRAVELERS, INC. MARKET DIRECTORY IS A SERVICE OF NORTHWEST SHOE TRAVELERS, INC. FOR THE BENEFIT OF EXHIBITORS AND THEIR CUSTOMERS. EVERY REASONABLE EFFORT WILL BE TAKEN TO MAKE IT ACCURATE, BUT NORTHWEST SHOE TRAVELERS, INC. ASSUMES NO RESPONSIBILITY FOR ANY INACCURACIES OR OMISSIONS.**

**E-MAIL ADVERTISING CONTRACT AND AD TO:**

[**NWST@COMCAST.NET**](mailto:NWST@COMCAST.NET)

**Ad must be in J-Peg format.**