

## Publicity & Advertising

The Guild Show continues to explore new means of publicizing the show and our fantastic dealers.

**Please note that photographs need to be "High Resolution" (300dpi) in either PDF, TIFF or JPG format.**

**Show Guide Advertising:** As a dealer at the show, you will automatically receive a SIMPLE eighth-page ad (2 1/4" x 1 3/4") in the Show Guide. Shoppers keep show guides for reference later on, so this is an effective way of keeping your name and business information at hand all year long. Effective ads are colorful, and often include a logo or photo. We strongly encourage our dealers to take advantage of this advertising opportunity, provided to you at a very reasonable price. (See following page for size and pricing information.) Email all finished and "camera ready" ads to: Betsy Roxby - [b@roxbydesign.com](mailto:b@roxbydesign.com)

**Free Social Media Advertising:** The Guild maintains several online accounts working to advertise the show and show participants. Other than a bit of time to send us photos of your wares, taking advantage of these opportunities is free of charge because of our dedicated volunteers. Close-up photos of a single object show work to the best advantage. The photos will be used in all of our print and website advertising. Please send photos to: Cindy Adams - [cadams11@twcny.rr.com](mailto:cadams11@twcny.rr.com)

**Sponsorship Advertising:** Businesses and individuals are invited to support The Guild Show and its various components. Advertising in the Show Guide is one opportunity of many to sponsor this event. Sponsors' names are prominently featured on large, unique posters outside event rooms and are announced in the Show Guide. If you are interested in becoming a sponsor, or know someone who might like to be, please contact the Guild Show Director.

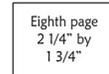
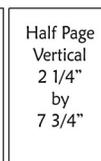
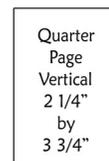
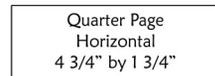
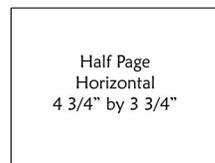
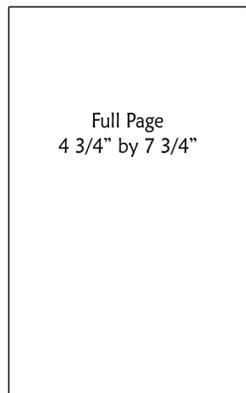
**Wishing Well Ads:** Help support The Guild Show by sending special wishes in the Show Guide! You could dedicate one to a favorite artist; or a funny message to a close friend; share an inspirational thought with your kindred spirits in miniatures; or send general well wishes and thanks to all who volunteer and participate! Your creativity is the only limit—and we can help if you want something special.

**Don't forget Desserts & Demonstrations as an opportunity for advertising and selling as well!**

### Show Guide Advertising Rates

**Deadline to submit ad copy and payment is July 15, 2020**

Type of Ad	Orientation	Size	Rate
Full page	Vertical	4 3/4" x 7 3/4"	\$175.00
Half page	Horizontal	4 3/4" x 3 3/4"	\$105.00
Half page	Vertical	2 1/4" x 3 3/4"	\$105.00
Quarter page	Horizontal	4 3/4" x 1 3/4"	\$70.00
Quarter page	Vertical	2 1/4" x 3 3/4"	\$70.00
Eighth page	Horizontal	2 1/4" x 1 3/4"	\$30.00



### The Guild Show

Christine Engel, Guild Show Director  
 28 Chateau Margaux  
 Bloomfield, CT 06002  
 Mobile: 860.416.8824  
 Email: [guildshowigma@gmail.com](mailto:guildshowigma@gmail.com)



The Guild Show  
 Dealer Information

*Promoting  
 Miniatures  
 As Art*



2020

## Important Details!

**Set-up & Show Hours:** Set-up takes place Friday, September 11, from 9:00am to 6:30pm; and on Saturday, September 12 from 6:00am—8:30am. The showroom is open for a **two-hour preview** at 8:30am on Saturday, and General Admission is 10:30am until 4:30pm. Sunday hours are 10:00am—3:30pm. Security is provided from dealer set-up until closing on Sunday. Dealers can check-in at the Registration Desk outside the entrance to the showroom or the show office (follow signs). There is complimentary internet available in the showroom.

**Buffet Space Behind Tables:** This is the first year we are offering these as additional display space. The amount of buffet space you will have access to is related to the size of table space you have reserved. Buffet space is for displaying additional merchandise; or may be used for your “office”; or as a wrapping station. As with tables, buffet space must be neat and orderly.

**Security:** The Guild Show contracts with a private security firm for a uniformed security officer to stand at the entrance to the showroom and monitor activity going in and out for the hours of set-up and all day while the show is open. In the evenings, an officer is stationed inside the showroom, to observe and protect displays and merchandise. Doors to the showroom are locked when the last dealer exits. Please bring a cover for your display, or make plans to remove any items of high value each night. During the show, there are volunteers available to help out if you need to leave your table and don't have a helper. If you see something, say something, so that we can ensure that we have a safe and theft-free show.

### **Gathering of The Guild— Desserts & Demonstrations:**

#### **A “MINI” TEACHING EVENT!**

This year we are offering a new twist on this well-attended event. Demonstrators may sell a small kit to briefly teach their unique skill, which can be taught in about 15 minutes. This allows many of the attendees to experience the technique during the event.

As one of a small number of demonstrators, this is an opportunity to showcase your talents, build relationships, and entice buyers to your table once the show opens. ***Please note that since kits are “small”, keep them to less than \$10.00 per kit.***

Desserts & Demonstrations takes place on Friday evening from 7:00pm—9:00pm, and will include a complimentary dessert bar as well as cheese and crackers, crudités, and a cash bar.

We encourage you to come and join your friends, enjoy some food and conversation, see what our artists are demonstrating this year, and learn something new!

***If you are interested in participating as a demonstrator for this event, please contact the Guild Show Director.***

**Classes:** These will be taking place Tuesday through Friday, September 8th—11th. Classes are a vital component of our annual show, and are a wonderful way for you to showcase your talents. They are also another great source of income for you at the show. Opportunities to teach day and/or evening classes are available!

***You are cordially invited to propose a class for the 2020 Guild Show! Please complete and send in a “Class Application” by Dec. 1, 2019.***

**Preview—New Hours:** There will be a two-hour preview on Saturday from 8:30am—10:30am. Preview cost for IGMA members will be \$5.00, with complimentary entry to the show. Non-members will pay \$10.00 for the preview + \$10.00 for the show (good for both days). This is the “best deal”, as Sunday is free. Otherwise non-members pay \$10.00 per day with no preview entry.

**Reservations:** The link to make reservations at the Hartford/Windsor Airport Marriott Hotel will be available after October 31, 2019. You may also make reservations by calling the hotel directly at 1.860.688.7500. Ask for the International Guild of Miniature Artisans rate of \$142 per night. A minimum two-night stay at the show hotel is required of all dealers. In order to receive The Guild Show rate, reservations must be made by August 31, 2020. We cannot guarantee the rate once the room block is sold out.

The room rate includes breakfast for two (2) each day of your stay. A refrigerator and free internet is also included in each room.

**Free Hotel Shuttle:** The hotel offers a free shuttle to and from Bradley International Airport, as well as the Amtrak Train Station. Please call the hotel to request a shuttle. The hotel website provides directions from your location to the hotel if you are driving. Parking at the hotel is ample and free. The hotel's website: [www.marriott.com/BDLAP](http://www.marriott.com/BDLAP)

**Badges:** Two (2) badges will be issued to each dealer for the show. If you have a different helper each day, please request a badge marked “Helper”. You will be responsible for getting that badge to the appropriate person each day. No one will be allowed into the showroom, at any time, without a Guild Show badge. This includes during set-up times during the day on Friday and on Saturday morning.

**At the Show:** All dealers and helpers must be ready at their tables when the showroom doors open. All merchandise must be marked with a price or described on an available price list. Any item not priced must be clearly marked “For Display Only—NFS”. Sales slips need to include the seller's name and address and must be provided for all merchandise sold. All merchandise must be wrapped.

**Sales Tax:** Dealers are responsible for collecting and paying their own Connecticut state sales tax. To register, go to the State of CT website. Click on “For Businesses”. Then click on “Registering”, and click on “#7. Doing a craft fair/flea market.” Important information is provided, as well as a link for registering. Go to <https://portal.ct.gov/drs>

**Deliveries to the Hotel:** If you are bringing items such as large boxes, trunks, or dollhouses for the show, you may call the hotel ahead of time in order to arrange convenient unloading at the loading dock, directly behind the showroom. Delivery of items to the loading dock can be arranged for Friday, only. Shipping to and from the hotel is also available. Please arrange to have your box arrive no earlier than Tuesday, September 8. Be sure to have IGMA and your name on the mailing label.