



Dickens

Christmas Show
& Festivals

OWNED & PRODUCED BY	LEISURE TIME UNLIMITED, INC., PO BOX 332, MYRTLE BEACH SC 29578	
SHOW DATES & TIMES:	THURSDAY, November 12 th	9:00 AM-6:00 PM
	FRIDAY, November 13 th	9:00 AM-6:00 PM
	SATURDAY, November 14 th	9:00 AM-6:00 PM
	SUNDAY, November 15 th	12:00 PM-6:00 PM
MOVE IN:	WEDNESDAY, November 11 th	8:00 AM-10:00 PM
REGISTRATION:	Exhibitor Registration will be held near the Loading Dock in Exhibit Hall B at the rear of the Myrtle Beach Convention Center. (<i>Exhibitors are required to register before setting up booths.</i>)	
MOVE OUT:	SUNDAY, November 15 th	NOT UNTIL 6:00 PM
EXHIBIT BOOTHS:	Booths will be ready for exhibitors Wednesday, November 11 th at 8:00 AM. <u>Booths must be completely set up by 10:00 PM on Wednesday, November 11th.</u> Booths <u>may not</u> be taken down before 6 PM on Sunday, November 15 th .	
STAFF HEADQUARTERS DURING SHOW:	Myrtle Beach Convention Center 2101 N Oak Street, Myrtle Beach SC 29577 Phone: 843-918-1225	
FURNITURE & DECORATIONS:	Orders for furniture and special decorations should be placed in advance using the enclosed forms. Send completed forms via fax: 704-398-7444 or mail to: 2310 Old Steele Creek Rd., Charlotte, NC 28208. If you have questions, please call: 704-398-7440. <u>Deadline for discount rates is October 26th</u> Geo Fern Headquarters during the show is located on the Convention Center Floor.	
EXHIBITOR BADGES:	Two free Exhibitor Badges per booth will be provided at <u>No Charge</u> . Other working personnel will need to order Multiple-Day Passes at the discount rate of \$8.00 per badge <u>prior to registration</u> . (Note: <u>Passes will not be valid unless the bearer is wearing a costume.</u>) Badges ordered on registration day or thereafter will be charged the full Multiple-Day pass rate of \$12.00 each. Lost Badges will be replaced at \$5.00 each. To avoid additional charges, return your Exhibitor Badge List (Enclosed) to Leisure Time Unlimited, Inc. by <u>October 27, 2009</u> . <i>BADGES MUST BE WORN AT ALL TIMES.</i>	
FREIGHT SHIPMENTS:	Refer to the enclosed service kit, provided by George E. Fern Co. Refer to the section entitled "shipping information and drayage" for instructions on shipping and receiving freight.	
ELECTRICITY, TELEPHONE, DRAINAGE & WATER:	Complete and return forms by <u>November 2, 2009</u> to: Myrtle Beach Convention Center PO Box 1828, Myrtle Beach SC 29578 Phone: 843-918-1225, Fax: 843-918-1269	
COSTUMES:	Costumes are mandatory for all exhibitors and their booth helpers except during move-in and move-out hours. A <u>FREE booth for the 2010 show will be awarded for the best Dickens Era Costume.</u>	
BOOTH REPLENISHING DURING SHOW:	Two Replenishing passes per booth will be given <u>upon request</u> after the show opens based on "need" and can be used only by <u>Costumed and Badged exhibitors</u> . These passes are valid <u>only</u> for moving large and heavy <u>merchandise in & out of designated doors</u> during show hours. All other doors will be locked and guarded for security reasons. You may replenish your booth <u>before</u> and <u>after</u> the show hours through regular entryways. All people using passes <u>MUST</u> be in costume during the show; <u>NO EXCEPTIONS!</u>	

NINETEENTH CENTURY COSTUMING

MEN

Men's clothing during the 1800's was a bridge between the previous centuries and our modern era; therefore, presented a variety of styles. In the early years, knicker-type pants, fitted coats, long hose and cravats (scarf-like cloths wound around the neck and tied in intricate knots) were the fashion. Colors abounded for men as well as women. Towards the middle and on through the end of the century, colors became increasingly somber. The mid-19th century man satisfied his need for individuality with bright patterned waistcoats (vests). The knickers gave way to long, slim trousers, as the shirt collars became less high and stiff. The fancy cravats gradually settled into large bow ties and ascots. The ordinary man, especially shopkeepers, generally kept to somber colors and used collarless shirts with and without cravats or neckcloths. They wore vests throughout the century for warmth. Full or half aprons were most universally worn.

EASY MALE COSTUMES

KNICKERS: Pair of pants, cut-off about 2-3 inches below the knee using the cut-off material to make a cuff that fits snugly below the knee.

STOVE-PIPE TROUSERS: Slim-fitting trousers, solid colors, tapered to ankle.

SHIRTS: White or colored non-patterned, long-sleeve shirt with pointed collar. Heavily starched collar, ironing the points over towards the outside. For Workman: Take collar off and apply plain bias binding.

APRON: Full or one-half apron of butcher-cloth, usually white

WOMEN

The ladies' silhouette went from the slip-skirted, high-waisted Regency look, to the Ante-bellum full-skirted crinoline, and then back to a slimmer line swept back into a bustle by the close of the century. Blouses for day were usually high-necked with the big changes coming in the sleeves. The 1825 puffed short-sleeve became long, either slim or full, about 1850. During the very last of the century, the Gibson-girl style featured leg-o-mutton sleeves and high stiff collars. Aprons worn for working were almost as long as the ankle-length skirts. Materials from the mid to late 1800's were in somber colors and of strong serviceable cloth. Hair fashions were plain for daytime, especially around the working class – smooth center part with the back of head bun or snood. The softer pompadour look characterized the Gibson girl. The mobcap of the 1700's lasted well into the 19th century, especially among the working class for indoor wear. Simple straw boaters, or modified bonnets, were worn outdoors.

EASY LADIES' COSTUMES

BLOUSE: Use plain covered up round collared long-sleeved blouse (cotton, silk, or satin material). Plain, oval or round broach at the neck.

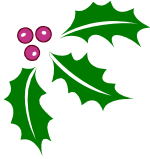
SKIRTS: Very full long skirt. Use a number of under-skirts or crinoline for the bell shape of mid-century. Later period skirts, less full, add bustle of same material.

SHAWLS: Used extensively for warmth throughout the period.

MOBCAP: Round piece of material edged with lace or self-hemmed elastic sewn in about 1 ½ - 2 inches from outer edge will draw piece into cap shape.

USEFUL WEB SITES FOR COSTUME IDEAS

tstitches.com gilliesandsaxxon.com costumegallery.com historyinthemaking.org



IMPORTANT!



We consider the wearing of costumes by our exhibitors very important. In all our publicity we mention the ambiance of our show... "an English country fair" ... "Victorian decorations" ... "vendors in charming 19th century costume"...etc. We have each exhibitor sign the NOTICE TO EXHIBITORS sheet stating that all rules are understood. Unfortunately, there are a few exhibitors who show up without a costume or wear only a few items. We need ALL exhibitors to be in FULL costume -- there are no exceptions to these rules. Please understand that if for some reason these rules are not met, you will be politely asked to exit the show and not return the next year without first making a \$200 costume compliance deposit. \$50 of this deposit will be returned every day the vendor (and his or her helper(s)) are properly costumed.

It is simply unfair to the show, attendees and other vendors who take time and effort on their costumes to be diminished by those who just don't care. Because of this, we have added a paragraph to our NOTICE TO EXHIBITORS...which must be signed by the exhibitor. We hope you understand that we take pride in our show's appearance and reputation and you should too -- it's what keeps people coming back year after year!

We'd like to give a big "THANK YOU" to those who are new to the show and follow the rules AND to all of those who continue, year after year, to show up in the proper costume! Let's make this year's show the one that's in 100% compliance. We look forward to seeing you all in November.

The Leisure Time Staff

EXHIBITOR BADGE LIST



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PLEASE RETURN ON OR BEFORE OCTOBER 27, 2009

SHOW DATES & HOURS		Company Name:	
THURSDAY, NOVEMBER 12	9 AM – 6 PM	Booth Holder Name:	
FRIDAY, NOVEMBER 13	9 AM – 6 PM	Booth Number:	
SATURDAY, NOVEMBER 14	9 AM – 6 PM	Telephone:	
SUNDAY, NOVEMBER 15	12 PM – 6 PM	Cell Phone:	

All exhibitors MUST have a name badge to be allowed into the show. You are allowed 2 Free Name Badges per booth; all others will be \$8.00 per badge. All lost badges will be replaced for a \$5 charge.

PLEASE TYPE OR PRINT LEGIBLY

BOOTH #	NAME ON BADGE (2 Free per Booth)	EXHIBIT NAME

Other working personnel charged the DISCOUNT MULTI-DAY PASS rate of \$8 each
Please include payment, due by October 27, 2009

NOTE: Any Multi-Day passes ordered after October 27, 2009 or purchased on Registration Day will be charged the full price of \$12 per pass.

Return (with Check or Credit Card Information if applicable) to: **Dickens Christmas Show & Festivals**
PO Box 332, Myrtle Beach, SC 29578
or fax to 843-626-1513

To pay by credit card, please complete information below:

Visa Mastercard American Express Discover

Cardholder Name: _____

Card Number: _____ Exp. Date: _____

Authorized Signature: _____



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**DO YOU PLAN TO DEMONSTRATE IN YOUR BOOTH
DURING THE SHOW?**

**ARE YOU INTERESTED IN EXTRA
FREE PUBLICITY AND COVERAGE?**

**WE ARE LOOKING FOR LIVE DEMONSTRATIONS TO FEATURE IN
LIVE TV, NEWSPAPER, AND RADIO COVERAGE.**

**If you would like to participate, please complete this form and return via
Fax: 843-626-1513, E-mail: dickensshow@sc.rr.com or Mail to:**

**28TH Annual Dickens Christmas Show
c/o Leisure Time Unlimited, Inc.
P.O. Box 332
Myrtle Beach, SC 29578**

Attention: Kelli Bates

Name _____

Address _____

Booth # _____

Phone _____

Email _____

Craft Demonstrating _____

History of Craft _____

How many years crafting _____

Do you have pictures that can be emailed? _____



A Few Tips To Help You Have A Great Show



- * Acknowledge costumers. Even a quick hello and a smile may invite a customer into your booth.
- * Listen to your customers – let them do the talking.
- * Please don't constantly eat and drink while working your booth.
- * Have business cards or flyers on the table for customers to pick up. Many times they will think about what they saw and decide it would be a great gift for someone or they found a great spot in their house for it. This way they can pick up the phone and call you.
- * Be in a costume that will draw attention to your booth. Put a little more effort into it. That may cause attendees to stop by your booth to comment on your costume and to see your wares.
- * Have a positive attitude – don't go from vendor to vendor complaining about different things. Attendees hear it, and it leaves a bad feeling with them.
- * Network with other vendors – ask questions – be flexible with them as well as your customers. You never know if that person may have a great lead for you or may even purchase your products.
- * Set goals for your booth and yourself prior to the show.
- * Be sure your booth display is working for you. If you're not having a great day, rearrange your booth and try something different. Every show is different with different people, sometimes change is a good thing.



Get The Most Out Of Your Booth Space



Design a booth that will attract people. Color coordinate it if possible. Lay a nice carpet. It will help your back and feet as well as those of the attendees. They get tired walking around on the concrete floors. Do not sit in the booth and read the newspaper or a book – you will look bored and the customers may not want to disturb you. You should act like you are having a good time. And the last suggestion I have for you would be not to put a table directly in front of the booth. You want your prospective customers to feel welcome to walk in and look everything over.

Just a few tips we have picked up that we thought we would share with you.

Have a great show and enjoy it.