



## MERCHANT FACT SHEET

**WHAT:** Junior League of Arlington's 27<sup>th</sup> Annual HOLIDAY MAGIC  
"Rock 'N Roll Christmas" 2009

Every year since 1983, thousands of North Texans flock to Holiday Magic, a multiple-day tradition, which features the Holiday Magic Gift Market with unique gifts from more than 100 exclusive vendors, the highly anticipated Ladies Fashion Show and Luncheon and other fun events for the whole family including the Teen Fashion Show and Children's Parties!

**WHERE:** Arlington Convention Center  
1200 Ballpark Way, Arlington, Texas 76011

### IMPORTANT

#### DATES:

Merchant Schedule:

Early Bird Applications Due	March 16
Merchant Applications Due	March 31
Approved Packets Mailed	April 30
Contracts & Payments Due	July 10
Merchant Move-in	November 4 - November 5
Holiday Magic Gift Market	November 6 - 8
Ladies Fashion Show/Luncheon	November 6
Merchant Move-out	November 8

### BOOTH

#### INFO:

The booth fee includes a draped booth with two chairs and signage. There are no additional charges such as commission fees on sales. However, any equipment needs (tables, carpet, electricity, labor, additional chairs, etc.) are available at reasonable rates. In the past, we have been able to provide limited assistance with loading and unloading vehicles, but this is not guaranteed! Booth placement will be on a first come-first serve basis, once all paperwork and full payment is received.

**PROCEEDS:** All monies raised throughout Holiday Magic are used to support the Junior League of Arlington's community projects and programs focused on children's issues and women's concerns.

**WHO:** The Junior League of Arlington (JLA) is an organization of women committed to promoting voluntarism, developing the potential of women and to improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Since 1982 the JLA has raised funds and promoted programs, services and opportunities for women's and children's issues in Arlington, Texas. For more information, visit [www.jlarlington.org](http://www.jlarlington.org).

**MORE INFO:** Contact [merchants@jlarlington.org](mailto:merchants@jlarlington.org) or visit [www.jlarlington.org](http://www.jlarlington.org).