



# Merchant Manual



Additional Merchant Information



JUNIOR LEAGUE OF  
**THE WOODLANDS**

Holiday Market  
November 18-21, 2021  
The Woodlands Waterway Marriott  
Hotel and Convention Center, The Woodlands, TX

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Junior League Holiday Market is organized and executed by a committee of more than 40 volunteers in Junior League of The Woodlands, Inc. (JLTW Inc.) and is the primary fundraiser for JLTW Inc., serving the area of North Harris and South Montgomery Counties. All proceeds from the event will go directly into the community to support JLTW Inc. programs, benefiting the communities in our surrounding area.

## CONTACT INFORMATION

The 2021 Holiday Market Merchant Chair is Whitney Sansotta and Assistant Chair is Laura Huff. These Chairs will be your point of contact, sending reminders for upcoming deadlines, answer any questions and provide updates for the show. Please contact us by phone or email. We strive to return all messages within 48 hours.

Junior League Holiday Market	888-SHOP-4JL	<a href="http://www.jlholidaymarket.org">www.jlholidaymarket.org</a>
Merchant Chair – Whitney Sansotta	303-882-2937	<a href="mailto:merchants@jltw.org">merchants@jltw.org</a>
Asst. Merchant Chair – Laura Huff	832-867-8214	<a href="mailto:merchants@jltw.org">merchants@jltw.org</a>
Building and Operations Chair – Cassie Dugue	713-898-5371	<a href="mailto:buildingandoperations@jltw.org">buildingandoperations@jltw.org</a>

## MERCHANT CHECKLIST

All forms will be sent to you electronically and are required to receive booth assignment.

- Merchant Application
- Merchant Contract, via email to [merchants@jltw.org](mailto:merchants@jltw.org)
- Proof of Insurance Intent, via email to [merchants@jltw.org](mailto:merchants@jltw.org)
- Payment in full received
- Move-In Preferences, due Oct 31<sup>st</sup>, [Online Form](#)
- Food Permit (if applicable), online application at [www.mctx.org](http://www.mctx.org)
- Freeman packet sent via email for booth equipment and storage requests
- Shopping Guide Ad, due October 15<sup>th</sup>, online payment [here](#)
- Social Media Spotlight form sent via email

# WELCOME

Junior League of The Woodlands proudly welcomes you to Holiday Market. This manual will guide you through the process of exhibiting at Holiday Market 2021. It outlines the logistics prior to and during the show and includes helpful hints to make Holiday Market a success. Please reference this manual for promotional information and ways to maximize your exposure at Holiday Market, as well as operational recommendations for smooth move-in, run of show, and move-out.

We look forward to hosting you and working with you to ensure a fantastic Holiday Market this November!

## GENERAL INFORMATION

### Show Dates/Shopping Hours

#### Thursday, November 18:

VIP Early Shopping	6:30 pm – 7:30 pm
Preview Party	7:30 pm – 10:30 pm

#### Friday & Saturday, November 19 & 20:

Strollers Welcome	2:00 pm – 6:00 pm
Photos with Santa Saturday	10:00 am – 5:00 pm

#### Sunday, November 21:

10:00 am – 4:00 pm

### Location

The Woodlands Waterway Marriott Hotel and Convention Center  
1601 Lake Robbins Dr, The Woodlands, TX 77380

### Website

[www.jltw.org](http://www.jltw.org)  
[www.jlthewoodlands.org/holiday-market](http://www.jlthewoodlands.org/holiday-market)

### Social Media



@JLHolidayMarket



@JLHolidayMarket

Please use **#JLHolidayMarket** on all social channels before, during, and after the show for any Holiday Market related posts.

# ABOUT

## About Junior League of The Woodlands

Junior League of The Woodlands, Inc. (JLTW) is a 501(c)(3) organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

***We believe effectively trained volunteers make our community a better place.*** We accomplish our mission by:

- ✓ Providing a motivating and supportive environment that stimulates members.
- ✓ Increasing our impact in The Woodlands and surrounding communities by effectively coordinating our resources with community needs.
- ✓ Maintaining financial stability through our endowed funds and fundraising events.
- ✓ Providing comprehensive training opportunities to develop volunteers to better serve the community.
- ✓ Communicating and promoting the organization's mission and historical significance to our membership and the community.
- ✓ Partnering with more than 150 agencies/organizations on average each year

JLTW reaches out to women of all races, religions, and national origins, who demonstrate an interest in and commitment to voluntarism. Our League currently numbers over 500 strong. We are women who work full-time, part-time, and in the home; single women, married women, and mothers. We are women who share diverse interests and backgrounds as well as a desire to improve our community through volunteer action and grant-making.

***Since the League's inception, we have given our community more than \$8 million in volunteer time and direct financial support.*** A significant source of those funds comes from fundraisers like Holiday Market.

## ABOUT HOLIDAY MARKET

Junior League Holiday Market is organized and executed by a committee of more than 40 volunteers in Junior League of The Woodlands, Inc. (JLTW Inc.) and is the primary fundraiser for JLTW Inc., serving the area of suburban North Houston. This upscale shopping extravaganza has been a fall tradition for nineteen years! With more than 120 specialty retailers and approximately 10,000 shoppers, the proceeds from Holiday Market support community projects sponsored by the JLTW.

Over the past six years alone, Holiday Market has helped to raise more than \$1.7 million to support our mission towards change in the areas of literacy, food insecurity, human trafficking, education, and the well-being and safety of women and children. By choosing to exhibit at Holiday Market you are helping to make a difference in The Woodlands and surrounding communities far beyond your time at The Marriott!

## HOTEL INFORMATION

For your convenience we have reserved a block of rooms at the event venue.

### The Woodlands Waterway Marriott Hotel and Convention Center

1601 Lake Robbins Drive

The Woodlands, TX 77380

281-367-9797

Room Rate of \$179 per night

**Book by phone:** 1-800-262-1509

**Book online:** [Marriott Waterway JLTW Reservation](#)

## EXHIBITING INFORMATION

	8 AM	9 AM	10 AM	11 am	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
<b>Wed, Nov 17</b>						Move-In									
<b>Thur, Nov 18</b>	Move-In											Preview Party			
<b>Fri, Nov 19</b>		General Admission													
<b>Sat, Nov 20</b>		General Admission													
<b>Sun, Nov 21</b>			General Admission							Move-Out					

### Move-In Hours

Wednesday, November 17<sup>th</sup>: 1:00 pm – 8:00 pm (Marriott Convention Center closes at 9:00 pm)

Thursday, November 18<sup>th</sup>: 8:00 am – 2:00 pm (set up completed by 5:00 pm)

### Show Hours

Thursday, November 18<sup>th</sup>: 6:30 pm – 10:30 pm (Preview Party)

Friday, November 19<sup>th</sup>: 9:00 am – 6:00 pm (Merchant restock 6:00 pm – 7:00 pm)

Saturday, November 20<sup>th</sup>: 9:00 am – 6:00 pm (Merchant restock 8:00 am – 9:00am)

Sunday, November 21<sup>st</sup>: 10:00 am – 4:00 pm

### Move-Out Hours

Sunday, November 21<sup>st</sup>: 4:00 pm – 8:00 pm

# BOOTH INFORMATION

## Booth Assignment Information

Booth assignments are made based on the following:

1. Booth preferences submitted online via the Merchant Move-In Preference Sheet
2. Needs of the show
3. Timely return of signed contract with full payment and valid certificate of insurance
4. Category distribution

Once your executed contract and full payment are received, you will receive an email with instructions for accessing the Merchant Move-In Preference sheet. Booth assignments will be sent via email from the Holiday Market Chair prior to Market. Please see the Holiday Market 2021 map for location.

Link to pay and submit move-in preference time: <https://www.jlthewoodlands.org/approved-merchants/>

## BOOTH REGULATIONS

Per your Merchant contract, all your goods, and displays **MUST** be inside of your booth space. **This means that you MUST be within your pipe and drape area.** JLTW reserves the right to customize booth space pricing or reconfigure booth dimensions if needed for event layout flexibility or fire code application.

1. Merchant's merchandise and display, including waterfalls, must stay within the limits of the purchased booth size **set forth by the poles and not the carpet.** We are working hard to maintain strict fire codes as set forth by the Fire Marshall. If a Merchant does not stay within Retailer's booth boundaries and has any merchandise or display materials extending into the traffic flow areas, the Merchant will be asked to remove the items. Merchant shall also comply with all fire codes and all other rules, regulations, codes, or statutes with respect to the installation, conduct, or disassembly of its exhibits.
2. Merchant shall not play any music or recordings of any sort (unless Merchant's product is music), and shall not make any sounds or noises which, in the sole judgment of JLTW, is disturbing and/or disruptive to other Merchants or those who attend *Junior League Holiday Market 2021*.
3. No lighted candles or open flames of any kind may be used in Merchant's booth for any reason or at any time during *Junior League Holiday Market 2021*. Due to the carpeting at the Marriott, **there will be no loose glitter or confetti allowed for use as decoration or display. If glitter or confetti is found to be used in a merchant's booth, a fee of up to \$500 will be charged to Merchant.**
4. Merchant is prohibited from having "last day" sales, "closing out" sales, "final day" sales, "show specials", or any other sale in which a portion of booth merchandise is sold at a lower price than the price established on the first day of the event.
5. Each booth will have (2) chairs, one (1) 6-ft. skirted table, one (1) trash can, a single outlet (triple and quads will have two outlets), a sign featuring your company name, booth number and (1) Wi-Fi login for use on one device will be included with booth rental.
6. **A packet from Freeman Exhibitor Services will be emailed to you containing additional information regarding your booth. The Marriott must know in advance if you require any special**

electrical outlets (e.g. 220v), phone line, Internet/computer line or water. (Please note - these services are ordered directly through the Marriott, not through the Junior League. If you wish to order any of these services for your booth, the Woodlands Waterway Marriott Exhibitor Form will be e-mailed with your Freeman Service Kit.)

## CONVENTION SERVICES - HIGHLIGHTS

Freeman Exhibition Services offers exhibit transportation, booth equipment and storage services. You will need to contact Freeman directly to use their services. **Please reference your Freeman packet emailed to you for additional details.** Discounted pricing ends November 4, 2021.

## FREEMAN

9258 Park South View, Ste 100  
Houston, TX 77051  
(713) 770-6750 fax (469) 621-5613  
FreemanHoustonES@freeman.com

### BOOTH EQUIPMENT

Each 10' x 10' booth will be set with (3) sides of 8' high white drape, one 6' x 30" white skirted table, two Limerick chairs, one wastebasket, one 500-watt outlet and a 7" x 44" identification sign. Booths 300 sq. ft or less will receive a one-line identification sign. Booths larger than 300 sq. ft may receive a one-line identification sign upon request.

### SHIPPING INFORMATION

Warehouse Shipping Address:

**Exhibiting Company Name / Booth # \_\_\_\_\_**

**Junior League Holiday Market Nov 2021**

C/O: Freeman/ Jetco

3010 Aldine Bender Rd

Houston, TX 77032

**MUST BE DELIVERED BY NOVEMBER 12, 2021**

Marriott Shipping Address:

**FREEMAN / Exhibiting Company Name / Booth #**

**Junior League Holiday Market Nov 2021**

C/O: Freeman

The Woodlands Waterway Marriott Hotel

1601 Lake Robbins Dr

The Woodlands, TX 77380-1162

**CANNOT BE DELIVERED BEFORE NOVEMBER 18, 2021**

Freeman will accept crated, boxed or skidded materials beginning Monday, October 19, 2021, at the above address. Material arriving after November 12, 2021 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 am - 3:30 pm. If required, provide your carrier with this phone number: (713) 770-6750.



## FREEMAN EXHIBIT TRANSPORTATION

(800) 995-3579 Toll Free US & Canada or +1 (512) 982-4187 or +1 (817) 607-5183 Local & International Shipping Services or fax +1 (469) 621-5810 or email [exhibit.transportation@freeman.com](mailto:exhibit.transportation@freeman.com)

**ONLINE:** <https://www.freemanco.com/store/show/landing?nav=02&showID=505615&review=true>

To place online orders, you will be required to enter your unique Username and Password. If this is your first time to use Freeman Online, click on the "**Create an Account**" link. You can also download and use the Freeman Online Mobile App from the Apple or Android store, or here: [folmobile.freemanco.com](http://folmobile.freemanco.com). A mobile web version is available to extend mobile use for those users that do not have Apple or Android devices or who do not want to download the app.

## EXHIBITOR ASSISTANCE

Call Freeman's Exhibitor Services department at (713) 770-6750 with any questions or needs you may have.

## 2021 MOVE-IN PROCEDURES AND SCHEDULE

Move-in times will be staggered based on booth size, type of vehicle and your individual requests. If you did not provide a move-in preference, a time will be assigned to you. **Assigned day and time will be emailed to you by mid-October.** Any questions regarding move-in time or the move-in process should be addressed to Whitney Sansotta at [merchants@jltw.org](mailto:merchants@jltw.org). **Scheduled times are for check-in and unloading only; Merchants still have the remainder of the scheduled move-in hours to set up their booth display.**

**In order to ensure that move-in is efficient for all Merchants, we appreciate your cooperation in adhering to the policies below. Please review the following procedures prior to the show. They will be strictly enforced during move-in.**

- **Each Merchant must check-in at the Merchant Registration Desk in the Merchant Lot area which is located at the East of Waterway Ave. between Woodlands Pkwy. and Timberloch Pl.** Once checked in, you will receive your Move-In Packet along with your place card to be placed on your dashboard, allowing your vehicle access to the loading dock.
- Each Merchant will have a scheduled time to unload his or her vehicle(s) or trailer(s) and will be **limited to (1) hour** of unloading time in the Marriott loading dock area. Once unloaded, your vehicle will need to exit the loading dock area and be parked in the Staging Lot. You may then walk back across to the Marriott to resume your booth setup.
- Merchants will not be allowed to unload materials at the docks outside of their scheduled move-in time.
- All Merchant personnel **must** always wear a show badge (badges will be provided at check-in).
- If a Merchant misses their scheduled move-in time, they will be allowed to unload as space becomes available, first-come, first-served.
- During move-in, no carts or dollies will be provided. If you would like to contract for move-in assistance, contact Freeman (713-770-6750) for a quote on the cost of this service. Also note, that for insurance reasons, Junior League volunteers will not be able to assist moving or unloading items.
- All vehicles must be removed from the loading dock promptly upon completion of unloading or at the end of their scheduled move-in time and to the pre-arranged merchant parking area at the Staging Lot.
- Booth set up will begin after your vehicle has been moved to the Staging Lot parking area.

- If additional time is needed, please contact our Merchant Chair, Whitney Sansotta.
- Once you have completed unloading, parking is available in the Overnight Lot area, which is the SAME lot used for check-in/Staging. All vehicles must be parked in the designated Merchant Overnight Lot or the Marriott Parking Garage.
- All vehicles and trailers must have a booth number sign (provided at the Merchant Registration Desk during check-in) in the window at **ALL** times throughout the week of the show or they will be towed at owner's expense.
- You may continue to work on your booth, but no move-in traffic will be allowed, and the loading dock will be closed after 3:00 pm on Thursday, November 18<sup>th</sup>.
- The show floor will be open for complete booth set up from 1:00 pm to 9:00 pm on Wednesday and from 8:00 am to 5:00 pm on Thursday. Your booth will need to be completely set up by 5:00 pm on Thursday for Preview Party starting at 6:30 pm for VIP shoppers.

**FULL payment for booth must have been received by October 1<sup>st</sup>.**

### **MERCHANT MOVE-IN/MOVE-OUT HOURS**

Wednesday, November 17<sup>th</sup>  
1 pm – 8 pm

Thursday, November 18<sup>th</sup>  
8 am – 2 pm

Sunday, November 21<sup>st</sup>  
4 pm – 8 pm (move-out)

**Please be sure to bring your own dollies or equipment to unload your vehicles.**

**JLTW, Freeman Services and Marriott Hotel and  
Convention Center are not responsible for  
providing such equipment.**

## **MERCHANT LOT/PARKING**

### **Merchant Check-In**

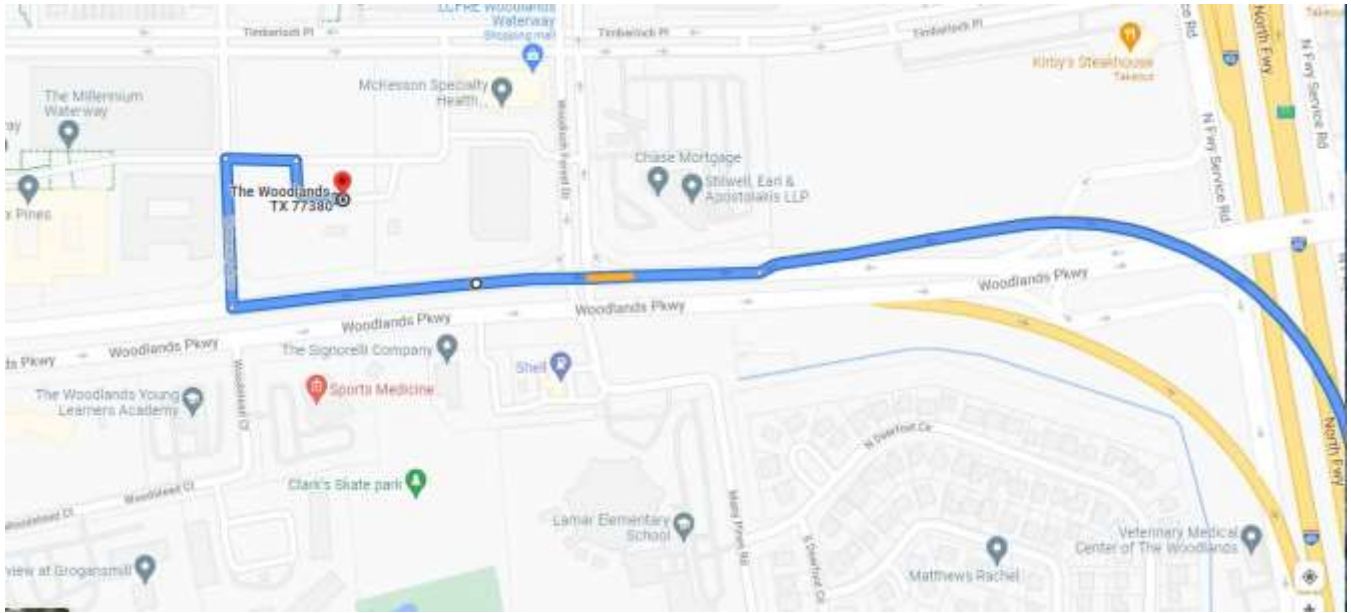
#### **From Houston:**

1. I-45N toward Dallas
2. Take Woodlands Pkwy Exit 76B (flyover)
3. Turn Right on to Waterway Ave (.3 Miles)
4. Immediate Right into "Merchant Lot"
5. \*\*Note – Do not turn Right onto Woodloch Forest Dr.

#### **From 290:**

1. On 290, take exit Sam Houston Tollway N
2. On Sam Houston Tollway N, take exit I-45N toward Dallas
3. Take Woodlands Pkwy Exit 76B (flyover)
4. Turn Right on to Waterway Ave (.3 Miles)
5. Immediate Right into "Merchant Lot"
6. \*\*Note – Do not turn Right onto Woodloch Forest Dr.





**Directions to and from the loading docks will be provided at check-in.**

## **INSURANCE INTENT**

Per the Merchant Contract, each Merchant is required to purchase his/her own liability insurance coverage for your operations during your participation in Holiday Market 2021. JLTW shall have no responsibility or liability for any loss or damage the Merchant may suffer to its property or merchandise. Proof of liability insurance coverage, issued by a Texas licensed insurance company, is required by the Marriott.

## **SHOW BADGES REQUEST AND POLICY**

All Merchants will be required to wear the official **Holiday Market 2021** show badges at all times from move-in through tear-down while at the Marriott Hotel and Convention Center. The badges will be provided to each Merchant at check-in. Badges will also be necessary for entry to into the Merchant Hospitality Room for any meals or snacks provided by JLTW.

Badges will be provided on the following basis:

- Single booths will receive two (2) badges
- Oversized booths and double booths will receive three (3) badges
- Triple booths will receive five (5) badges
- Quadruple booths or larger will receive (7) badges

**Any additional or replacement badges must be purchased by Merchant for \$12 each by November 14, 2021**

through the Holiday Market Chair.

## TREASURY POLICIES AND PROCEDURES

The following are the treasury policies and procedures for **Holiday Market 2021**. Please read through them carefully.

**Merchants are responsible for their own start-up cash.** JLTW will not provide Merchants with change for their start-up cash.

1. Retailers must furnish their own cash box, receipts or other cash controls.
2. Retailers must supply their own charge-card equipment and supplies.
3. Although the Holiday Market Committee has arranged for security guards to be available during the entire show, we are not responsible for your cash or receipts at any time.
4. For your convenience, an ATM is available on the first floor of the Marriott, close to the Hotel concierge.
5. The Holiday Market Treasury cannot cash personal checks.

## MERCHANT CASH EXCHANGE POLICY

Change making during the Market will be available through our Merchant bank. Detailed procedures and hours will be provided at check-in.

- Change runners are available on the Friday, Saturday and Sunday of Market.
- Change runners will not be available at Preview Party so please plan accordingly.  
If change is required, your booth representative must provide a signature confirming the amount provided to the change runner and provide a second signature confirming the amount provided back to your booth representative from the change runner.
- Change runners will provide coin rolls as indicated on the change request form; however, they will not accept any loose change from booth representatives.
- Change runners will not change up (i.e. exchanging smaller bills for larger bills).

## CREDIT CARDS

Credit card machines often decide to act up when you are away from home. Please remember to bring your bank's phone number with you to the show and be sure to present your credit card machine with all the correct bank numbers before you leave home. Please see the information sheet from the Marriott and contact the Marriott's Event Technology Department if you have any questions about the compatibility of your machine with the phone lines in the convention center. **WE HAVE BEEN ADVISED THAT WIRELESS MACHINES CANNOT BE RELIED UPON INSIDE THE CONVENTION CENTER. FOR QUESTIONS OR CONCERNS, PLEASE CONTACT THE MARRIOTT'S EVENT TECHNOLOGY DEPARTMENT.**

## TEXAS SALES TAX

When doing business in The Woodlands Township, and more specifically sales made during the tradeshow at The Woodlands Waterway Marriott and Convention Center, a sales tax rate of 8.25% applies. When filing your sales tax return please allocate 6.25% to the State of Texas, 1% to The Woodlands Township (5170503), and 1% to The Woodlands Township Economic Development Zone (5170629).

For any questions regarding sales tax permits or sales tax information, please contact The Texas State Comptroller's Office at 1-800-252-5555. For any questions about The Woodlands Township, please contact Patti Graham at (281) 210-3488, or by email to [pgraham@thewoodlandstowship-tx.gov](mailto:pgraham@thewoodlandstowship-tx.gov).

## FOOD & BEVERAGE PERMITS

All Merchants are required to follow the guidelines outlined in the contract, including those pertaining to food and beverages. Any food and beverage Merchant providing product samples is required by the Montgomery County Department to obtain a Health Permit. Please review and complete the Health Permit form ([link below](#)) and return it to the Montgomery County Environmental Health Services Department.

Website: [www.mctx.org](http://www.mctx.org)

Under Online Services at the top of the page click on the "Apply for Permit" link and then click on the "Food Establishment Permit" link on the left side of the page. Once you have reached the Environmental Health Services page, select the "Temporary Event Application" link towards the middle bottom of the page.

## AWARDS

We encourage you to join in the festive atmosphere and decorate your individual booth space with the colors and excitement of the season! There will be a competition for the best decorated booth and "best overall" decorated booth. Our judges will happily award the winning booths a discount coupon for booth space for next year's Junior League Holiday Market 2022. Please note that nothing can be hung from the drape.

## MARKET BUCKS – DRIVE TRAFFIC TO YOUR BOOTH

Market Bucks is an opportunity for shoppers to purchase gift certificates to participating retailers at half price. This promotion quickly sells out every year and helps generate traffic to your booth.

**How it works:** To create an ample supply for our shoppers and generate excitement and traffic to our retailers, **we are requiring all retailers to provide at least two \$25 gift certificates** (Market Bucks). These gift certificates are redeemable ONLY during Holiday Market 2021, November 18-21, 2021. JLTW will print the certificate and send a picture copy via email to each retailer for recognition when redeemed by shopper. Each box will contain two \$25 gift certificates from two different retailers. The two certificates will be placed into sealed boxes, which will be sold by JLTW volunteers during the show. Certificates will specifically state they cannot be

combined.

**The advantage for Retailers...**

- ✓ Shoppers with gift certificates often spend more money than the value of their certificate.
- ✓ Increases traffic and builds awareness with shoppers who may not have otherwise visited your booth.

**The advantage for shoppers...**

- ✓ The value of the gift certificates is at least two times greater than the cost of a Market Bucks envelope.
- ✓ The ability to choose the category of merchandise that interest them before purchasing the Market Bucks box.