

LES  
GRANDS

BALLETS CANADIENS DE MONTRÉAL

GRADIMIR PANKOV ARTISTIC  
DIRECTOR

presents



# The Nutcracker Market

2011 EDITION

From November 24 to December 4, 2011  
Palais des congrès de Montréal

NEW EXHIBITOR' APPLICATION FORM





## PLEASE, SELECT THE DIMENSION OF YOUR BOOTH

### REGISTRATION BEFORE JULY 1<sup>ST</sup>, 2011

---

- 10' x 10' : \$2,400 + taxes = \$2,734.20
- 10' x 20' : \$2,900 + taxes = \$3,303.83
- 10' x 30' : \$3,400 + taxes = \$3,873.45
- Corner booth (10' x 10')\* : \$2,900 + taxes = \$3,303.83
- Corner booth (10' x 20')\* : \$3,400 + taxes = \$3,873.45
- Corner booth (10' x 30')\* : \$3,900 + taxes = \$4,443.08

### REGISTRATION AFTER JULY 1<sup>ST</sup>, 2011

---

- 10' x 10' : \$2,500 + taxes = \$2,848.13
- 10' x 20' : \$3,000 + taxes = \$3,417.75
- 10' x 30' : \$3,500 + taxes = \$3,987.38
- Corner booth (10' x 10')\* : \$3,000 + taxes = \$3,417.75
- Corner booth (10' x 20')\* : \$3,500 + taxes = \$3,987.38
- Corner booth (10' x 30')\* : \$4,000 + taxes = \$4,557.00

\* Given that the number of corner booths is very limited (approximately 12), it is strongly recommended that you register as early as possible; reservations are treated on a first-come, first-served basis. Should there be no more spaces available, exhibitors will be placed on a waiting list, subject to cancellations.

## PAYMENT

Payment will not be processed if your application is not accepted.

### REGISTRATION BEFORE SEPTEMBER 1<sup>ST</sup>, 2011

---

- Payment of a 1st \$500 deposit

If your application is accepted, the balance must be paid before October 1, 2011.

### REGISTRATION AFTER SEPTEMBER 1<sup>ST</sup>, 2011

---

- Payment for the total bill

### METHOD OF PAYMENT

---

- Credit card
  - Visa
  - Mastercard

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Signature : \_\_\_\_\_

- Cheque made payable to: Les Grands Ballets Canadiens de Montréal



## REGULATIONS

### SHARING OF THE BOOTH

The booth may be shared provided that the two exhibitors are approved by the selection committee. The logos of the two exhibitors will thus appear on the same booth sign.

### LOCATION OF BOOTH

You will be given a number according to the order of registration forms received, so as to maintain your priority regarding choice of location. The final floor plan will be sent to you in the fall, at which time you will make your **first three choices**.

The promoter will do his best to grant one of these three choices. The last 20 exhibitors to register will be assigned a location by the promoter, who will attempt to distance exhibitors selling the same type of products.

### SALE OF PRODUCTS

- Exhibitors must sell only those products for which they are known, and for which they were selected.
- Previous exhibitors must add **each year a new product or line/collection**.
- **The price of products must be clearly indicated.** Exhibitors, however, are free to decide on their own pricing policies. GBCM shall bear no responsibility for any possible closing-down sale by an exhibitor.
- Each transaction must be invoiced, and all bills of sale must be preserved until December 20, 2011; the promoter reserves the right to verify them after the event.

### REMITTANCE OF 10% OF SALES

**Daily Sales Report Forms** (provided by the promoter) **must be completed each morning by the exhibitor**, before the opening of the Market, and ready to be signed by a representative of the Market. This form must be returned to the promoter on the last day of the event, before your departure.

At the end of the Market, an invoice for **10% of sales plus tax** made during the event will be sent to you. Payment must be made by **cheque, payable to Les Grands Ballets Canadiens de Montréal, no later than December 20, 2011. After this date, late payment charges will be made.**

All transactions must be invoiced and recorded for the duration of the event. The promoter reserves the right to request these records for verification purposes. Fraudulent records will result in a permanent ban from subsequent editions of the Market.

### PRESENCE AT THE BOOTH

Exhibitors must ensure that their booths are manned **continuously throughout the event, including the opening cocktail party**, from November 23 to December 4, 2011, **during the business hours of the Market**. A penalty of \$100 per day will be charged in the event of absence or repeated lateness by exhibitors or their staff.

By signing this form, I agree to participate as an exhibitor in the 2011 edition of the Nutcracker Market, and to abide by the above-mentioned regulations, in particular to remit 10% of all sales made during the event to the GBCM before December 20, 2011.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_



# The Nutcracker Market

## LIST OF DOCUMENTS TO BE PROVIDED:

- Completed **APPLICATION FORM**;
- **COMPANY MEDIA KIT** including:
  - Short description of the company
  - List of the products you would like to offer with price range (for reference only)
  - Biography of creator(s)/founder(s) (if relevant)
- **PHOTOS of product(s)** to be displayed (**HIGH RESOLUTION, EPS or JPG, 1 Mo**) for promotion (website, brochure, etc.) on CD or by e-mail;
- **LOGO** of the company (**HIGH RESOLUTION, EPS or JPG, 1 Mo**) for promotion (website, brochure, booth sign, etc.) on CD or by e-mail;
- **PAYMENT** of the \$500 deposit (or of the total bill if application sent after September 1, 2011).  
**The payment will not be processed if your application is not accepted.**

Please, send all required documentation along with your payment to the following address:

Les Grands Ballets Canadiens de Montréal  
The Nutcracker Market  
4816, rue Rivard  
Montréal (QC) H2J 2N6  
by fax: 514 849-0098  
or by e-mail to: [asalina@grandsballets.com](mailto:asalina@grandsballets.com)

## IMPORTANT DATES

### APRIL 1, 2011

---

- 1st selection phase.

### JULY 1, 2011

---

- Deadline to apply for The Nutcracker Market **at the preferential rate**;
- 2nd selection phase.

### SEPTEMBER 1, 2011

---

Deadline to receive all required application documents (including payment) **for exhibitors who wish to be included in the promotional campaign.**

### SEPTEMBER 2011 (DATE TBC)

---

Press conference.

### OCTOBER 1, 2011:

---

- **Final deadline** to apply to the Nutcracker Market and to submit all required documents (including payment);
- 3rd and final selection phase.

### NOVEMBER 23, 2011

---

Nutcracker Market Pre-Opening (**in-booth presence of exhibitors required**):

- 4:30 p.m. – 5:30 p.m.: (TBC)
- 5:30 p.m. – 8 p.m.: Opening Cocktail and Pre-Sales Evening (TBC)

### NOVEMBER 24 TO DECEMBER 4, 2011

---

Nutcracker Market

### DECEMBER 20, 2011:

---

Deadline to pay GBCM 10% of sales revenues generated at the Nutcracker Market, in benefit of The Nutcracker Fund.