



THE WILLOWDALE STEEPLECHASE 2012
Sunday, May 13, 2012
VENDOR APPLICATION

Business Name: _____
Address: _____
City, State, Zip: _____
Contact: _____
Telephone: _____ Fax: _____
Email: _____ Website: _____
Type of Business: _____
Description of Products:

We will make every effort not to have too many duplicates in product mix. Therefore, please submit your application early, we will assign tent space on a first come, first served basis. Returning vendors will get consideration.

NOTE: All vendors are required to provide a Certificate of Insurance naming The Willowdale Steeplechase as additionally insured. Certificate **must** be mailed or faxed to the Steeplechase office and received by April 25th.

** Vendors will receive one vehicle parking pass and four admission tickets. Additional passes may be requested and will be given on a case by case basis.

COST

_____ \$350 per space inside tent
_____ \$400 per space outside of tent

Includes space for (1) 8' table, (1) 6' table, (2) chairs, (1) parking pass, (4) admission tickets. No parking at the tent. Set up must be complete by 9:30 a.m.

PAYMENT

Total enclosed \$ _____ () My check is enclosed.
() Bill to my: () Visa () Mastercard () American Express

Card Number







Exp. Date

Signature (required)

() Yes, I want to donate an item for the Preview and Mardi Gras auction on March 9th.



2012 Vendors in the Shops at Willowdale Tent will receive:

-  10'x 12' space for merchandise*
-  One 6' and one 8' table
-  Two Samsonite Chairs
-  Four Exhibitor Passes
-  Recognition in the Race Day Program**
-  Listing on the Willowdale Website**

** The Willowdale Steeplechase is not liable for damages incurred to merchandise.*

*** Exhibitor forms must be received prior to April 15 to be listed in the program and on the website.*

The gate will open for vendors at 7:00 a.m. and we encourage you to arrive early as possible. In order to have the Shops at Willowdale running efficiently by race time, we ask that set up be completed by 11:00 a.m. and not disassembled before 5:00 p.m.

Checks are to be made payable to **The Willowdale Steeplechase, Inc.** Please include the signed form along with your check or VISA/Mastercard information and mail it by April 1, 2012.

Please remember that space is limited so reserve your place early. If you have any questions, please call the Steeplechase office at 610-444-1582.

DEMOGRAPHIC INFORMATION ON WILLOWDALE ATTENDEES

Based on a recent survey of parking patrons

INCOME:

20% have household income over \$200,000

33% have household income between \$150,000 - \$250,000

EDUCATION:

89% are college graduates

40% hold graduate degrees

AGE:

40% are between 35 – 50 years old

24% are between 50 – 60 years old

24% are 60+

Shopping at the vendor tent ranked in the top five activities for race attendees!