



# SHIPSHEWANA FLEA MARKET

Flea Market • Antique Auction • Livestock Auction • Horse Auction • Antique Gallery • Farmstead Inn • Auction Restaurant

## IMPORTANT! 2010 Vendor Advertising Form PLEASE RETURN

**THIS FORM MUST BE COMPLETED & RETURNED BY FEB. 15, 2010 BEFORE MAY PASSES WILL BE ISSUED.**

*Don't miss your chance to be included in the 2010 Flea Market Guide as well as our other advertising opportunities!*

Please fill out both sides of this form completely and return it to the flea market office no later than February 15, 2010.

All vendors receive a FREE listing in the Flea Market Guide - BUT YOU MUST FILL THIS OUT AND RETURN IT. The more vendors and merchandise listed in the Guide, the better we can serve the customer and YOU by directing visitors to your booth!

Business Name: \_\_\_\_\_ Space #: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Indiana Sales Tax #: \_\_\_\_\_

### FLEA MARKET GUIDE LISTINGS All vendors need to fill out this section!

All vendors will get 1 Category listed in the Flea Market Guide for **FREE**, so it is **to your advantage to fill it out!** If you want to pay to be listed under any other categories in the Flea Market Guide, fill in the blanks and check the boxes next to them. It is \$75 per additional listing, unless you get a free listing with the purchase of a display ad (see back for details).

Additional Listing (\$75)

Category: \_\_\_\_\_  
*(only use categories from list on the right)*

Space Numbers: \_\_\_\_\_

Products Sold: 1. \_\_\_\_\_  
*(List three products you sell pertaining to this category)* 2. \_\_\_\_\_  
3. \_\_\_\_\_

**FREE LISTING!**

Category: \_\_\_\_\_  
*(only use categories from list on the right)*

Space Numbers: \_\_\_\_\_

Products Sold: 1. \_\_\_\_\_  
*(List three products you sell pertaining to this category)* 2. \_\_\_\_\_  
3. \_\_\_\_\_

Additional Listing (\$75)

Category: \_\_\_\_\_  
*(only use categories from list on the right)*

Space Numbers: \_\_\_\_\_

Products Sold: 1. \_\_\_\_\_  
*(List three products you sell pertaining to this category)* 2. \_\_\_\_\_  
3. \_\_\_\_\_

FREE with my ¼, ½, or full pg display ad

Category: \_\_\_\_\_  
*(only use categories from list on the right)*

Space Numbers: \_\_\_\_\_

Products Sold: 1. \_\_\_\_\_  
*(List three products you sell pertaining to this category)* 2. \_\_\_\_\_  
3. \_\_\_\_\_

Additional Listing (\$75)

Category: \_\_\_\_\_  
*(only use categories from list on the right)*

Space Numbers: \_\_\_\_\_

Products Sold: 1. \_\_\_\_\_  
*(List three products you sell pertaining to this category)* 2. \_\_\_\_\_  
3. \_\_\_\_\_

### CATEGORIES

*Pick categories below and use them to fill out the information on the left.*

- Antiques & Collectibles
- Arts & Crafts
- As Seen on TV
- Auto/RV/Cycle
- Bags & Luggage
- Bed & Bath
- Books & Education
- Candles
- Cards
- Cell Phone Accessories
- Cleaning Products
- Clothes
- Coats & Jackets
- Cosmetics
- Dollar Items
- DVDs, CDs & Video Games
- Electric Scooters
- Electronics
- Eye Glasses
- Fabric & Material
- Flags & Windsocks
- Food
- Footwear & Shoes
- Furniture
- Games & Puzzles
- Gifts & Accessories
- Health & Beauty
- Home Decor
- Jewelry
- Kitchen
- Lawn & Garden
- Perfume & Cologne
- Personalized Items
- Pet Supplies
- Pictures & Frames
- Plants & Flowers
- Produce
- Red Hat Items
- Scrapbook Supplies
- Signs
- Silk Flowers
- Spices & Herbs
- Sporting Goods
- Sunglasses
- Tools & Hardware
- Toys & Dolls
- Watches & Clocks
- Suggest a Category: \_\_\_\_\_

*Management has final decision on categories*

## Flea Market Guide

- Additional Item Directory Listing - \$75.00**  
Includes business name, space number and lists three products you sell.
- 1" Small Ad - \$115.00**
- 2" Medium Ad - \$230.00**
- 3" Large Ad - \$345.00**
- ¼ Page Ad - \$465.00**  
Includes 1 additional category listing in *Guide*
- ½ Page Ad - \$785.00**  
Includes 1 additional category listings in *Guide*
- Full Page Ad - \$1310.00**  
Includes 1 additional category listings in *Guide*
- Inside Front Cover or Inside Back Cover - \$1610.00**  
Full color ad, plus 1 additional category listings in *Guide*
  - Full process color available on a limited amount of half page and full page ads for an additional \$300 per ad.
  - 10% discount on ¼, ½, & full page *Guide* ads if paid in full by **January 31, 2010**.
  - Include your space # in your ad.
  - Art work for ad should be sent in with payment.

All vendors will get one FREE listing in the guide. If you get a display ad, this can go under a different category than your free listing. Please specify that here.  
(Choose from category list on front side.)

Display Ad Category: \_\_\_\_\_

## Parking Ticket Coupons

We will have coupons on the back of parking tickets available for you to promote your business. There is limited space available on these tickets. This is a great way to get your booth to stand out! Call Sara to ensure your space: 260-768-4129. The first 12 vendors will be accepted.

**\$100 per coupon**

Business Name: \_\_\_\_\_

Booth #: \_\_\_\_\_

Coupon Value & Terms: \_\_\_\_\_

Expires: \_\_\_\_\_

Must be valid at least from Memorial Day thru Labor Day

*You coupon will be printed on approximately 6,000 parking tickets.*

SAMPLE COUPON Actual Size

**FREE Happy Salt**  
with \$25 purchase at **Booth #715**  
**Shipshewana Spice Co.**

Valid only at the above named vendor of Shipshewana Flea Market. One coupon per customer. Not valid with other offers. **Expires October 21, 2010**

## Directory Map Signs

There are large directory maps of the flea market by 13 of the main entrance gates into the flea market. These maps are used to help guide people through the flea market. Within these maps we have allowed space for vendors to advertise. The advertisements will be for the entire season and your ad will be placed on all 13 maps. Ads will be designed by our staff.

### Choose # of Blocks

- 1 block (5" x 2.5") - **\$75**
- 2 blocks (10" x 2.5") - **\$125**
- 4 blocks (10" x 5") - **\$225**

**Limited Space Available!**



## TV Monitor Ads

A large flat screen monitor has been set up at Carry Out A in the flea market to play rotating ads describing products and activities in the market. Each advertisement will be 30 seconds in length and can include a combination of video, still images, and text to promote your product/booth. Ads will be designed by our staff. (Ads also play in the Auction Restaurant.)

Choose one of the following options:

- Pay on a month to month basis: \$45.00 per month, \$20.00 set up charge\*.
- Pay by **Feb. 15, 2010** and receive all 6 months for **\$150.00** plus a set up charge of \$10.00\*.



\*There is no setup fee if you use the same ad as last year, with no changes.

## Website Link

- All vendors in the Flea Market Guide, will be listed on our website. You may add your website link or e-mail for **\$15.00**.

### 2010 Advertising Balance Due

Guide Listings # _____ x \$75 =	\$ _____
*Guide Display Ad	\$ _____
Parking Ticket Coupons	\$ _____
Directory Map	\$ _____
*TV Monitor	\$ _____
Website Link	\$ _____
<b>Total Amount Enclosed</b>	<b>\$ _____</b>

\*Discounts may apply if paid by a certain date.

For advertising questions contact Sara at 260-768-4129 or sara@tradingplaceamerica.com, Mon - Fri, 7am - 5pm.  
Any other Flea Market questions please contact Michael in the Flea Market Office 260-768-4129, Mon - Fri, 8am - 4pm.

PO Box 185 • Shipshewana, IN 46565 • Ph 260) 768-4129 • Fx 260) 768-7041 • www.ShipshewanaFleaMarket.com