



Dear Artisan/Exhibitor,

Become part of ACT's **First Annual Main Street Market Place**. Throughout July and August, downtown Torrington will close off Main Street and set up a European style open air market place. Fresh fruit and vegetable stands, artisan/exhibit booths, local restaurant vendors, and jazz musicians will line the streets from **5:00-9:00 p.m.** each **Thursday evening**.

This is your chance to become part of the thriving downtown scene. Join the **Exhibitor Showcase** and expand your clientele, promote your business, and gain exposure and recognition throughout the region. You can participate for the full nine weeks or choose selected dates that are the most convenient to you. You can also share a booth with a fellow artisan. Perks of participating in Main Street Market Place include meeting with local city officials, business owner, other artisans and the inclusion in promotional materials, such as press releases, radio spots, E-Blasts from local organizations, and free advertising space in the market place program guide.

Outdoor markets and fairs have always thrived in Torrington, attracting tourists from the Northwest Corner, New York, Massachusetts, and beyond. The historic, Art Deco downtown creates a welcoming and intimate atmosphere to enjoy the long summer nights with family and friends. While in town, many visit and dine at the numerous downtown hot spots, including the *Michelle's Coffee House*, *The Cambridge House Brew Pub*, *Warner Theatre*, *Artwell Gallery*, *Studio 59*, the *Nutmeg Conservatory for the Arts*, *Trinity Arts Series*, the *Hotchkiss Flyer House*, and the *Torrington Library*. We hope that you'll join us for this one-of-a-kind event and make us a part of your summer!

Enclosed is an information sheet regarding the **Exhibitor Showcase**. Please contact Julia or Jessica at [artisanbazaar@yahoo.com](mailto:artisanbazaar@yahoo.com) if you have any questions.

Best regards,

*The Arts and Culture Commission of Torrington*

Main Street Market Place  
**Exhibitor Showcase**

*Where everything's waiting for you...*



**Exhibitor Information**

1 DAY EXHIBITOR RENTAL	2 DAY EXHIBITOR RENTAL	4 DAY EXHIBITOR RENTAL	SEASON EXHIBITOR RENTAL
\$75.00	\$140.00 (YOU SAVE \$5.00 PER DAY!)	\$275.00 (YOU SAVE \$6.25 PER DAY!)	\$500.00 (YOU SAVE \$12.50 PER DAY, PLUS 1 DAY FREE!)
<ul style="list-style-type: none"> <li>Exhibit tent;</li> <li>Listing in program book and listing on discovertorrington.com</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit tent;</li> <li>1/8 page ad in program book and listing on discovertorrington.com</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit tent;</li> <li>1/4 page ad in program book and listing on discovertorrington.com</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit tent;</li> <li>Priority booth placement (First come, first serve basis);</li> <li>1/2 page ad in program book and listing on discovertorrington.com</li> <li>Mention in event marketing materials when available.</li> </ul>

**Main Street Market Place** is a European-style, open air market featuring fresh produce, exhibitor booths, live music, outdoor dining, street performers, and an en plein air invitation for area artists to paint on the street and display their wares.

**When is Main Street Market Place?**

Every Thursday night starting July 1<sup>st</sup> through August 26<sup>th</sup> from 5:00-9:00 p.m. (Main Street will be closed from the intersection of Water Street North to Mason Street.

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|-------------------------------|---------------------------------|
| Thurs., July 1 <sup>st</sup>  | Thurs., August 5 <sup>th</sup>  |
| Thurs., July 8 <sup>th</sup>  | Thurs., August 12 <sup>th</sup> |
| Thurs., July 15 <sup>th</sup> | Thurs., August 19 <sup>th</sup> |
| Thurs., July 22 <sup>nd</sup> | Thurs., August 26 <sup>th</sup> |
| Thurs., July 29 <sup>th</sup> |                                 |

**Each Exhibitor Booth Includes:** A 10x10 tent and exhibitor sign. ACT will be responsible for set-up and break-down of tents.

**Inclement Weather Policy:** There are no rain dates or refunds for missed days due to inclement weather for this event. When possible, ACT will make every effort to accommodate exhibitors whose original scheduled dates were cancelled due to inclement weather.

**Event Cancellations:** Exhibitors will be notified of cancellation via email at least 2 hours prior to event start time. It is the responsibility of all exhibitors to provide ACT with a working email address and other contact information. Exhibitors are also responsible for checking to see whether or not an event date is cancelled by going to [www.discovertorrington.com](http://www.discovertorrington.com)

**Exhibitor Date Change:** Exhibitors must contact the ACT exhibitor coordinators (Julia or Jessica) 2 weeks prior to their event date, should they need to change their exhibitor date. While ACT will make every effort to reschedule exhibitor dates, there is no guarantee of being able to accommodate exhibitor date changes.

**Booth Registration Deadline: May 3, 2010**

A 50% deposit is required at signing with remaining balance due by May 3<sup>rd</sup>. Checks made payable to: City of Torrington with "Main Street Market Place Exhibitor" in memo line.

If you are interested in participating in Main Street Market Place, please email Julia or Jessica at [artisanbazaar@yahoo.com](mailto:artisanbazaar@yahoo.com)

Include in your email the following: full name, telephone number, email address, exhibitor date(s) of interest, and a brief summary of what your exhibitors booth will consist of.