

## BIG NEWS!

The STMA Women of Today fall craft show is MOVING to a bigger, better location! It will now be held at the (new) St. Michael – Albertville High School, 5800 Jameson Ave NE, St. Michael, Minnesota 2.4 miles west of Middle School West, the location of our past shows.

The new location offers many more parking spots (900+). No need to have off-site parking with a shuttle bus bringing customers over from the primary school. We believe this will improve attendance at the show.

We will be using the Activity Center (AC) which is on the lower level of the high school. It is 3 times bigger than the gym area at our past craft shows. All vendors will be located in one area. There are multiple entrances from the outside, and many more electrical spots. If we have enough vendor applications we will also use the cafeteria which is on the main level. We are offering concessions at the concession stand on the lower level near the Activity Center and restroom location.

With this move we will no longer be required to cover the floor with tarps making the walking area much easier to navigate. Please note that **ONLY PURPLE PAINTERS TAPE** can be used on the floors. This is how spaces will be marked.

All booth sizes will be 8' x 10' and similarly set up as past shows: rows of vendors in the center and along perimeter wall. All electric spots are located along perimeter walls.

With the change in location we are also increasing the show price by \$15 per spot to \$90 for non-electric and \$95 for electric, keeping this price very reasonable for the size and history of our show. We believe that holding the show in this location will increase customer attendance, thereby allowing you to easily make up the additional booth cost.

## SPRING CRAFT SHOW

We also want to inform you that we will no longer be hosting the STMA Women of Today spring show. We have heard from multiple vendors over the past few years about the decreasing foot traffic at the event. In spite of increased PR and advertising for the spring show we have not been able to get the numbers up. We simply do not have shoppers for spring time shopping. By discontinuing the spring show we can focus all of our attention on the fall show making it bigger and better than ever. Thank you for your past participation in our spring show.

We understand that change is difficult, no matter what the reason for the change, or how good the outcome will be. We are very excited for the move to the new location for the fall show and sad that we have to discontinue the spring show, but in the long run we feel it will be a positive impact for everyone.

If you have provided us with a self-addressed stamped envelope for the 2017 fall show registration, forms will be mailed out on May 30. All booth sizes will be 8' x 10' and similarly set up as past shows: rows of vendors in the center and along perimeter wall. All electric spots are located along perimeter walls.

We hope you will be as excited by the change as we are, and we look forward to hosting the best craft show that we've ever had.

If you have any questions please feel free to contact us by e-mail at [craftshow@stmawt.org](mailto:craftshow@stmawt.org).

We look forward to seeing you at the fall show.