

Dear Shipshewana Flea Market Vendor,

We need your help! We use a mix of media throughout the year (print, radio, digital, social, television and outdoor) to advertise the Shipshewana Flea Market to customers, but we also need YOU to draw people in!

So please, fill out and return this form by the **deadline (March 1, 2017)** so that we can include you in the print, website, and mobile app versions of the 2017 Flea Market Vendor Directory. This is **FREE** advertising for you! All you have to do is turn in the form by emailing it to michael@shipshewanatradingplace.com, or mailing it to P.O. Box 185, Attn: Michael Christner, Shipshewana, IN 46565.

Drawing people in with your goods and wares will make this season an even bigger success for you. The Vendor Directory basic listings are **free**. You have the option of purchasing additional advertising to get more people to your booth. Paid advertising options include display ads, map signs, TV monitor ads, mobile app premium listings or bus group coupons. Statistics:

- **Print Directory / Visitor's Guide** – 80,000 guides printed and distributed at all flea market entrance gates, local visitor's centers and campgrounds
- **Shipshewana Trading Place Mobile App** – Over 5,500 current downloads. Includes searchable vendor directory
- **Website (www.shipshewanatradingplace.com)** – 340,735 page views during 2016 flea market season.

We have asked for your social media handles and websites so that we can grab some photos of your products to post on our social media accounts to publicize the market. So, please make sure that if you have a Facebook or Instagram account, they are up to date with some of the goods you'll be offering at the flea market!

Also, please consider linking to our Facebook page (Shipshewana Auction & Flea Market) or posting on it with photos and a description of your company and/or what you will be selling. Post in our events and share them as well! If you need some help with this, email Anna (anna@shipshewanatradingplace.com), and she will gladly assist you if she can.

Have questions about advertising? Feel free to call us at 260-768-4129, or email Lora at (lora@shipshewanatradingplace.com) Thanks, and let's have a great 2017 flea season!

Best,

Michael & The Marketing Team (Lora, Anna, Carlie & Jenny)

P.S. – Based on vendor and customer feedback, we will be featuring special themed vendors from week to week in the Exhibition Area this year who fit into the following product categories: Upcycled/Repurposed, Handmade/Local, Jewelry & Boutique Clothing, and Antiques & Collectibles. Contact us if you are interested or just want to learn more!



2017 Shipshewana Flea Market Vendor Advertising Form

Deadline: March 1, 2017

Full Name: _____

Business Name (if applicable): _____

Address: _____

Phone: _____ Yes, share my phone # with customers.

Email: _____ Yes, share my email with customers.

Business Website/URL : _____

Facebook Business Page ID : _____

Instagram Handle: _____ Twitter Handle : _____

Vendor Directory Listing

All vendors get a **FREE** listing in up to 5 product categories by completing this section. Read the product category options and write below which categories best fit your products. Then, list your products pertaining to each category in priority order.

Booth #(s): _____

1. Category: _____

Products: _____

2. Category: _____

Products: _____

3. Category: _____

Products : _____

4. Category: _____

Products: _____

5. Category: _____

Products: _____

Product Category Options

- | | | | |
|--------------------------|-----------------------|---------------------------|-------------------------|
| - Bags & Luggage | - Games & Puzzles | - Snacks | - Hair Products |
| - Cell Phone | - Pet Supplies | - Spices, Herbs & Spreads | - Perfume & Soaps |
| - Jewelry & Watches | - Toys & Dolls | | |
| - Leather Goods | - Boutiques | - As seen on TV | - Auto/Motorcycle/RV |
| - Sunglasses & Eyewear | - Children's Clothing | - Candles | - Flags |
| | - Coats & Jackets | - Cleaning Supplies | - Hardware |
| - Collectibles | - Shoes | - Furniture | - Garden/Plants/Flowers |
| - Primitives | - Hats & Scarves | - Home Décor | - Sporting Goods |
| - Repurposed | - Men's Wear | - Kitchen | - Tools & Tarps |
| - Vintage | - Socks | - Pictures & Frames | |
| | - Women's Wear | - Signs | - Fabric |
| - Dollar Items | | - Textiles | - Handmade |
| - Cards | | | - Scrapbooking & Stamps |
| - Party Supplies | - Baked Goods | - Cosmetics | - Silk Flowers |
| - Books, Education & CDs | - Dips & Mixes | - Drugstore Items | |

Print Vendor Directory / Visitor's Guide Display Ad

Vendors may purchase black & white display ads in the 2017 Shipshewana Flea Market print vendor directory / visitor's guide. Ads will be designed by Shipshewana Flea Market staff unless vendor sends in artwork by March 1, 2017. Artwork should be submitted in JPEG or PDF format. You may send logos, pictures, and/or text to be used via email to anna@shipshewanatradingplace.com, or attach it to this form. Ad proofs will be emailed to vendor for approval.

Half Page (4.5" x 5.75") = \$790.00
2" Medium (2.75" x 2") = \$230.00

Quarter Page (2.75" x 4.5") = \$470.00
1" Small (2.75" x 1") = \$120.00

3" Large (2.75" x 3") = \$350.00

Directory Map Sign Block Ad

Vendors may purchase blocks to be placed on 17 maps located throughout the flea market for the entire season. Ads will be designed by Shipshewana Flea Market staff unless vendor submits artwork by March 1, 2017 (High-res JPEG), and it is approved by staff. Ad proofs will be emailed to vendor for approval.

1. Choose # of Blocks:

1 Block (5"x2.5") = \$80.00
2 Block (10"x2.5") = \$130.00
4 Block (10"x5") = \$240.00

2. Choose Text Color:

Black Blue Green Red Purple

OR

Choose Background Color: **Add \$30.00**

Black Blue Green Red Purple

TV Monitor Ad

Vendors may purchase a TV Monitor ad that will be featured in a video on screens at the Backyard Barnyard Food Court (Building A), the Auction Restaurant lobby, and the Farmstead Inn lobby from Memorial Day through the season. Staff will coordinate with vendor to collect photos and text that will make up ad. Images may be provided by vendor, but must be submitted in a high resolution JPEG format via email to anna@shipshewanatradingplace.com. TV monitor ads will begin running on Memorial Day. TV monitor ads are created once, and cannot be updated throughout the season.

10-second ad (one slide) = \$160.00
20-second ad (two slides) = \$180.00
30-second ad (three slides) = \$200.00

Mobile App Vendor Directory Premium Listing

Vendors may choose to upgrade to a premium listing in the Shipshewana Trading Place Mobile App (over 5,500 downloads currently). Premium app listings will be featured above basic listings at the top of vendor's selected product category pages alphabetically. Premium vendors may add a photo of their booth or a product to their listing. Premium vendors may also add approved deals or specials to the "Deals" page on the app. Staff will coordinate with vendor to collect photo and/or deals, or they may be submitted by vendor to anna@shipshewanatradingplace.com via email.

Mobile App Vendor Directory Premium Listing = \$160.00

Bus Group Coupons – NEW!

Vendors may purchase a coupon spot on the official Shipshewana Flea Market bus group coupon sheet. These will be given to every visitor who arrives on a bus to the Shipshewana Flea Market. Staff will coordinate with vendor to collect coupon / deal information for the coupon sheet.

Bus Group Coupon = \$100.00

Please return this form by March 1, 2017 to be included in the 2017 Flea Market Print Vendor Directly / Visitor's Guide. Email michael@shipshewanatradingplace.com or mail (P.O. Box 185, Attn: Michael Christner, Shipshewana, IN 46565).



2017 Advertising Form Checkout:

Print Vendor Directory/Visitor's Guide Listing	\$FREE _____
Mobile App Vendor Directory Basic Listing	\$FREE _____
Website Vendor Directory Listing	\$FREE _____
Print Vendor Directory/Visitor's Guide Listing Guide Display Ad(s)	\$ _____
Directory Map Sign Block Ad	\$ _____
TV Monitor Ad	\$ _____
Mobile App Vendor Directory Premium Listing	\$ _____
Bus Group Coupon	\$ _____
Sub Total	\$ _____
Create your own Package Discount	- \$ _____
If paid by Jan 31, 2017	
Any 2 items = 10% off	
3 or more items = 20% off	
Total Due Enclosed	\$ _____