



Denise Parker
Merchant Chairperson
Kingswood Giftoarama
PO Box 654
Bloomfield Hills, MI 48303-0654
denise_parker@comcast.net

General Information for **Giftoarama 2008**

Giftoarama 2008 is the weekend of November 7th, 8th and 9th and represents 38 consecutive years of this pre-holiday shopping extravaganza. We seek merchants whose unique products will appeal to our many customers.

Giftoarama is the main fundraiser of the Kingswood Alumnae Association whose mission is to raise funds for scholarship, building restoration and faculty and student enrichment. Through the sale of tickets, booth fees and shop commissions the Kingswood Alumnae Association has, for example, recently established an endowed scholarship program. Approximately 50-55 shops attend from around the country for this special weekend of shopping at Cranbrook Kingswood School, a private college preparatory school for grades pre-K through 12 in Bloomfield Hills, Michigan. Giftoarama is held in Kingswood School on the 315 acre National Historic Landmark campus of Cranbrook designed by Eliel Saarinen.

Please fill out the application and return to the address indicated. Photographs of merchandise and of your booth from other events and examples of pricing are helpful in the selection process. Digital photos are welcome. (If you would like photos returned, please include a stamped, self-addressed envelope.) We encourage interested merchants to return completed applications **as soon as possible**. Merchants will be offered a contract upon acceptance into the show.

As a school, Kingswood offers unique spaces for merchandising including; hallways, classrooms, larger divided spaces such as the auditorium, library and dining hall, and lobbys. Booth prices range from \$400 to \$750 dependent on size and location. The Merchant Committee will make booth assignments after the selection process is complete. Merchants provide 15% of net sales in addition to booth fees to the Kingswood Alumni Association.

Giftoarama merchant committee provides merchants with the following throughout the weekend:

- student help to unload
- tables and table drape
- programs for customers containing merchant addresses
- security during non-show hours
- complimentary meals

Also provided are extensive advertising of the show in newspapers, radio, TV, local monthly magazines, the Giftoarama website and with distribution of 50,000 flyers.

The event gets underway with a Benefactor Party Friday evening that historically generates 20% to 25% of the weekend's sales. The show is open to the public Saturday and Sunday. Parking is complimentary to shoppers and a shuttle service is provided from the parking lots to the entrance of the show. Giftoarama attracts approximately 4000-5000 people throughout the minimum 20-hour sales period.

We thank you for your consideration. Should you have questions please do not hesitate to contact us.