

# HollyFest

*Living, Giving and Entertaining*



## EXHIBITOR PACKAGE

Caledon Community Complex  
Caledon East, On. L7C 1J7  
[HOLLYFEST.CA](http://HOLLYFEST.CA)

Friday, Nov. 3  
Opening Night  
Preview &  
Charity Gala  
Evening Only

Saturday, Nov. 4  
9:00 am to 6:00 pm  
  
Sunday, Nov. 5  
10:00 am to 5:00 pm

---



# Held in the heart of Headwaters

*Horse Country,*  
HollyFest will showcase  
country lifestyle at its  
finest: home decor and  
entertainment, fashion  
and design, gift giving  
and more, wrapped with  
holiday flare.



A boutique, holiday festive shopping experience awaits visitors to the inaugural HollyFest, featuring traditional products and services from local artisans, specialty retailers, designers and craftspeople.

## FEATURES



**Opening Night Preview and Charity Gala**, a live auction of themed Christmas trees decorated by designers/ decorators from across the region includes “sip and savour” courtesy of local wineries, craft beer and cider suppliers, plus gourmet samplings from the region’s renowned chefs/ caterers. Net proceeds from evening dedicated to charity (TBD).

**A Runway Fashion Show** with local celebrities, equestrian models and canine fashionistas strutting the catwalk in stylish holiday apparel and accessories from event vendors.

**Vignettes**, produced by local designers/decorators celebrating the holiday season. Everything from best-dressed mantles to the entrance treatments, equestrian décor & accessories, table settings, urns, outdoor décor and more.

- All the above features will incorporate the product and services of the distinctive HollyFest floor exhibitors, showcasing crafts and artisanal gifts and accessories from across the communities of Central Counties and the Hills of Headwaters.
- Comprehensive pre-event marketing campaign will showcase exhibitors and features, providing promotion and digital marketing to drive exhibitor business over an extended period of time (6 months).
- Create an annual shopping experience which becomes a festive “staple” of holiday décor, fashion, home entertainment and gift giving for trendy and traditional gifts in the 905, 519, 705 GTA Rim communities of Central Counties/Hills of Headwaters.



# Trenditional Fusion of Holiday Flair and Fare



## Exhibitor Categories

### GIFTS, FASHION, DECOR

Unique gifts, crafts and local art  
 Home décor and accessories (inside and out)  
 Fashion apparel and accessories (including bags, belts, knitted and handmade items)  
 Equestrian and pet gifts and apparel  
 Specialty retailers with winter/holiday "boutique" style home decorations, fashions and gifts.

### FOOD AND BEVERAGE

Craft breweries, wines & ciders (including wine agents)  
 Select restaurants from across the region  
 Select caterers from across the region  
 Specialty food suppliers e.g. edible creations, holiday fare (cakes, cookies, chocolates, specialty coffees, etc.)

### FEATURES

Designers & décor experts (Vignettes & Themed Christmas Trees)  
 Fashion, sports and pet apparel (Fashion Shows Daily)  
 Florists & nurseries (Vignettes)

## BOOTH SIZES

10' X 10' \$925.00 + HST  
 8' X 10' \$750.00 + HST  
 8' X 5' \$360.00 + HST  
 5 X 10' \$475.00 + HST

- Larger booth space available upon request
- All locations are prime - floor plan available upon request
- FREE WiFi
- Electrical \$125.00 + HST per contracted exhibitor space
- Booth carpet quote available upon request
- All exhibitors must carry general liability insurance

## EARLY BIRD BONUSES

- No Charge tables and chairs while supplies last. Book early as inventory is limited
- "Sooner is better in show business".
- Early contracted exhibitors will receive advantages from social and digital media campaigns with content!
- Guest tickets provided to exhibitors for Saturday and Sunday show days.

### For further enquiries contact:

**Liz Shaughnessy**  
 Show Director  
 M: 416-508-7056  
 shaughnessy@HollyFest.ca

**Catherine Martin**  
 Associate Director  
 M: 647-668-6414  
 catherine@HollyFest.ca



Lisa Cenis  
 www.ShootThatHorse

Brought to you in partnership with:



Official Supplier:



Graphic Design and Website:



Media Sponsor:



# HollyFest

*Living, Giving and Entertaining*

Nov. 3 to 5, 2017

Caledon Community Complex

Caledon East, On. L7C 1J7

[HOLLYFEST.CA](http://HOLLYFEST.CA)