

2022 Knightsbridge Boutique Event Terms and Conditions

Date/Location

Knightsbridge Boutique Event will be on Saturday, November 5th, 2022 in the Haben Center at Benilde-St. Margaret's School ("BSM"). The campus is centrally located at 2501 Highway 100 South in St. Louis Park, MN.

Event Schedule

Time	Activity
7:30 - 9:45am	Merchant Set up. BSM Students will be available to assist with the unloading of the merchant's supplies and product. Once your vehicle is unloaded, please move it to the East (stadium) end of the parking lot, to provide better access for shoppers.
10 am – 3pm	Doors open to the public for shopping. Admittance is free. To create the optimal shopping experience, we require that merchants stay for the entire event.

BSM Responsibilities

Publicity	We advertise to our school community, alumni, supporting parish communities and surrounding cities. We utilize BSM social networking sites and the BSM web page with links to merchant web pages where available. By October 1, BSM will provide merchants with an electronic postcard to promote the event to their client list by email or social media.
Set Up	You will be provided with an 8' table with white tablecloth and up to 2 folding chairs. There are a limited number of two-table spaces (20 linear feet) available. Registration priority for two-table spaces and/or access to electricity will go to previous year merchants and then merchants with business needs (i.e. refrigerated foods). All others will be placed on a wait list and will be notified later. Wi-Fi will be available, but with multiple users it can become overloaded, so please plan to use your cell data package for backup.
Table Assignments	BSM will make table assignments to maximize event success and shopper experience, accommodating merchant requests when possible. Merchants may display reasonably sized signs and/or marketing tools that fit in a 10 linear foot single merchant space. If you have questions about the size of your display, please contact us and we will work to accommodate it.

Merchant Responsibilities

Registration	Please return your completed registration form and registration fee to Jenna Murphy to guarantee your spot – spaces are limited and do sell out. The fee is \$40 due by September 30 th , 2021
Attendance Deposit	A \$200 attendance deposit is required to assure your attendance at our event. This is refunded to you in its entirety (see details below) unless you withdraw from the event after 9/30/22 or fail to participate.
Donation	15% of total sales from the day (including any prepaid orders) will be donated to BSM. You will be given a written statement for your donation.
Arrival/Checkout	Upon arrival, you will receive a form to tally sales. Merchants will manage their own transaction accounting and at the end of the event, before leaving, will check out with the BSM Parent Association Representative to verify and pay the amount to be donated to BSM.
Set-Up	Provide all your own racks and/or display materials. Tables, racks and merchandise must be contained within the approximately 10 linear feet of space for each single merchant space.

Registration

We limit the number of merchants per category and they do fill quickly. To guarantee your spot, please complete and return the registration form, applicable space fees, and \$200 (refundable) attendance deposit to Annette Salazar via postal mail by September 30th.

Attendance deposit

Knightsbridge's year-after-year success is due to the commitment that our merchants make to bringing quality goods and an engaging experience to our shoppers. Late cancellations by merchants, after we have marketed the event and published participant directories, impact the floor plan, and disappoint fellow merchants and shoppers. Our fully refundable attendance deposit policy is in place to ensure that we can deliver a great event that meets shopper and vendor expectations. With your registration, please enclose a \$200 deposit check which will be handled as follows:

Full participation in the Knightsbridge Boutique Event	Your check is held and never cashed. Your full deposit/check is returned at check out.
Withdrawal from the event before 9/30/22	Your full deposit/check will be mailed back to you or shredded.
Withdrawal from the event on or after 9/30/22	Your deposit will be forfeited and the check cashed.

Royal Shopper Program

When guests arrive at the Knightsbridge Boutique Event, they can become “Royal Shoppers.” For a small donation (\$10 in past years), they receive a special tote commemorating the event, and are entered into a sweepstake drawing for fantastic prize baskets.

You, as merchants, can participate in this program by donating a “must have” item from your selection. We will showcase your donated items (with reference to your business) ahead of the event in our social media, building awareness for your “store” and generating excitement for the event.

Please start thinking about the item that you would like to showcase this way. It does not have to be a high price point item, but one that will show well in a photo and is a good representation of your boutique. We will ask you to provide the item itself in September, so we have ample time to include it in the marketing leading up to Knightsbridge. If you would like our help deciding on an item, we are happy to help.

We welcome great new merchants and thank you in advance for recommending our event to your fellow makers and shop owners! Applications for new merchants interested in participating at Knightsbridge are available on the BSM Knightsbridge page.

<https://www.bsmschool.org/community/parent-association/knightsbridge-boutique>

Please feel free to contact us with any questions or comments. We are excited to have you and your one-of-a-kind merchandise will be part of our Benilde-St. Margaret’s Knightsbridge Boutique Event in 2022. Thank you for your support and we look forward to working with you!

Sincerely,

Annette Salazar

Annette Salazar

Knightsbridge Boutique 2022 Chair

Knightsbridgeboutiqueevent@gmail.com

2022 KNIGHTSBRIDGE MERCHANT REGISTRATION

Contact Name	
Business Name (as you'd like us to list it in marketing materials)	
Email	
Phone Number	
Mailing Address	
Preferred Business Link (for use in marketing materials - Facebook, Instagram, email, etc)	
Description of goods offered	

Please Check:

- ☐ I will participate in the 2022 Knightsbridge Boutique Event at BSM on Saturday, November 5th from 10am to 3pm.
- ☐ I agree to pay a \$40 Registration Fee.
- ☐ I agree to donate 15% of my total sales and prepaid orders from the Knightsbridge event to BSM.
- ☐ I agree to provide a \$200 Attendance Deposit (separate check) that will be returned to me unless I cancel after 9/30/22 or fail to participate on the day of the event.

Additional Requests:

A limited number of two-table spaces are available (for additional \$50 fee) and will be awarded with priority given to past merchants. Access to electricity is also limited and priority will be given to previous-year merchants who had access to electricity, or to merchants who have a business need for electricity. Other requesters will be added to a waiting list and will be notified of availability closer to event if there are additional opportunities.

White linen tablecloth on table(s) ☐ No ☐ Yes

Chairs ☐ No ☐ Yes, 1 ☐ Yes, 2

Request for Two-Table Space (20 linear feet)* ☐ No ☐ Yes *see note above; will incur additional fee of \$50 if awarded

Request for space with access to electricity* ☐ No ☐ Yes *see note above

Other additional requests ☐ No

Please mail this registration form with separate payment checks (make both checks payable to **Benilde-St. Margaret's School Parent Association**) for Registration Fee and Attendance Deposit to: Annette Salazar, 4005 Washburn Ave. N. Minneapolis, MN 55412. Reminder: your space is not reserved until your registration form, fee, and attendance deposit are received and you receive a confirmation email from us.

For our marketing website, please email us your preferred company link and one photo or company logo (.jpg format) to knightsbridgeboutiqueevent@gmail.com

If you have questions, please contact Annette at knightsbridgeboutiqueevent@gmail.com