

# StyleWEST

with Thea Marx  
September 24-26, 2009

## The StyleWEST

mission is to support Western Design, Arts and Traditional Craft by giving artists and craftspeople a reasonably priced showcase with an exceptional audience and guaranteed publicity.

## StyleWEST

show format:

A fine western market of furniture, fashion, art, jewelry, home accents and traditional craft in 22,000 square feet allocated to:

1-10x10 booth spaces

2-Elevated Runway for two evening fashion shows and daytime "Interlude" shows

3-Lawrence Tenney Stevens Historic Art Exhibition

## StyleWEST

promotion:

10,000 invitations sent

Named in all of the Cody High Style national advertising

National Promotion through ContemporaryWesternDesign.com

Local newspaper and radio advertising

Advertising and pull out cards in national western and design publications

Extensive PR Campaign to national, regional and local media outlets

## StyleWEST

artist benefits:

- 10x10 booth space
- 90 second professionally videotaped and edited spot inclusive of product
- Spot will air on ContemporaryWesternDesign.com/Style West TV
- You will own spot to use at your leisure
- Page on Style West Online catalog includes bio and product image with contact information
- Inclusion in Show Program
- Free Artist Workshops

# StyleWEST

## Artist Details

### Booth Cost:

\$850 per 10x10 space

5 complimentary exhibition tickets to give to clients, friends or family

1 Complimentary meal at the Café each day, excluding drinks.

**Amenities:** “Café” area with light meals and beverages (Artist discount on meals)

Power and wireless internet available

Exhibitor Parking

**Where:** Riley Center, 1400 Heart Mountain Street, Cody, Wyoming

**Shuttle will run to and from the Buffalo Bill Historical Center during show hours**

**Style West Artist Host Hotel: Cody Legacy Inn, 307-587-6067- \$108 double Queen or King room or \$79 economy room. Must book by September 1, 2009. Ask for Style West Room Block.**

- **May 31, 2009.**Space must be paid for upon reservation. **Completed application and booth fee.**

**No Refunds will be given**

### September 22-23 Setup

(Full set up schedule will be forwarded after booth space closes)

**Saturday, September 26 Tear Down:** Immediately following the close of the show on Saturday, September 26 and 8 am- noon on September 27th. All pieces must be removed by September 27<sup>th</sup> at noon.

**Free Artist Workshops** will include such topics as

Artist Marketing 101: With little or no budget

How to Make your Web Page Sticky

What to expect from your Web site.

**July 15, 2009** You need to provide:

- **Professional photography** of at least 5 pieces that you would like to have included in your video spot. Digital shots are preferred, but not mandatory. If you do not have professional shots, please call me!
- **Your biography** in 150-200 words.
- **Personal Image-Does not have to be professional, but it is important to have this item.**
- **One professional image** of your work for the Style West online catalog. The image should be one of the pieces that will be on the runway or show in your booth.

PO Box 162 Cody, WY 82414 307-587-8008 Fax 307-587-7008

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# Contemporary Western Design WITH THEA MARX .com

## Bonuses:

Artists, craftspeople and designers who have renewed for 2009 are eligible for the following bonuses:

Please choose one on your application:

**Artist Pedestal**- one piece of your choosing that may change daily placed on a pedestal that will be on prominent display in the high traffic areas of the show. Will include your name and where your booth is located.

**Premium Placement** – Upon commitment to the show and full payment you can choose your booth location in the show.

All ContemporaryWesternDesign.com artists will get a link from the Style West online catalog to their artist page on ContemporaryWesternDesign.com

# StyleWEST

Booth Registration

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Items Showing:

Furniture \_\_\_ Fashion \_\_\_ Home Accessories \_\_\_ Art \_\_\_ Traditional Craft \_\_\_

Brief Description of pieces and materials:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ 10x 10 booth space @\$850 \_\_\_\_\_

\_\_\_\_\_ Power \_\_\_\_\_ N/C

\_\_\_\_\_ Table @\$5 \_\_\_\_\_

\_\_\_\_\_ Chair @ \$3 \_\_\_\_\_

\_\_\_\_\_ Artist Display Pedestal @ \$99 \_\_\_\_\_

\_\_\_\_\_ Additional Exhibitor Badges @\$45 includes  
All Style West and Cody High Style Events \_\_\_\_\_

Discount - \_\_\_\_\_

Total Due: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_