

Dear Vendors,

Thank you for your participation in last year's Apple Festival! And welcome to any of you who are new to our event. When we started this sale in 2015, we had about 30 vendors and last year we hit our capacity at just under 60 tables of vendors. Wow! Thank you to all who have been a part of our successful inaugural years.

With the large number of craft sales now being held on the first weekend in November (including the return of the popular Holy Rosary sale) and the Duluth Junk Hunt also scheduled for the same weekend this year.....**we have decided to move our Apple Festival up one weekend to October 28.** We felt we had a pretty decent turn out last two years despite all of the competition, but also felt it would be beneficial to move our sale to a weekend when there are not quite so many options for attendees. It's also one less week that we have to store a ton of apples! I hope this new date will still work for most, if not all, of you.

Enclosed you will find our 2017 registration form. Note the new early bird discount for registrations received by June 15! Please be sure to include your email address on your form if you have one; most of our communications closer to sale time will be done via email. Feel free to copy the form and share with any other vendors that may be interested. You can also download a copy of the registration form at www.slecduluth.org.

A note about placement: we will do our best to fulfill requests for access to electricity and placement near another vendor. **However, we will not be able to take any requests for specific room placement.** When we set up the table assignments in the week leading up to the sale, we are very deliberate about making sure there are a variety of items available for sale in all rooms/areas of the building. This is done in hopes that every customer coming to our sale might find something interesting in each area of the church. This helps keep them motivated to follow the signs and crowds to all levels of the building—ultimately making for a more successful day for our vendors.

We hope that the beginning of 2017 finds you all happy & healthy and wish you a successful sale season! If you have any questions, you can reach us by email at applefest@slecduluth.org. We hope to see you in October!

Lisa Forsell & Chris Swenson
Salem Apple Festival Co-Chairs