

Dear Vendors,

Thank you for your interest in Salem's 4<sup>th</sup> Annual Apple Festival! When we started this sale in 2015, we had about 30 vendors and the past two years 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. This year's sale will be on October 27, and we will cross our fingers that (unlike last year) we do not experience our first 12-inch snowfall the day before the sale!

Enclosed you will find our 2018 registration form. Note the early bird discount for registrations received by July 1! 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](http://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 are excited to put all of Salem's Apple Festival profits (table fees & food sales) towards worthy service projects for our community again this year. Some of last year's profits were used to assemble hygiene kits for homeless in our community, make fleece blankets for the Union Gospel Mission, provide small loans to our Sunday school children to use in raising money for world hunger—and we have many more projects planned!

We hope that the beginning of 2018 finds you all happy & healthy and wish you a successful sale season! If you have any questions, you can reach us by email at ***apples@slecduluth.org***. Please note that this is a new email address—we were recently made aware that our old address was hijacked and some very inappropriate emails were being sent from our former address. If you received one of these messages, we sincerely apologize and hope that this new address is more secure.

We hope to see you in October!

Lisa Forsell & Chris Swenson  
Salem Apple Festival Co-Chairs