

The Rotary Club of North Penn's 34<sup>th</sup> Annual Lansdale Day is Saturday, June 4, 2011, from 10:00am to 4:00pm on Main Street, downtown Lansdale, PA. This is the club's major fundraiser for the year. The proceeds from this successful event are donated to local charities in the North Penn community. Last year, a significant portion of the proceeds were given to the Peak Center's ongoing Capital Campaign and new building fund. Recipients from the past few years include: *Community Housing, Cradle of Liberty Council-BSA, Foundation Free Enterprise Education, Hatfield Area Little League, Lansdale Performing Arts Center, Laurel House, Manna on Main Street, Mission Kids, Montgomery Co. Assoc. for the Blind, Multiple Sclerosis Society, North Penn Scholarship Awards, North Penn Valley Boys & Girls Club, North Penn Visiting Nurses Assoc., North Penn YMCA, North Wales Library, RSVP of Montgomery Co., The Peak Center, Variety Club, and Volunteer Medical Service Corp.*

The main attractions for this wonderful event include: an **Antiques & Arts Festival**, with a juried invitational showcase of fine artists, selected artisans and antique dealers; a **Community Marketplace**, which is an ideal place to network with various sponsors, local businesses, and civic organizations; and **Pet Alley**, dedicated to pet related items and organizations. In addition, there will be delectable food from many local restaurants, great music and entertainment on our main stage and fun activities throughout the day. The expected attendance for this event is in excess of 5,000 visitors.

We are always striving for a quality show and we have as our event manager, Stephanie L. Seidner. She is the president and owner of SLS Productions, Inc., a multi-dimensional business that focuses on professional show management, consulting for special fund raising events and finding proper venues and galleries for artists to exhibit. Previous shows produced by Stephanie include: Germantown Academy Antiques, Fine Arts and Craft Show; the Valley Forge Antiques, Fine Arts and Crafts Show at the Valley Forge Convention Center; and the North Wales Community Day. Presently, she owns and produces *Artisans' Row* SLS Presents Antiques, Fine Arts and Crafts as a special feature at the Suburban Home & Garden Show, and The Suburban Fall Home at the Oaks Expo Center. This fall she will be adding a new event to her roster: Wings N 'Wheels, Vintage Planes, Antique Car Show and Community Day, a major fundraiser for Angel Flight East.

We invite all members of the community and all area businesses to become involved in this event. Opportunities range from renting a booth space to various levels of sponsorship or advertising your business in our **Show/Advertising/Event Guide** published by Montgomery Newspapers, The Reporter and the NPCN Family Magazine. Please contact us for details. We need your help to make our event a success.

We continue to look for ways to improve and add new dimensions to our show. This year the food courts are located in three areas at either end of the show and in the middle. You have been recommended to us and we are inviting you to be a participant in Lansdale Day. The cost of a 10' by 20'+ food booth space is \$300.00. This includes all required special permits, included temporary food license, and electric, if needed. We will add additional space around each booth for the crowds that will gather to eat your delicious offerings. We are looking forward to your participation in this unique one day show.

Enclosed are your contract/application, Montgomery County Health Department packet, food checklist and sample flyer/postcard. Receipt of this contract means that you have been approved by our committee as a potential participant. Upon receipt of your full payment and signed contract your requested flyers/postcards and final arrival instructions will be mailed. Receipt of this contract means that our committee has approved you as a potential participant. **We will not accept any flea market or garage dealers. We reserve the right to reject any booth space, table appearance, product, or service that is deemed unsuitable for a family atmosphere. Those who do not comply will be rejected upon setting up on the 5<sup>th</sup>.**

Montgomery County's concern for the health and safety of the community has prompted new mandatory requirements for all food vendors. Please complete the enclosed application from Montgomery County and **return to Lansdale Antiques/Arts Festival** along with your Lansdale Day application. It is imperative that this information is returned to the address below and **NOT** to the county. Your \$300.00 application fee covers all costs charged by Rotary, Montgomery County, and any local fees, which may be incurred. Rotary will submit all forms to the County for review, prior to the event. If the County has any concerns, they will contact you directly.

All businesses must call their insurance agents to supply Rotary Club with a certificate of General Liability Insurance showing a minimum of \$1,000,000 coverage. The policy must include, the **North Penn Rotary Club and Lansdale Borough as Additional Insured** with respect to the vendors' food sales on Lansdale Day 2011. This must be mailed to **Lansdale Antiques/Arts Festival, PO Box 443, Gwynedd, PA 19436-0443** or faxed to **215-699-7476** by April 1, 2011.

If you participated in the past, we would like you to join us again. If you are new to the event, please join us for a wonderful day. If you have any questions please call the number below. Thank you and we look forward to your response and participation.

Sincerely yours,

*Robert Law*

Robert Law, Chairman

[www.rotaryclubofnorthpenn.org](http://www.rotaryclubofnorthpenn.org)

*Stephanie L Seidner*

Stephanie L. Seidner, Show Manager

215-699-8117 (Office)

215-699-7476 (Fax)

[slsshow@aol.com](mailto:slsshow@aol.com)

[www.slsshow.com](http://www.slsshow.com)

Enclosures: Lansdale Day Food Booth Contract  
Montgomery County Health Dept. packet  
Food checklist