



17 East Mahoning Street, PO Box 441  
Danville, PA 17821  
570-284-4502  
[www.visitdanvillepa.org](http://www.visitdanvillepa.org)

Dear Artisans and Crafters,

Get ready to show your art and handmade crafts in downtown Danville, PA! The 31<sup>st</sup> Annual Fall Arts & Crafts Fair will be held Saturday, September 11, 2010. The festival is scheduled from 9:00 am to 5:00 pm, **Rain or Shine**. This annual event attracts an average of 10,000 to 12,000 shoppers each year, and with our increased marketing efforts, we anticipate an increase again this year.

The Danville Business Alliance (DBA) is inviting YOU to participate in this event. The registration fee is \$50.00 PER SPACE, payable to “The Danville Business Alliance”. This fee covers the promotion and advertising expenses in addition to event support activities. Advertising and marketing efforts will appear in both local and statewide publications directed at visitors, tourists and local residents.

Due to the very limited number of spaces, we advise you to promptly contact us to request an application and return with full payment to ensure that space is reserved for you. Spaces are assigned on a first-come, first-served basis, with an eye to ensuring a good mix of art, crafts, and food, until all spaces have been allocated.

All participants will be required to collect sales tax and file with the PA Department of Revenue. A valid Sales Tax Identification number and license must be prominently displayed at your festival booth/space.

Please be reminded, if you are a first time applicant, photos of your items are required for our review.

Because of the popularity & success of this event, we recommend that you return your application prior to the deadline. The deadline is July 1, 2010. If you have questions or require further assistance, please contact our office at 570-284-4502.

We look forward to seeing you at our events!

Sincerely,  
Mr. Tom DiPasquale  
Danville Business Alliance,  
Festival Committee Chair