

2017



ashoppingspree.org | jlraleigh.org



The Junior League of Raleigh's A Shopping SPREE! has been a Raleigh tradition for more than 30 years.

Considered Raleigh's premier and most original shopping event, SPREE! is an annual four-day fundraiser that showcases more than 160 juried local, regional and national exhibitors offering the latest in fashion and home decor trends, health and beauty products, specialty foods and holiday merchandise. A Shopping SPREE! truly makes "shopping joyously simple" while putting the dollars raised back to outstanding projects and partnerships in our community.

TARGET DEMOGRAPHIC

Historically, SPREE! draws middle- to upper-income shoppers from throughout North Carolina and the surrounding states. Annual SPREE! attendance often exceeds 12,000 shoppers. Our local Raleigh audience enjoys a median family income of \$69,937 with a median age of approximately 31 years old. Our attendees are savvy, and they come ready to shop and explore!

SCHEDULE OF EVENTS*

November 1-5, 2017
Raleigh Convention Center

Wednesday, November 1
7 p.m. to 10 p.m. | Preview Gala

Thursday, November 2
9 a.m. to 11 a.m. | Merry Morning Shopping
11 a.m. to 7 p.m. | General shopping

Friday, November 3
9 a.m. to 7 p.m. | General Shopping,

Saturday, November 4
9 a.m. to 6 p.m. | General shopping,

Sunday, November 5
10 a.m. to 5 p.m. | General Shopping,

* Schedule subject to change



CONTACT INFORMATION

Melissa Duncan and Denise Stewart, 2017 Co-chairs
ashoppingspree.org | email spre@jlraleigh.org Facebook | [facebook.com/AShoppingSPREE](https://www.facebook.com/AShoppingSPREE) Twitter | @AShoppingSPREE Instagram | @ashoppingspree

KEY DATES

March 1, 2017 | Applications Open

July 1, 2017 | Contract & Initial Deposit Due

August 1, 2017 | Remainder of Payment Due



PUBLICITY

A Shopping SPREE! is publicized through media sponsorships, outdoor billboards, flyers, posters, direct mail and online, particularly through ashoppingspree.org, as well as social media outlets. The event is also heavily promoted within the Junior League of Raleigh to its more than 1,600 members.

EXHIBITOR BENEFITS

Participating in A Shopping SPREE! provides an opportunity to showcase and sell your unique merchandise while connecting your brand to strengthening and improving our community.

You will have the benefit of more than 400 JLR volunteers to help you set up and showcase your wares all weekend. We partner with an event management company and the Raleigh Convention Center staff to help you set up booths, move in and move out and attend to other needs that may arise throughout the show.

In addition, JLR will promote and publicize your company and your merchandise as part of our extensive marketing campaign on our social channels, in JLR internal and external communications and other media.

BOOTH OPTIONS

JLR offers a variety of booth sizes and configurations. Our booths start at 10' x 10' for \$1,350 and can be as large as a double corner 20' x 20' for \$6,500. We work hard to fulfill every merchant's request.

Corner Shoppes (2' x 6' tables) are available for \$750. Additional details on booth options and pricing are available within the exhibitor application found at ashoppingspree.org.

THE APPLICATION PROCESS | ASHOPPINGSFREE.ORG

If you have been a merchant at a past SPREE! event, you may use your established username and password to log in at ashoppingspree.org. If you are new to SPREE!, please create a merchant profile. Use the username and password established in your profile setup to complete your application.

A Shopping SPREE! is a juried show. Through our review process we hope to ensure that selected merchants are a good fit for our shoppers. Application and associated payment does not guarantee acceptance. Merchant notifications will begin in April.