

**Heart of Ohio Antique Center**  
**America's Biggest & Best Antique Mall**  
4785 E. National Road, Springfield, Ohio 45505 (937) 324-2188  
www.heartofohioantiques.com

September 1, 2010

Dear Dealers,

The **September Extravaganza and Country Living Fair** will be here in just 14 days! Will your space be ready with a clean, new, and exciting look; stocked with fresh merchandise? This year's Extravaganza show dates are September 17<sup>th</sup> – 19<sup>th</sup> and it will be one exciting weekend! Not only will the Springfield Antique Show Extravaganza be going on but the **Country Living Fair** will be in Columbus at the Ohio Historical Village the following weekend September 24<sup>th</sup> – 26<sup>th</sup>. The Heart of Ohio will have a large booth at the Country Living Fair, actively promoting the mall with flyers containing directions to our door. **We need every display to be freshly stocked, cleaned, and looking great for these events!** We will have an opportunity to introduce thousands of first time buyers to the Heart of Ohio. The management and staff at the Heart are working tirelessly to ensure that the Heart looks clean and fresh for this event. We will be returning merchandise from the Commons to dealer's booths to make room for fresh merchandise for the Extravaganza. The Heart will be open extended hours until 8pm Thursday September 16<sup>th</sup> – Saturday 18<sup>th</sup> to maximize selling opportunities. If you are doing other antique shows or festivals before the Extravaganza event, or anytime for that matter, we will have flyers promoting the Extravaganza event and we always have our Heart of Ohio brochures available for you to take to shows at the office.

We need to review procedures for dealer stocking during the Extravaganza promotion! If you wait to stock until the three days of the Extravaganza promotion, you have already missed sales. Dealers and early buyers start hitting the malls on the Tuesday, Wednesday and Thursday of Extravaganza week so be sure your display is stocked early. We would never tell a dealer that they can't stock their display but the following guidelines must be in effect over the Extravaganza promotion dates of September 16<sup>th</sup> – 19<sup>th</sup> to enable us to focus on customer service, security, and selling your merchandise.

- Dealers are encouraged to stock in the morning and NO Outside Doors will be opened after 11am.
- Carts and wagons must not be used as work tables but be available for customer use.
- Dealers will be responsible for the security of their open showcases and their merchandise while stocking.
- Please do not block aisles or access to other dealers booths or showcases while stocking.
- Dealers are welcome to be present in their booths to help sell their merchandise during the Extravaganza but absolutely no "parking lot" deals will be tolerated.

Thanks for all of your hard work and commitment to the Heart of Ohio. I have total confidence that we can make this month a "September to Remember"! By working together, we make the **Heart of Ohio, America's Favorite Antique Center!**

Sincerely,

Earnest Jarrell,  
General Manager

**Upcoming Antique Events**

- **Sept. 10<sup>th</sup> -12<sup>th</sup>** Springfield Swap Meet & Car Show at the Clark County Fairgrounds.
- **Sept. 11<sup>th</sup> & 12<sup>th</sup>** Berner's Antique Auction – 2 Day Sale, Start times - 2pm Saturday, Noon Sunday
- **Sept. 16<sup>th</sup>** Berner's Antique Auction – Thursday Sale, Start time 10:00am
- **Sept 16<sup>th</sup> – 19<sup>th</sup>** HEART OF OHIO SEPTEMBER ANTIQUE EXTRAVAGANZA EXTEND HOURS UNTIL 8PM THURS – SAT!
- **Sept 17<sup>th</sup> – 19<sup>th</sup>** Springfield Antique Show Extravaganza at the Clark County Fairgrounds. Over 2000 dealers and thousands of buyers will be in the area. Show located just 2 miles west of the Heart of Ohio at exit 59.
- **Sept. 24<sup>th</sup> -26<sup>th</sup>** Country Living Fair September at the Ohio Village, Columbus, OH. This event brought in thousands of buyers last year for primitive & decorative country antiques.