



## The Christmas Company® 2010 Exhibitor Fact Sheet

**THE PURPOSE AND GOAL:** Now in its 35<sup>th</sup> year, **The Christmas Company** is the major fundraising event for the Junior League of Orange County, California, Inc. ("JLOCC"). Funds raised during **The Christmas Company** are used to further the JLOCC's mission: promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. The members of the JLOCC share a vision of a community in which the health, safety, and education of all individuals are promoted and supported. Over the years, the JLOCC has contributed thousands of volunteer hours and over \$7 million, raised largely through **The Christmas Company**, to the community through its projects and programs.

**THE SHOW:** The theme of the 35<sup>th</sup> annual **The Christmas Company** is "*Home for the Holidays.*" The shopping extravaganza will be held on Wednesday, November 10 through Sunday, November 14, 2010. **The Christmas Company** features over 90 specialty vendors from locations throughout the United States. An array of unique shopping merchandise awaits the discriminating holiday shopper. A number of Special Events are scheduled to enhance the shopper's experience. The introduction to the Show is a black tie optional Opening Night Gala on Wednesday, November 10, 2010. Opening Night includes: dining, courtesy of leading area restaurants; dancing; shopping; and an auction with world-class items. Benefactors of **The Christmas Company** will receive special recognition throughout the Show and V.I.P. treatment during the Opening Night Gala.

**BUYER PROFILE:** **The Christmas Company** attracts shoppers who are primarily women between the ages of 25 and 50. They spend approximately three to four hours exploring and purchasing from the booths. Many return a second and third time to shop. These women are primarily selective buyers with discriminating taste.

**ATTENDANCE:** **The Christmas Company** attracts more than 10,000 potential shoppers.

**MARKETING:** **The Christmas Company** is promoted through a targeted marketing and advertising program, including posters, brochures, postcards, special invitations, print and television media coverage, and advertising in newspapers, magazines, radio, and social media sites.

**SPONSOR:** Junior League of Orange County, California, Inc.  
5140 Campus Drive  
Newport Beach, CA 92660  
(949) 261-0823 Fax (949) 261-1837

**LOCATION:** The Orange County Fairgrounds  
88 Fair Drive, Costa Mesa, CA

**SHOPPING HOURS: (Exact hours subject to change)**

**Wednesday – November 10, 2010**

Opening Night Gala 6:30 pm to 10:30pm

**Thursday – November 11, 2010**

Preferred Shopping Event 9:00 am to 11:00am

General Shopping 11:00 am to 9:00 pm

**Friday – November 12, 2010**

General Shopping 10:00 am to 9:00 pm

**Saturday – November 13, 2010**

General Shopping 10:00 am to 7:00 pm

**Sunday – November 14, 2010**

General Shopping 10:00 am to 5:00 pm

**EXHIBITOR SET-UP:** Tuesday, November 9, 2010 & Wednesday, November 10, 2010 from 8 a.m. until noon

**For more information contact the Exhibitor Committee Co-Chairs at [tcc\\_exhibitors@yahoo.com](mailto:tcc_exhibitors@yahoo.com)**

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