

If you've decided to join us or are still considering becoming a photography dealer at PHSNE's #78 Photographica Show, here's what you need to know -

Our next PHOTOGRAPHICA Show (#78) will be held on *Saturday, September 22, 2012* and *Sunday, September 23, 2012*. This show will be held at the Americal Civic Center. The address is 467 Main Street in Wakefield, MA. 01880. Wakefield is a suburb about 12 miles north of Boston. The Americal Center is located in a highly visible location located just outside of Wakefield Square. This former armory hall is minutes from Rt. 95 / Rt. 128, an interstate highway, this new location will be much easier for both the dealers and the attendees to find. The new hall has about 300 off-street parking spaces. There are a lot of food choices within minutes. This building is handicapped accessible.

DIRECTIONS TO THE AMERICAL CIVIC CENTER -

From the West - Take the Mass Pike (Rt. 90) to Exit 14 – after you pay the toll stay to the right and head RT 128 / RT 95 North to Exit 40. This is a very busy highway if you are driving on it during evening rush hour – 3:30 P.M. to 7:00 P.M.

From Logan Airport / Boston / Points South - Head for Rt. 93 North, take Rt. 128 / Rt. 95 N to Exit 40 From New Hampshire - Take Rt. 93 S - take Rt. 128 / Rt. 95 N to Exit 40.

DEALER SET UP TIME - Saturday morning - starting at 6:30 A.M

EARLY BIRDS - The Early Bird entrance times have been pushed back to 7:30 A.M. at the request of several dealers. This one-hour later Early Bird admission will allow the dealers to set up their booths in relative peace. The Early Bird admission price has been reduced from \$30.00 to \$20.00 to reflect this time change.

DEALER BREAK DOWN TIME – Sunday 3:00 P.M. All dealers must have their booths broken down and be out of the building by 5:00 P.M. This will be enforced. There is a charge to keep the building staff later than 5:00 P.M.

CONTRACTS - Photographica Show #78 contracts can now be downloaded from the PHSNE website - www.phsne.org Please fill the contract out and return it with your check. The mailing address is: Photographic Historical Society of New England P.O. Box 650189 West Newton, MA 02465-0189

I am expecting this show to be a sellout. Both shows #76 and #7& have sold out. If you'd like to exhibit, please do not delay in getting the contract back to PHSNE.

SECURITY - There will be on-site overnight security on Saturday evening only.

MARKETING PLANS – We are once again alerting the local photography school instructors. Please bring materials of interest to students and large format photographers.

HOTELS - There is no “show” hotel. I would suggest you Google “Hotels in Woburn, Burlington, or Saugus, MA ” and book your rooms. These cities are minutes away from Wakefield, MA. All of these cities have a large number of hotel and restaurant options.

RESTAURANTS LOCATED IN WAKEFIELD SQUARE

Sabatinos- Italian – located up by the lake. *Artichokes* - Italian a 2 hour waits on Saturday nights. Some people say its overpriced -across the street from Sabatinos. *The Duck Walk* - a very good Thai restaurant. *Sushi Island* - Rated one of the best sushi restaurants north of Boston, *McDonalds* – about 780 yards South from the Americal Center: *Harrington’s* – English style pub located just across the street and around the corner -*Sub shops, pizza parlors, Dunkin Donuts, etc* – there are just too many to list. The Gingerbread Construction Company - To muffins what Starbuck’s is to coffee. Follow Main Street the top of the lake. It's a yellow building. This is a great place for Sunday morning.

The 2013 PHOTOGRAPHICA SHOWS - Show #79 and Show #80 - Will take place on Saturday, , and Sunday, , 2013. and Saturday, , and Sunday, , 2013 Both shows will be held at the Americal Center in Wakefield, MA

OTHER NOTES:

Any dealer selling on the floor needs to be a current PHSNE member. This will be strictly enforced for Show #78 and going forward. If you are not a PHSNE member you will not be allowed access to the floor until your dues has been paid.

Any dealer selling non-photographic or photographic related materials will be asked to remove them from the table.

The Discovery Tables will be back. Discovery Tables feature PHSNE member’s displays and collections to educate the public about the photography. I’ve noticed that a lot of attendees walk the show once or twice and then leave. I’ve added these Discovery Tables to see if I can get them to linger longer and perhaps get the attendees to spend more of their money with you. There will be no selling allowed at the Discovery tables.

I want to thank each and every one of you for your continued support and feedback. I’m looking forward to seeing you at the show!

John

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