

WHAT'S NEW FOR AM-JAM TATTOO EXPO 2011

The 25th Annual AM-JAM Tattoo Expo will be held at the **Holiday Inn Convention Center, Syracuse, NY**. There are 3 ballrooms plus business meeting rooms. **AND there is free “well-maintained” parking for over 1000 vehicles!** The **Convention Center** is located at the end of the Exit 37 ramp of the NY Thruway (I-90).

- ◆ **Again**, we welcome the return of our very own AM-JAM Family member - **THE LIZARDMAN**. You can visit his website at www.thelizardman.com. You can see his shows daily and see him roaming the convention floor.
- ◆ Our family suffered a horrible loss this year by losing one of our own kids. Chris “Hammer” DeTroye left us on May 15, 2010 as a result of a motorcycle accident. In his honor, the 2011 AMJAM Tattoo Expo is dedicated and our “special” category will be a fish/aquatic theme.

We have negotiated **special room rates** for vendors and artists, but you **MUST** ask for the **AM-JAM** rate.

- ◆ Music is in a **separate** room from the ballroom so vendors/artists can “talk” with attendees.
- ◆ Each artist must provide a floor covering for the “working” area in their booth. **Only 2 artist per booth.**
- ◆ In the “**Piercing**” category - The piercing **CANNOT** be a fresh piercing! Open wounds are not acceptable. The judges reserve the right to disqualify any entry.
- ◆ Competitions **will be** on a **elevated stage with** aisles for the contestants to walk around the crowd and answer questions regarding their work. WE have elevated large screen TV's so you can see close up the art being judged. We are also using a more **detailed standardized form for judging.**
- ◆ **Admission** will be \$10 per day or \$25 for all 3 days. A pre-sale ticket can be obtained with this contract for \$20 for the entire weekend for any of your clients interested in attending and showing your work. Competitions are FREE to anyone who wishes to participate - trophies are awarded.
- ◆ **To the vendors who wish to participate - DOOR PRIZES: Everyone likes to be a winner!** And to generate excitement in the crowd and advertising for you we are asking each vendor for a “Door Prize giveaways”. Your donation doesn't have to be elaborate nor expensive. The door prizes will be awarded during various contests and as random prizes. AM-JAM will have certificates made for your door prize and winners will be called to the stage to receive their certificate, then instructed to go to your booth to claim their prize. This will **encourage** participants to circulate among the vendors.

This is only the beginning - new ideas are surfacing everyday - if you have any ideas or complaints from past years, please call **AM-JAM** at 518-893-2273 and help us make this the **BEST** Tattoo Expo ever!

Looking forward to working with you in 2011
Jeannie & THE AM-JAM FAMILY

AM-JAM TATTOO EXPO 2011 CONTRACT

For information call: AM-JAM 518-893-2273 or email: amjamtat2@aol.com

For vendor info call Patti 518-356-1594

LOCATION - Holiday Inn Convention Center, 441 Electronics Parkway, Liverpool, NY 13088
Syracuse NY - Exit 37 of NY Thruway (I-90) – directly off the ramp

3 INK-FILLED DAYS - Friday, January 28 - 6pm - Midnight, Saturday, January 29 - Noon - Midnight,
Sunday, January 30 - Noon - 6pm **SET-UP TIME** is 9am to 4pm on Friday, January 28

Rental fee - \$250.00 for 10 x 10 booth for all 3 days - rental includes two (2) vendor passes. Additional passes are \$20 for a 3 day pass with this application or \$25 at the door. **Medical waste removal and germicidal hand cleanser are the responsibility of the artist. Limit of 2 artists per booth.**

Booths are reserved on a first come basis with FULL payment. Leather fashions, jewelry and related products are subject to approval by AM-JAM, Inc.

Artists shall provide suitable covering for the work area floor to protect the carpeting. Tables and chairs are NOT provided with the booth rental. **Tables & chairs must be rented in advance.** There is a \$10 rental fee for one 6' table and 2 chairs.

PLEASE RETURN applications as soon as possible to reserve your booth. Make checks or money orders payable to: AM-JAM, Inc., PO BOX 336, Corinth, NY 12822. **Enclose a self-addressed stamped envelope** to receive your vendor passes. Refunds at the discretion of the AM-JAM FAMILY.

-----REMOVE & RETURN THIS PORTION WITH YOUR PAYMENT-----

Artist/Vendor name (please print) _____ phone (____) _____

Address: Street _____

City, State, Zip: _____

Number of spots: _____ X \$250 = _____

of table & chair sets _____ X \$10 = _____

of 3 day passes _____ X \$20 = _____ **** TOTAL: _____

Phone # (____) _____ Website: _____

Credit card # _____ Expiration date: _____

SIGNATURE: _____

The signing of this contract absolves AM-JAM, Inc. and the Holiday Inn, Liverpool, NY from any type of liability - accidents, fire or thefts. This event is staffed by AM-JAM and Holiday Inn personnel.

(SEE IMPORTANT INFORMATION ON REVERSE SIDE)
The AM-JAM logo is copyrighted and cannot be reproduced for any use.

Important Information

- ◆ **The AM-JAM TATTOO EXPO** is always a sellout show. Therefore, we ask that you return your contract **ASAP** with payment in full to hold your booth space.
- ◆ **ALL** artists/vendors returning a completed application **before December 1st** will have their name listed on our website and a link to access it from our convention page. Also you will receive a free listing in our commemorative program.
- ◆ **SHOW SET-UP** - Set-up will be on Friday January 28th from 9am until 4pm - no exceptions.
- ◆ We have evolved into the new wave of tattoo conventions. Seven years ago, we moved the Tattoo Expo to a convention setting in Syracuse, NY and have seen an increase in attendance each year. During the last year, this hotel has undergone millions of dollars in renovations and increased convention space.
- ◆ **Our promotion for 2010 will include national tattoo magazine, radio, TV, local newspapers ads as well as being at every tattoo convention in the Northeast and our own mailing list.**
- ◆ Again there will be a “PIERCING” category for competition, whereas the piercing **MUST** be incorporated in a tattoo. **The piercing cannot be freshly done! The judges reserve the right to disqualify any piercing entered in this competition.**
- ◆ **Plus :**
 - More categories for competition including a “**Tattoo of the Day**” for each day of the convention.
 - Competitions are in a separate room with theater seating and big screen viewing
 - Judging for competition will be with a standardized detailed scorecard with professional judges.
 - Entertainment will be in a separate room from the artists/vendors
 - Restaurant and bar were open after midnight with good food and reasonable prices for our artists

We would like to be able to have artists display their “non-skin” art, however in the past we have had difficulty displaying artwork. If you want to bring a piece of your art to the show and if you bring a means to display it (such as an easel) we will do our best to display your creation. Please limit the number of pieces to 3.

AMJAM is the premier TATTOO EXPO!

This is our 25th year of going beyond the norm to present the finest most innovative show from which all others are patterned.

**Mark your calendar for the hottest show in upstate New York.
Plan now to work or just come and join the fun!**

FOR MORE INFORMATION CALL 518-893-2273 or 518-356-1594