



# Fantasy of Trees

## Designer guidelines

### About your donation

All participating designers will receive a final instruction packet that includes a donor inventory sheet early November. The donor inventory sheet must be completed by the designer and submitted during set-up or delivery of your item. The information provided will be used by Fantasy of Trees to price your donation. Fantasy of Trees reserves the right to discount designer items to encourage sales.

All designer items are considered a donation to Fantasy of Trees and will be sold to benefit East Tennessee Children's Hospital. Any unsold item may be donated to another charity.

### Designer calendar - timeline

|           |   |
|-----------|---|
| April/May | Designer recruitment begins. Designer applications accepted on a first-come basis until category is full. |
| September | Sign confirmation and return ticket choice form mailed to all designers.                                  |
| October   | Deadline for all signage and ticket choice forms.   |
| November  | Final instruction packet mailed to all designers.   |

#### Friday, Nov. 19

- Delivery of tabletop trees, door designs, Be Creative and all items for the Cash and Carry Shop to the Knoxville Convention Center (delivery instructions included in final instruction packet).
- Platform designers begin setting up.

#### Saturday and Sunday, Nov. 20 and 21

- Set-up platforms, free-standing trees, front porches, potted trees. Exact time will be confirmed in final instruction packet.
- All trees and platforms must be completed by 6 p.m., Sunday, Nov. 21.



For additional information contact:  
Teresa Booth (865) 541-8385, fot@etch.com



## Complimentary ticket information

Donating designers are asked to select one option from their category. All tickets will be distributed at designer checkout upon receipt of a donor inventory sheet. Designers of tabletop trees, door designs and Be Creative will receive tickets at delivery.

| Category                                    | Ticket Options             |
|---|----------------------------|
| Platform tree (subject to change)           | • 30 show tickets          |
| Free-standing trees (subject to change)     | • 20 show tickets          |
| Storefront window boxes (subject to change) | • 20 show tickets          |
| Potted trees (subject to change)            | • 12 show tickets          |
| Tabletop trees, Door Designs, Be Creative!  | • 10 show tickets per item |

## General tree guidelines for platforms, free-standing trees, storefront windows, potted trees and tabletop trees.

Historically, traditional Christmas designs sell the best. The first trees to sell are always those that are well lit, decorated with a generous amount of ornaments and are balanced and symmetrical.

As you are designing your tree, please be mindful of weight and height. Each tree will be moved from its locations on the show floor and loaded on a truck (8 ft. ceiling) for delivery to the purchaser. Exceptionally tall tree toppers are in danger of being damaged during delivery.

- Height limit for trees is 8 ft. Each 7.5 ft. tree must be loaded onto a 8 ft. truck for delivery. This will prevent any tree toppers from being damaged in delivery.  
**Also, please be mindful of the weight of the decorations being put on the tree. When trees are too heavy it makes delivery very difficult.**
- Each designer is limited to one platform, freestanding tree or storefront windows.
- All artificial trees are provided by Fantasy of Trees with the exception of tabletop trees which must be provided by the designer.
- All trees with the exception of tabletop trees must be decorated at the Knoxville Convention Center.
- All trees except potted trees must have decorated tree skirts fully encircling the base and covering the tree stand and bag. Tree skirts must remain with the tree for the purchaser. **Tree bag is used for delivery, please do not remove it.**
- All trees excluding potted trees must have items displayed under the tree e.g. empty wrapped boxes, merchandise or other seasonal decorations. All items remain for the purchaser.
- Use a minimum of one string of 100 lights for every 12 in. e.g. a 7 ft. tree would have a minimum of 700 lights.
- Start with a foundation of clear lights even if you're planning to use colors. Colored lights on their own are not bright enough.
- Use miniature lights only. Large bulbs get too hot. **LED lights are acceptable and recommended.** Only use lights that continue to burn even if one bulb goes out.
- Use lights only with end-to-end construction so string can be attached. **No more than three strings of light can be consecutively attached to prevent loss of power. LED lights can have more strings attached together.**
- Only use lights with wire that match the tree; no white cords on green trees
- All designers must provide a multi-plug power strip and all tree lights must be plugged into it. Only 15 strings of lights can be attached to one power strip.

## General tree guidelines (continued)

- All ball ornaments with inserted or slip-on hanging attachments must be securely glued in.
- All ornaments, lights, garland or other material must be securely twist-wired to the tree using floral wire.
- Commercial brand-name items advertising a specific product/service are not allowed on trees, but only under the tree.
- No food items of any kind are allowed on trees; sealed containers of non-perishable food are allowed only under the tree.
- No paint or flocking of any kind is permitted. Use of odor producing substance or chemical is forbidden for health and safety reasons.
- Photos or names of people are not allowed on or under trees. Trees in memory or in honor of someone may only be listed on the tree or designer sign.
- Balloons, live plants, hay or other highly flammable items are not allowed.

## Platform guidelines (see general tree guidelines)

- Size:**
- Each platform is 8' deep x 10' wide, and approximately 12" high, with a plywood top. All platforms will be visible from all four sides, although one side will be front-facing.
  - Each platform display must include a floor treatment to fully cover the plywood top and creatively display the entire platform scene. This covering may be carpet or fabric, which the designer may retrieve during tear down or which may become the property of Fantasy of Trees.
- Display:**
- Furnishings include, other seasonal decorations or display features to enhance the tree and your theme. Each platform designer must be willing to donate something additional to go with the tree; this may be other seasonal decorations or merchandise.
  - Furnishings and displays should be attractive from all angles (no bare backs), and should not obstruct the view of other trees/displays nearby. (For example, no solid walls around or in back of platform.)
  - Designer must list specifically on donor inventory sheet what is to be included for sale, noting all items displayed under the tree must be included in sale of the tree, or additional donations.
- Electrical:**
- Adequate electrical connections for your tree will be provided to reach your multi plug strip. However, you must provide additional multi-plug power strips for lamps and other electrical items and must request additional electrical connections. (See your designer team liaison during set-up).
- Spotlights:**
- The display contractor will provide appropriate spotlighting.
- Safety:**
- For security of furniture and decorative accessories, all items displayed must be kept within the platform perimeter. Fantasy of Trees will provide ribbon stanchions to prevent the public from climbing onto the platform or touching anything on the platform.
  - No flammable materials may be used. No live or cut greenery, no straw, hay, bark chips, dried grasses, etc. allowed. The Fire Marshall inspects Fantasy of Trees prior to show opening. If any flammable materials are found you will be asked to remove the item(s) immediately or have the item(s) removed.
- Set-up and teardown:**
- Final Instructions regarding set-up and teardown times will be mailed in early November.
  - Delivery of materials to the Knoxville Convention Center's loading dock is strictly regulated by Fantasy of Trees, and will require platform designers to sign-up for both a set-up and tear-down time for loading dock access. You will be contacted in early November to schedule your time(s). If you have a complicated design on your platform you may be asked to come on Sunday to teardown to help pack your decorations to be delivered to purchaser.

## Freestanding trees guidelines (see general tree guidelines)

- Size:** • Freestanding trees are 7 ft. and unlit with a wooden tree stand.
- Set-up:** • Final Instructions regarding set-up and teardown times will be mailed in late October.

## Storefront windows guidelines

- Size:** • 8'x8' box with 4' walls and 4' floor. The window box will include a 6' potted tree and a faux window to hang in front of your display.
- Display:** • The designer will be expected to decorate the potted tree and the inside of the window box. The back wall can be painted or a back drop can be hung. (painting will have to be done before November)
- Electrical:** • Adequate connections to the Knoxville Convention Center power will be provided; however, designers must provide multi-plug power strips for the tree and as needed for lamps and other electrical items to reach the connection provided.
- Decorations:** • Decorations may included artificial greenery, flowers, accessories, etc., but no live or cut greenery.
- Set-up:** • Final Instructions regarding set-up and teardown times will be mailed in late October.

## Potted tree guidelines (see general tree guidelines)

- Size:** • Trees are 4.5 feet have clear/white lights and an attractive pot that does not require a tree skirt (this is the only designer tree category that does not require a tree skirt). Designer must provide multi-plug power strip for their tree
- Set-up:** • Final Instructions regarding set-up and teardown times will be mailed in late October.

## Door design guidelines

- Size and Material:** • Door designs must be artificial wreaths (24" – 36"), sprays, small wall trees or other seasonal arrangements suitable to be hung on a wall or door.
- Display:** • Fantasy of Trees will provide an attractive wall surface for display, and place all door designs in a manner which suits the particular size and design.
- The designer should provide an appropriate hanger (ring, loop, hole, etc.) attached to the item for ease of hanging.
  - Door Designs will be displayed and sold in one of two scenarios: (1) displayed for the entire show or (2) displayed and sold as cash-and-carry in the Designer Cash & Carry Shop.
- Electrical:** • Door Designs are much more attractive and show better with miniature lights
- If lights are used, the designer must provide a multi-plug power strip for each door design. Multi-plug power strip(s) will be sold with the door design and will become the property of the purchaser. If using battery powered lights must bring extra batteries.
- Delivery:** • All door designs must be delivered to the Knoxville Convention Center fully decorated and ready for display.
- Final Instructions regarding delivery times will be mailed in late October.

## Be Creative! guidelines

This category is for anyone who would like to donate something different and creative (think Pinterest) that is still within our Christmas theme.

- Size and Material:**
  - Any material is acceptable as long as it is artificial (no live plants) i.e. pallet wood, artificial greenery, jars, etc.
  - No food items allowed. Items must be no larger than 36" tall and 36" wide. If you have any questions about size please call our office at (865) 541-8385.
- Display:**
  - Fantasy of Trees will provide an attractive display with appropriate accent lighting. Items will be displayed and sold in one of two places. (1) displayed for the entire show, or (2) displayed and sold as cash-and-carry in the Designer Cash and Carry Shop.
- Electrical:**
  - Items may include electric lights or battery powered lights. The designer must provide a multi-plug power strip or extra batteries. Multi-plug power strip(s) will be sold with the item and will become property of the purchaser.
- Delivery:**
  - All items must be delivered to the Knoxville Convention Center fully decorated and ready for display.
  - Final instructions regarding delivery times will be mailed in early November.

## Table top tree guidelines (see general tree guidelines)

- Size:**
  - Table Top Trees may be 24" to 36" in height, and may be any color of artificial tree.
- Display:**
  - The Fantasy of Trees will provide an attractive display with appropriate accent lighting.
  - Table Top Trees will be displayed and sold in one of two scenarios: (1) displayed for the entire show, or (2) displayed and sold as cash-and-carry in the Designer Cash & Carry Shop.
- Electrical:**
  - All trees must have electric lights or can use battery powered lights.
  - If lights are used, the designer must provide a multi-plug power strip or extra batteries for each door design. Multi-plug power strip(s) will be sold with the door design and will become the property of the purchaser.
- Delivery:**
  - All table top trees must be delivered to the Knoxville Convention Center fully decorated and ready for display.
  - Final Instructions regarding delivery times will be mailed in early November.

## Designer cash and carry shop

- Items**
  - Table Top Trees (24"-36"); Be Creative and Door Designs (24-36"); All selected from the Table Top Tree, Door Design, & Be Creative categories.
- Display:**
  - These items will be displayed in the Designer Cash & Carry retail shop.
- Electrical:**
  - All items with lights must provide a multi-plug power strip or extra batteries.
- Delivery:**
  - All items must be delivered to the Knoxville Convention Center fully decorated and ready for display.
  - Final Instructions regarding delivery times will be mailed in early November.

