

WINDOW DISPLAY PROGRAM for 2010

Rules and Regulations

We are pleased you are, or will be, participating in the Visual Merchandising Window Display Program offered by Corning's Gaffer District. Here's how it works:

- The service is free to businesses located in the Gaffer District.
- Props are purchased and remain the property of Corning's Gaffer District.
- Display items utilized in your place of business are those chosen by the visual merchandise manager to best suit your unique needs. Every effort is made to create a different look in each business.

We also ask for your understanding and agreement of the following:

- We welcome your input with regard to merchandise you would like to have featured in your window, however, we ask that you allow our visual staff to proceed with the display work as they deem best. They are very talented in their field and will make every effort to present your store/business to its best advantage.
- The visual merchandise director must implement and control his display schedule. Although we will make every effort to accommodate a request to visit your store on a specific day, it may not be possible.
- If asked, please have your window cleared, and interior washed before our visual people arrive at your work. They should advise you a day or two ahead as to when they anticipate working in your business. Please remember though, this is only an estimate. When doing display/design work it can take longer than anticipated, or less time; in which case, we might ask if you can accommodate the staff earlier than originally planned. We appreciate your understanding!
- **Once your window display has been completed by the visual staff, it is important that you not add to, or change, the display.** Of course, you can and should sell from your windows, and if necessary, we will stop back to rearrange new merchandise. Call if you need further assistance.
- Do not dispose of props, or decorative elements used in your windows. Props are reused and are the property of Corning's Gaffer District.
- Please light your window at night. If possible, keep your window lit until 9:00 or 10:00 pm.
- Remember no taped signs on display windows.

Please call Ernie Gibbs at 962-2946 at Corning's Gaffer District office with questions regarding this program.

Signature: _____ Date: _____

Store name and address _____