



POP-UP PALOOZA 2019

Craft & Vendor Show @ WATERLOO TECH CENTER

575 W Madison St Waterloo, WI 53551

608-575-7000 www.wisconsontechnology.com email: waterlootechevents@gmail.com

Sponsored by Lang Group Real Estate

Dear Potential POP-UP PALOOZA 2019 Craft & Vendor Show Exhibitor,

Enclosed is an application for POP-UP PALOOZA 2019 Craft & Vendor Show. This event will coincide with POP-UP ESTATE sale located in the Waterloo Technology Center the same timeframe. This location has an amazing amount of space and we would like to showcase talented crafters and vendors as we create a fun event in Waterloo and the surrounding communities. We are shooting for 75 to 100 Vendors. We will also be inviting Food Trucks and other activities to boost the attendance for this event. This event will be inside the building so the climate will be controlled. You may choose 1 day (Saturday) or (Friday & Saturday) both days. We anticipate the most traffic will be on Saturday.

Date: Friday May 3rd & Saturday, May 4th 2019 RAIN OR SHINE

Show Hours: Friday 8:00am – 3:00pm & Saturday 8:00am – 4:00pm

All Exhibitors with handcrafted items or any other product vendors are invited to apply

Cost/Fees: Booth Fee \$30 Saturday ONLY or BOTH DAYS Friday & Saturday \$50.00

Please note: 2 DAY vendors will get preferred location. Building will be locked and secured for 2-day vendors

You must provide your own table/stand/etc. You may purchase as many spaces many as you would like.

Silent Auction or Raffle Donation: Each crafter/vendor must donate one item worth a minimum of \$10 to \$20 from their booth the day of the show. These prizes will be raffled off to attendees

Conditions and Details of Entry

A limited number of booths are available, Booth spaces are pre-assigned. Booths must stay in place for the full time of the show...absolutely NO early teardowns. Set -Up begins at 6:00am – Must be ready by 8:00am

The registration fee is non-refundable for Accepted Applications.

Application forms with payment must be received by **Friday April 19, 2019.**

After April 19, 2019, vendors will be accepted until all spots are full

POP-UP PALOOZA GUIDELINES

- 2019 POP- UP PALOOZA Craft & Vendor Show
- We agree to the following:
- Set up starts at 6am the morning of the show. Show starts at 8 am and ends 4:00 pm
- No early take downs! Exhibitors must dispose of their own trash and not leave anything behind in their booth area.
- All booths are assigned. If you want/need to be next to another crafter/vendor you must state that on your application and send them in together. If you do not, there is no guarantee you will be together.
- Only one exhibitor is allowed per booth.
- We are only accepting one product line (i.e. Tupperware, Norwex, Pampered Chef etc...) per event.
- Booth rented to one individual may not be sold or sublet to another. All merchandise must be the same as described in your application.
- We will limit the number of crafters with similar products—soap, candles, doll clothes, jewelry, etc.—we would like a wide variety of items.
- Exhibitors need to supply their own tables and chairs.
- Payments are non-refundable. If your check is NSF, there is a \$30 charge. If you stop payment on your check, you will not be allowed back to this show—ever!
- No commissions. Your booth = your profits. No flames. Exhibitors (or a competent representative of the Exhibitor) shall be present and shall staff, supervise and control the booth at all times during the entire show. Neither Exhibitor nor an Exhibitor’s representative shall, at any time, solicit patrons outside the booth nor cause unreasonable disturbance or annoyance to show patrons, other Exhibitors, or volunteers.
- The Exhibitors assume all risk and hazard incident to his own exhibit/booth or the Exhibitor and representative or the other persons in exhibit/booth area.
- It is understood that the exhibitor assumes no financial liability pertaining to the show’s success beyond the cost of the exhibitor booth space.
- Exhibitors are responsible for the safety and cleanliness of their contracted area during the duration of the show. POP-UP PALOOZA or Waterloo Tech Center is not responsible for accident, injury, theft, or damage to property on the building premises, including the parking lot, before, during or after the show. Exhibitors using the facilities are responsible for damage to Waterloo Tech property and its content.
- The Exhibitor accepts all liability for Federal, State, and local Taxes related to the operation of said show. No smoking or use of alcoholic beverages are permitted on the premises, including the parking lot.
- Ads will be placed in local papers, as well as Facebook and other social media to promote event.

POP-UP PALOOZA 2019 Craft & Vendor Show

APPLICATION CONTRACT



Thank you for your interest in participating in the POP- UP PALOOZA 2019 Craft & Vendor Show on Friday May 3, 2019 8 am –3 pm & Saturday May 4, 2019 8 am – 4pm. Set up will begin at 6am.

Please get your application in early as there are limited spaces and we are only accepting one vendor per product line.

NAME: _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

PHONE: _____ CELL PHONE: _____

EMAIL: _____

EMERGENCY CONTACT: (please provide name of third party who may be contacted in event of an emergency

NAME: _____

PHONE: _____

DESCRIPTION OF MERCHANDISE: _____

NUMBER OF PEOPLE WORKING IN BOOTH: _____

FEES: BOOTH SPACE 10X10' Friday & Saturday \$50.00 _____ (2DAYS) Saturday Only \$30.00 _____ (1DAY)

TOTAL ENCLOSED \$ _____

Each crafter/vendor must donate one item worth a minimum of \$10 to \$20 from their booth the day of the show. The item(s) will be used for the raffle for attendees. Vendors should turn in their donation day of event.

By signing this application, I certify that I have read all event information and guidelines, will adhere to all policies, agree to all terms stated, and will donate an item worth at least \$20 as part of the fee for participation in POP-UP PALOOZA 2019 Craft & Vendor Show.

Signature _____ Date _____

We will email you a copy of the poster we design to advertise this. Please share it to help promote this event!!

Exhibitor Applications and payments must be **postmarked no later than April 19, 2019**

(Make checks payable to **Lang Group Real Estate**)

Please mail application and payment to:

Lang Group Attn: Kyra Lostetter 132 W Oak St. Lake Mills, WI 53551

Email : waterlootechevents@gmail.com Event Organizers– Kyra Lostetter 608-575-7000 & Keri Sellnow 920-988-5384