

HARVEST FESTIVAL
ORIGINAL ART & CRAFT SHOW

50
YEARS

2022 Exhibitor Kit
PLEASANTON

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*Thank you for joining us for the
50th annual fall tour!*

Harvest Festival® Original Art & Craft Show

1145 Second Street, Suite A332

Brentwood, CA 94513

Phone: (925) 392-7300 Fax: (925) 392-7303

info@harvestfestival.com

www.harvestfestival.com

SALES/OPERATIONS: Tony Glenn - tony@harvestfestival.com

FINANCES/WEB: Jordana Glenn - jordana@harvestfestival.com

ADMIN/HEALTH PERMITS: Gillian Glenn - gillian@harvestfestival.com

Show Planning Checklist

Make sure all items you are selling have been juried. Harvest Festival® staff reserves the right to ask any exhibitor to remove ANY non-juried, commercial, buy-sell or imported items at any time.

Market yourself and your business in the months leading up to the shows.

- List shows and booth numbers on your website.
- Send VIP tickets to your best customers.
- Create a newsletter or mass email with dates, booth numbers and locations.
- Utilize social media outlets such as Facebook, Twitter and Instagram to entice potential shoppers with product shots and even contests.

Make arrangements for shipment of your booth and inventory.

Obtain current California seller's permit (as required) by the State. Report your seller's permit number to Harvest Festival® at 925-392-7300 or email info@harvestfestival.com. **You will not be able to exhibit without a current seller's permit. APPLY HERE www.cdtfa.ca.gov/services/**

Food Exhibitors only; complete health permit applications. Forms will be emailed to exhibitors in July/August for each show city. Return to Harvest Festival® with fees by the specific due date or a \$50 late fee will be assessed.

NO OPEN FLAME ALLOWED.

Plan your festival attire; be sure to comply with Harvest Festival® dress code (see page 6).

If you are exhibiting in any November or December shows, remember to decorate your booth with holiday décor and lighting; and wear festive holiday attire!

Make your hotel, air, or RV park reservations early for best pricing. Harvest Festival® obtains discounted rates at local hotels for your use if available. Note cutoff dates on the show specific pages in this kit or visit www.harvestfestival.com.

Order pipe and drape sidewalls and additional electrical as needed. 5 amps/500 watts included with each 10' space. Please note that electrical is included with Cart spaces. HOWEVER, electrical is not included or is it available for Makers Market booths. Pipe and drape may be ordered directly from Harvest Festival using the form attached to the move-in email or under FORMS on our website. Additional electrical may be ordered directly from ELECTRICAL CONTRACTOR listed on each show specific page. Discounts apply if pre-ordered by deadline noted.

Do a test run of your booth setup, erect the booth, set up lighting, sidewalls and flooring. Take a picture of how you want it to look and bring it with you to the shows. Make sure you bring ample lighting to illuminate your booth.

Check the show specific pages herein for setup and tear down times and show hours.

Review your latest invoice for booth size, location and notes. Bring it with you.

BRING TO THE SHOW:

Your seller's permit.

This exhibitor kit for reference and directions.

Dolly, hand truck, and ladder. They are not available at the halls.

Booth or table covers – bring tarp or drape to close off your booth at night.

PLEASE NOTE – EARLY TEAR DOWN OF BOOTHS IS NOT ALLOWED – THIS POLICY WILL BE STRICTLY ENFORCED. FAILURE TO COMPLY MAY JEOPARDIZE FUTURE PARTICIPATION IN SHOWS. IT IS UNPROFESSIONAL AND DISRESPECTFUL TO CUSTOMERS AND FELLOW EXHIBITORS.

Rules, Resources & Reminders

SET-UP/TEAR-DOWN

Exhibitors will not be allowed to set-up Friday morning prior to show open. Dates and times for Exhibitor move-in/move-out are detailed on each show page. This policy allows ample time for set-up and tear-down and gives our team a chance to make adjustments as needed. This policy **MUST** be adhered to or future placement may be affected.

PAYMENTS OF FEES

Full booth fees are due for all shows by August 1st. Thereafter, a late fee of 10% of the entire booth fee is applicable. Booths assigned after August 1st must pay **FULL FEES** at time of application. Booths will be revoked if balance due is unpaid 30 days prior to show move-in date.

CANCELLATION POLICY

BOOTH DEPOSITS are non-refundable. Cancellations prior to August 1st will result in your booth deposit being forfeited. All cancellations after August 1st will result in 100% of booth fee forfeited. An additional \$50 processing fee will be charged on **ALL** refunds.

PETS/SMALL CHILDREN

Pets (**EXCEPT** service animals trained to aid with medical conditions) are strictly prohibited on the show floor at **ANY** time. Small children are not allowed on the show floor during move-in and move-out.

STORAGE

Exhibitor storage may not be available at all facilities. Please have a plan for your boxes and back-up inventory prior to your arrival at show-site.

SECURITY

24 hour security is provided by Harvest Festival® during show days. However, all of the exhibitor's property at the show shall be at the sole risk of the exhibitor. Exhibitor's are responsible for obtaining their own general liability insurance for the event.

FREIGHT DELIVERY AT SHOW SITE

Exhibitor **MUST** be present to accept freight delivery and is responsible for transporting shipment to their booth. Forklifts will be available for additional fee.

SHIPPING SHOW TO SHOW

Contact Steve Major to reserve space for shipping product and/or booth display between venues on the Harvest tour. Fees are charged per cubic foot (height x width x length). Phone number is 423-223-8308.

CREDIT CARD SERVICES

Accepting credit cards can double your sales. Hand-held terminals do not require a phone or electricity. Square and PayAnywhere devices can be connected with mobile devices and don't always require WiFi/data in order to use them.

FLAME PROOFING

Every craft show booth must comply with local fire regulations. Fabric used in your display (curtains, drapes, backdrops, table coverings and banners) must be flame-proofed or fire-resistant. It is critical that your material has been treated, as a Fire Inspector may approach your booth before and sometimes during a show to inspect and test for fire hazards.

The easiest materials to fire-proof are those of natural fibers including; jute, burlap, linen, cotton, rayon, wool and silk. Materials containing polyester are difficult to treat effectively and may have to be totally immersed in fire-retardant rather than just sprayed. Know the content of your fabrics and its resistance to melting rather than bursting into flames and how to treat it.

Use only flame proofed fabrics for display. To test yourself, you can hold a lighted match to the fabric and the material may char but should not burst into flames.

We recommend using Flame Retardant Spray or Liquid from one of the following companies:

www.turningstar.com	(718) 254-0534
www.flamestop.com	(877) 445-8804
www.coldfiredirect.com	(561) 247-4027
www.dharmatrading.com	(800) 542-5227

Pleasanton Information

OCTOBER 28 - 30, 2022

Alameda County Fairgrounds
Young Calif. & Exhibition Hall (Bldg. A&B)
4501 Pleasanton Ave.
Pleasanton, CA 94566
925-426-7600
www.alamedacountyfair.com

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, October 27th
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, October 30th
4:15pm-Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: October 24, 2022 (PAID IN FULL)

ELECTRICAL

Alameda County Fairgrounds
**This is only if you need additional electrical.*
925- 426-7600, Fax: 925 426-5141
Deadline: October 24, 2022

TAX RATE:

10.25% Alameda County *(SUBJECT TO CHANGE)*

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

DIRECTIONS

From 680 (North or South)
Take Bernal Ave. Exit
East (right) on Bernal, then
left onto Valley Ave.

Exhibitors are to enter through the Gate 12 entrance. You may unload next to the buildings but please do not block the roll up doors. Unload your vehicle completely and then move before setting up your booth. Do not drive onto the grass or patio. Only small light loads can enter thru glass doors.

EXHIBITOR PARKING

Parking passes will be sold via a direct link provided in the Exhibitor Move-in email. Link expires at 11:59 on Thursday, October 27th. The regular parking rate of \$15/day applies with NO in/out privileges will apply if you don't pre-purchase.

Exhibitor parking is located behind BLDG A. ALL VEHICLES MUST BE OFF SHOW GROUNDS BY 9AM EACH MORNING, OTHERWISE THE SHOW CANNOT OPEN!

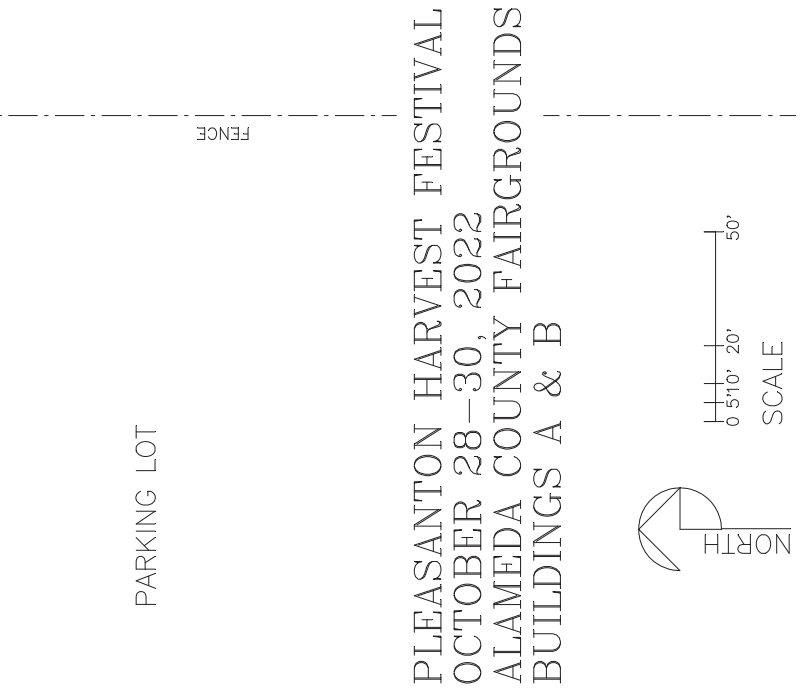
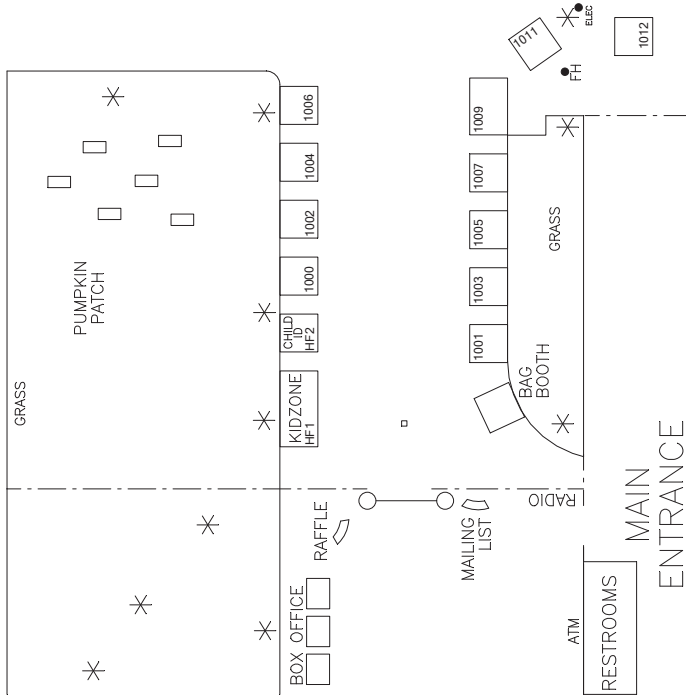
RV CAMPING

The Fair Park RV
4501 Pleasanton Avenue
Pleasanton, CA 94566
925-426-3340
www.thefairparkrv.com

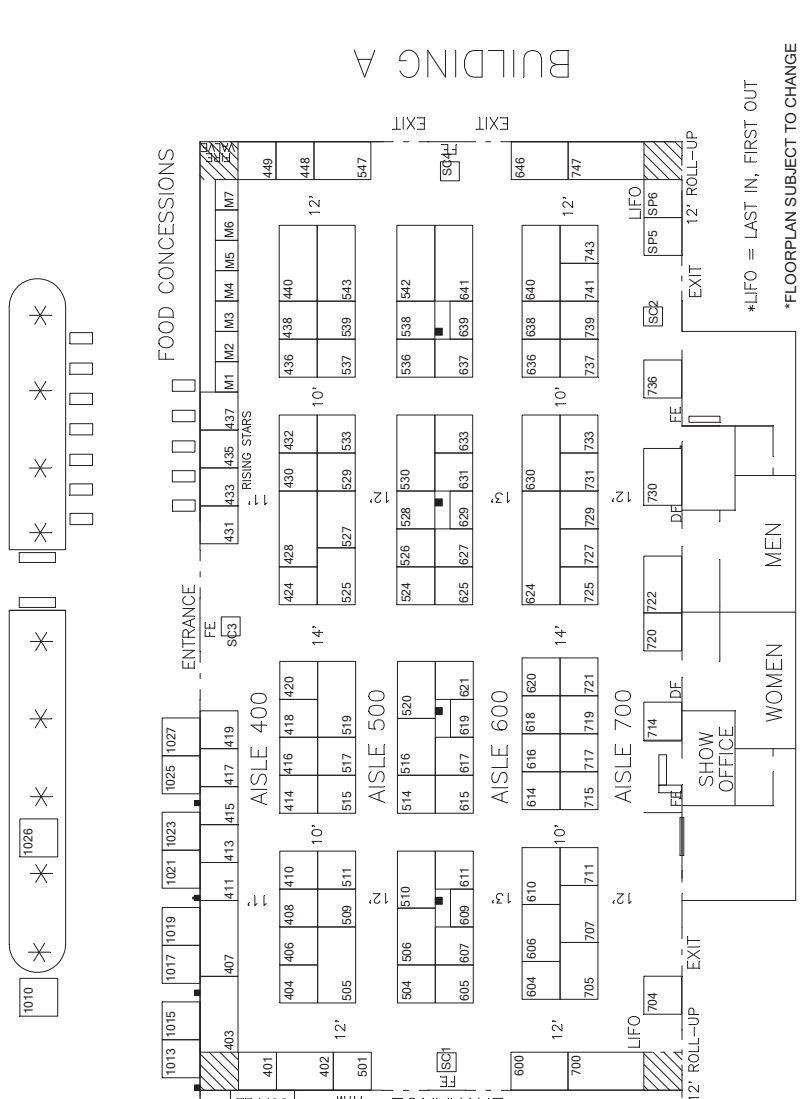
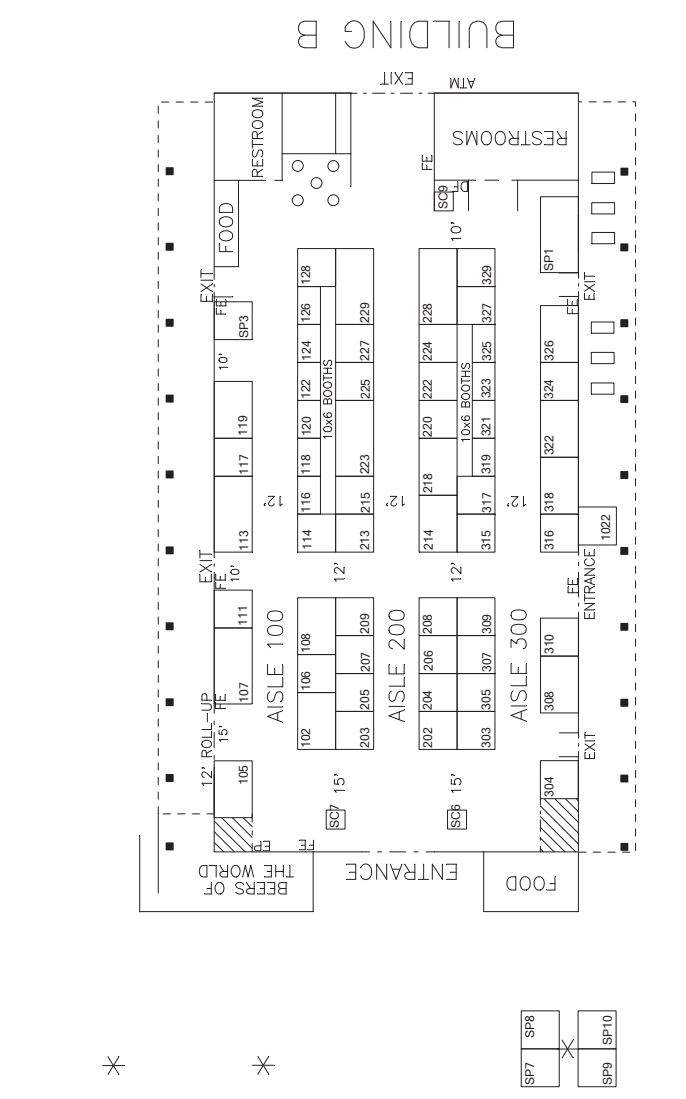
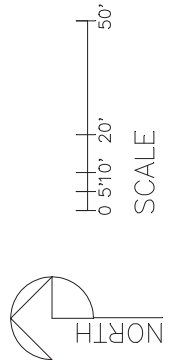
SELLERS PERMIT:

CA Resident:800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

The Show Office is located in Building A.



PLEASANTON HARVEST FESTIVAL
 OCTOBER 28-30, 2022
 ALAMEDA COUNTY FAIRGROUNDS
 BUILDINGS A & B



*LIFO = LAST IN, FIRST OUT
 *FLOORPLAN SUBJECT TO CHANGE

Important Show Information

ON-SITE SHOW OFFICE CELL NUMBER

Any last minute problems/questions should be directed to the on-site show office (which is open the Wednesday before each show thru the Sunday night of each show). Please call the show phone at: **(415) 830-2964**

PRIOR TO SHOW

Review your invoice. Your invoice will include booth location, booth size, indoor or outdoor location and cost. If your invoice shows that you have an outdoor booth (Pleasanton, Del Mar & Ventura only), bring your outdoor set-up, E-Z up or canopy. *Outdoor canopies **MUST** be securely anchored to the ground. Remember, you must have sidewalls and lighting. Please note that inclement weather will not be a reason for us to move outdoor exhibitors inside the building(s).

SHOW CHECK IN

- Prior to setting up, go to the Show Office.
- Verify your booth placement.
- Get a Welcome Letter for show details.
- Pick up your ID badges. For security reasons, we require that all badges have names on them and are worn during set-up, tear-down and each show day. Additional workers/booth personnel **MUST** have first and last name.

EXHIBITOR BADGE POLICY

At every show, each exhibiting company will get a maximum of 4 badges at check-in. A \$4.00 charge will be collected for additional or lost badges. Badges are to be used only by exhibitors & their booth personnel.

LOADING & UNLOADING

Normal set-up time is 8am-7pm Thursday (any exceptions are listed on show specific pages). No early or Friday set-ups are permitted. Load-in closes promptly at 7:00pm. Call the Show Office, (415) 830-2964 to notify if arriving late. If you do not arrive by 6 pm of set-up day, your booth space is subject to cancellation without a refund. Please refer to your contract.

LOADING & UNLOADING (CONTINUED)

Bring a dolly, hand truck, and ladder. The halls do not provide these for exhibitor use. You will not be able to bring your vehicle into the hall to unload.

Loading/unloading procedures differ in each city due to hall access regulations. See show specific pages.

FOR MOVE-IN

1. Unload booth and merchandise quickly.
2. Remove your vehicle immediately to allow others to have hall access.
3. Return to construct booth and arrange stock. As you set up, please be courteous to your neighbors and keep the aisles clear.

FOR MOVE-OUT

Tear-down begins after closing time Sunday. There are absolutely no early tear downs! Be considerate of our paying customers and fellow artists by observing this rule.

Packing materials, carts, hand trucks, etc. are not allowed onto the show floor until customers have left the hall.

Exhibitors who leave early may not be invited to future shows. Remember, your last sale may be your best sale!

1. Pack your merchandise.
2. Tear down your booth.
3. Check with Harvest Festival® show team to see if a loading pass is required.
4. Retrieve your vehicle, load your booth and stock quickly. Move-out must be completed by midnight Sunday.

Important Show Information

INSURANCE

Show Management, Contractors, Subcontractors and/or the facility assumes no responsibility, under any circumstances, for any merchandise or displays lost, stolen or damaged.

- While carrying insurance is not required, we do strongly recommend it. You must carry your own insurance in order to protect your property.
- Food Exhibitors have additional requirements. A policy of insurance shall provide coverage of at least \$1,000,000 for each separate occurrence and naming Harvest Festival® as additional insured. Chad Glenn will email notices.

INSURANCE COMPANIES

ACT Insurance Program

888-568-0548

www.actinspro.com

info@actinspro.com

Lindbergh Insurance Agency

1-844-249-2684

www.insuremyhomebiz.com

FESTIVAL ATTIRE

When choosing your attire, be creative - wear something that stimulates sales and encourages customers to stop and interact with you.

Proper business casual dress code is always encouraged. Absolutely no short shorts, tank tops, swim trunks, or flip flops.

BOARD OF EQUALIZATION –

TAX INFORMATION

CA: 1-800-400-7115

www.cdtfa.ca.gov/services/

NV: 1-775-684-2160

http://tax.nv.gov/Boards/State_Board_of_Equalization_Forms/State_Board_of_Equalization/

HEALTH PERMITS – FOOD EXHIBITORS

Applications & fees for all shows are due based on due dates provided. Please read each application carefully and in its entirety as each health department may have specific requirements. Health Permit applications for each show are available at www.harvestfestival.com.

EXHIBITOR ENTRANCE

On Show Days, exhibitors may enter 2 hours before show opening for restocking. You may not enter another exhibitor's booth unless invited by the exhibitor. You will need your badge to gain entry.

HARVEY BUCKS

Harvey Bucks are RED dollars used for media promotions. They are just like cash that customers are to spend in your booth. We will reimburse you at the Show Office for all Harvey Bucks spent in your booth.

FACEBOOK

Follow us on FaceBook. If we don't already have your FB handle, please provide it to us so that we may tag you in photos throughout the season.

<https://www.facebook.com/HarvestFestivals/>

FACEBOOK GROUP

We have started a new FB Group just for our Exhibitors called Harvest Festival® Family. We will do our best to invite everyone, but in case we can't find you, please request to join if you would like. This will be a good source for newer exhibitors who would like to get in touch with veteran exhibitors for tips, advise and otherwise. We will also post show specific information, coupons, show hashtags, forms etc.

INSTAGRAM

We are going to be doing huge marketing pushes to try and build and Instagram following in the future. Please follow us on Instagram so that we may more easily tag you. Please also remember to tag us in your posts and stories.

<https://www.instagram.com/originalharvestfestival/>

Booth Set-up and Requirements

EACH 10 x 10 BOOTH INCLUDES

- 8' high back wall drape in black
- 500 Watts of electricity
- Booth number sign - It makes it easier for attendees and the show decorator to find you.
- Show Directory listing with your company name and booth number (application must be received by one month prior to actual show date)
- Discounted group rates at nearby hotels. It helps us maintain good rates if our exhibitors utilize these hotels.

HEIGHT RESTRICTION:

Signage/Products must not exceed 8' high along side and back wall. Header or booth signage along front/aisle can not exceed 10'. **Height limits will be strictly enforced.**

YOU ARE REQUIRED TO PROVIDE:

Flameproof Certificate or proof of flame proofing is required by Fire Marshall. *See page 2 for flame proofing resources.*

Sidewalls or Drapes: Must be a minimum of 7' high and a maximum of 8' high. Must be fabric or opaque walls. If you use lattice, or grids, you must use fabric to cover the back. Side drapes can be ordered through Lights West. Side drapes are included with 10' x 6' and Rising Star booths.

Lights: We dim the overhead lights in most shows. Be prepared with sufficient lighting to display your booth and product under dimly lit conditions. Lighting is MANDATORY for all booths.

- Extension cords must be heavy duty, 3-prong/grounded cords. Flat cords are recommended. Power strips with a circuit breaker and six outlets are required. (In Las Vegas, use one extension cord from main floor power to lights).

ALL LIGHTS MUST BE TURNED OFF AT THE END OF THE DAY.

See page 9-10 for more information on booth display.

SUGGESTIONS

- Use your company signs in your booth. **Signs must not exceed 8' side and back wall** heights and cannot be hand-written.
- Floor Covering: Use rugs, carpet, linoleum or other material to cover floor of booth.
- Display photos of product featured in booth.
- Signage for indoor shows should be smaller and have a softer decorative look like wood, fabric, felt, foam core or sailcloth.
- Use a tarp or bed sheet to cover the front of your booth at night when you leave for additional security.
- Have a flexible set-up. Your booth structure must be flexible to allow for a 4-6" deviation from the width of the assigned space to allow for pillars and unforeseen floor plan irregularities.

NOT ACCEPTABLE

- No fully enclosed roofs are allowed as per Fire Marshal regulations.
- **No spreading of your product and/or display into the aisles.** AISLES MUST REMAIN EMPTY OF MERCHANDISE PER FIRE MARSHAL.
- All exits and aisles must be kept clear of all displays and equipment. Entrance and exit doors shall remain unobstructed at all times. Fire extinguishers and fire hose cabinets shall remain visible and accessible at all times.
- No exposed metal of Canopies for indoor booths. Cover or wrap the metal with fabric or decorative material. E-Z ups or canopies are allowed for outdoor set-ups in Pleasanton, Del Mar and Ventura. **You must have sidewalls.**
- No hand-written sale signs. If you reduce the price of an item during the show, replace the price tag!

STATIONARY CARTS

Carts can be no larger than 4' wide x 4' long x 6' tall and must have lighting that complies with Fire Marshal code (see pictures on page 9). Harvest Festival® will provide 500W of electrical power at no additional charge. Failure to comply may jeopardize future placement.

A table does NOT constitute a cart. No additional props or displays may be placed outside of your cart space. Cart spaces will be marked on the floor and Exhibitors are required to stay within the marked space.

FOOD EXHIBITORS

All food vendors must submit health permit applications and payment to Harvest Festival® for each show and city in which you participate. All Health Permit forms are available at www.harvestfestival.com.

Forms must be submitted WITH FULL PAYMENT BEFORE THE DUE DATE OR A \$50 LATE FEE WILL BE ASSESSED IN ADDITION TO THE COUNTY LATE FEE. Please review each individual county requirements for food handling, waste and cleaning. The health departments have the authority to close your booth if minimum requirements are not met.

You must have the following:

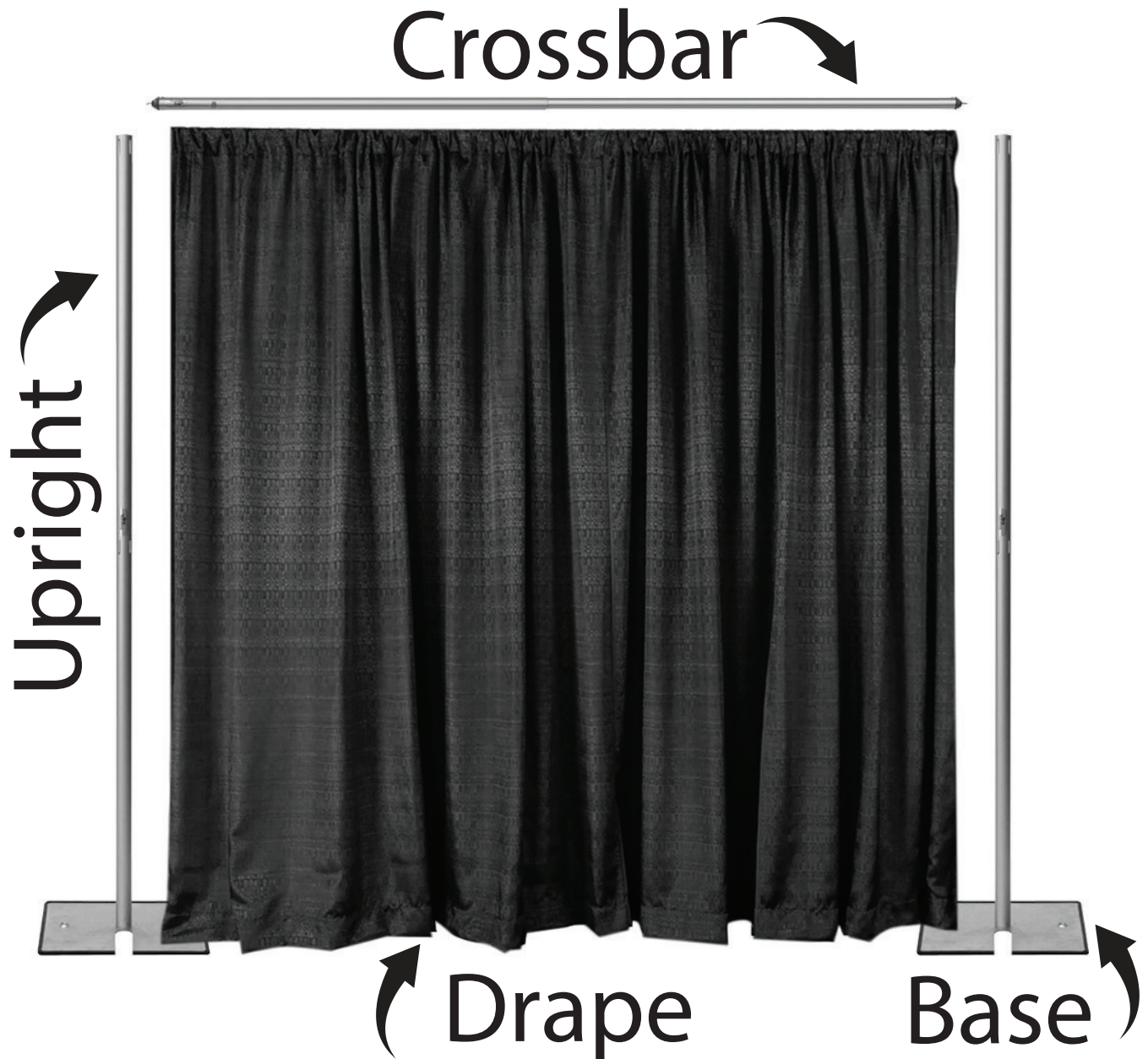
1. Washable floor covering
2. Hand-washing station
3. If using utensils - you must have a three compartment utensil washing sink with bleach
4. Covers for open food samples
5. Waste basket

Note: These are minimum requirements, each county may have additional requirements. Please review the individual city permit applications for more information.

Pipe & Drape Guide

Back Wall

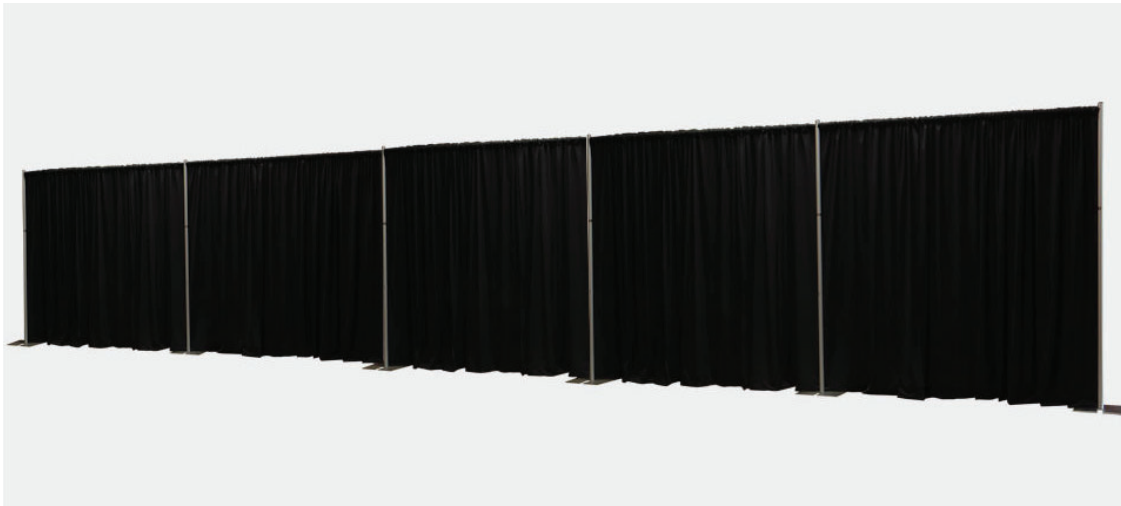
All standard booths (10x10 through 10x30) come with a back wall.



Pipe & Drape Guide

Row of Back Drape

This is what a row of backdrape looks like upon move-in. The floor will be chalked in the front denoting where your booth starts and ends and an ID sign will be hanging on the back with your booth number printed on it. Sidewalls don't always align with the back wall (connecting upright) as we do offer 15' booths. Keep this in mind when planning your side walls.



Makers Market Booths

This is what a row of Makers booths looks like upon move-in. The sidewalls are 3ft high and are not to be removed. Makers booths are 8ft wide by 6ft deep and come with a table. Makers booths do not come with power.



Pipe & Drape Guide

10x6 Booths

All 10x6 booths come with a back wall and side walls. 10x6 booths are limited and pre-determined. "Front of show" and corners are not options.



Crossbar

If you would like to close of the front of your booth, say to hang a banner or put lights on, you would also need to order a crossbar to go across the front of your booth.



Pipe & Drape Guide

Side Wall

Each Exhibitor is responsible for their own side wall. You can purchase your own or rent it from us. This is your opportunity to make your booth shine and decorate it as your own using colorful panels, curtains or fabric, or you can use hard wall, grids, propanels, etc. Sidewalls may not be transparent/see through. If you do decide to order side drape from us, please see below.

Sidewall (complete) = Consists of black drape, one cross bar, one upright and one base. Pre-order is \$60, onsite is \$80. You may however wait to order until you get to showsite. If your neighbor also needs a sidewall, then you could both split the cost.

Pipe Only = This means the components only, minus the drape. You would order one base, one upright and one crossbar. You would only do this if you have your own drape but just need something to hang it up.



Electrical Guidelines

ELECTRICAL USAGE – HOW TO AVOID POWER FAILURES . . .

Each 10 x 10 booth comes with 500 watts of electrical. Overloading electrical outlets can cause power outages, not just for you, but for your neighbor or an entire section of booths. Order additional power through the designated service provider, Edlen, LightsWest, or the facility. Power used by common appliances:

- 1 regular light bulb = 60 watts; (LED - 11 watts)
- A microwave or 4 slot toaster = 650-2000 watts
- Coffee maker = 900-1200 watts
- Crock Pot = 1000-1500 watts
- Fan = 100 watts
- Hot plate = 720-2000 watts
- Laptop computer = 45 watts
- Vacuum cleaner = 700-1400 watts

DO NOT connect (daisy chain) one power strip to another – this can overload circuits. Power strips must have a circuit breaker. (See picture on right.)

DO NOT put rounded power cords under carpet or other floor covering – flat power cords 14 gauge or larger may be put under floor coverings.

DO NOT hang power strips from drapes or poles. All 110-volt electrical extension cords must be 3-wire (grounded). Fire Marshals in Las Vegas and San Mateo strictly enforce these rules. (See picture on right.)

CONDITIONS AND REGULATIONS

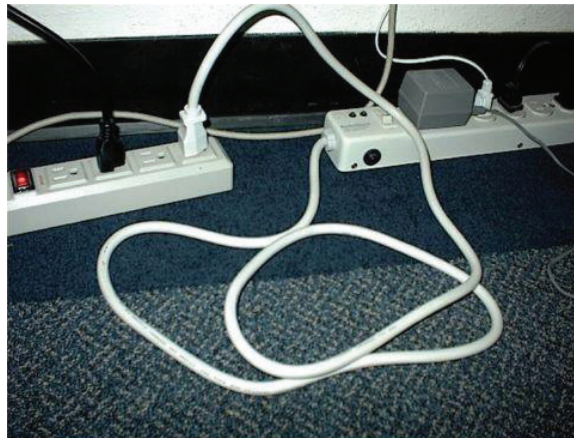
Building utility outlets are not part of booth space and are not to be used by the exhibitors unless specified otherwise.

All equipment, regardless of source of power, must comply with all federal, state, and local safety codes.

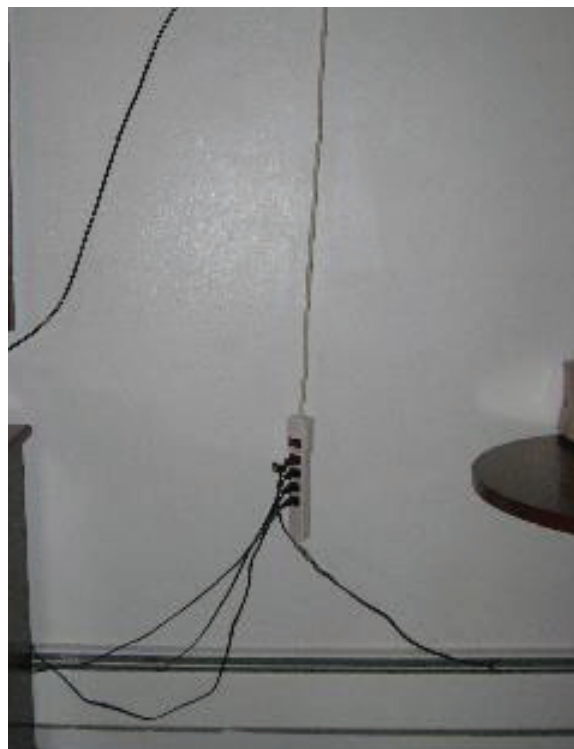
All exhibitor's equipment shall meet N.E.C. and be clearly labeled as to type of current, voltage, phase, cycle, horsepower, etc.

Under no circumstances shall anyone other than "house electrician" make special or direct electrical connections.

DO NOT DAISY CHAIN



DO NOT HANG STRIPS FROM POLES



COMMONLY ASKED QUESTION - WHERE WILL MY OUTLET BE LOCATED?

All power and outlets will be installed on the floor along the back wall.

Booth Display

GENERAL

Booth Display is a vital part of effective selling. Providing a welcoming booth and compelling display for your product is a potent tool for creating a profitable show experience. An effective use of booth space, good lighting, floor covering, and proper signage, all contribute to a great display and the bottom line.

Below are just a few examples of some standard booth and cart displays. Seeing other booth displays are worth a thousand words. Harvest Festival® encourages new exhibitors to visit other art & craft shows ahead of your participation so that you can discover what will work best for your product.

LIGHTING LEADS TO BETTER SALES - ILLUMINATE AND SELL!

Create light that complements your display and showcases your product. A brightly lit space will attract customers and make your display stand out from the rest.

- Use the right bulbs for your merchandising needs. If people cannot see it, they will not buy it. (LED bulbs reduce wattage usage).
- Most craft artists report a noticeable increase in sales when they add the appropriate lights.

CONSIDER THE FOLLOWING:

- Invest in your booth and it will pay off.
- Don't overcrowd your booth. More is not always better. Customers actually see more if there are visual resting spaces between your objects. Make it easy for the customer to enter your space.
- Use multi-levels in your display. Levels create interest and attract people to your booth. www.displaystar.com

ON-SITE DEMONSTRATIONS ARE LOVED BY BUYERS.

- Demonstrate the making of your craft. If you are unable to do on-site demos, have photos of your process in the booth or better yet - have a video of the making of your product running continuously.
- Wear appropriate attire (please see "Festival Requirements" page 31).
- Encourage gift-buying by decorating your booth for the seasons and being festive!
- Harvest Festival® sparkles with Holiday decor in Sacramento, San Mateo and Pomona. Make your booth glow with Holiday spirit. If you use Holiday lights please prearrange with the electrician for additional electrical wattage.



Booth Display



Harvest Festival® Makers Market



NEW TO HARVEST FESTIVAL®

We are pleased to be offering a brand-new section to all 7 of our current locations. This is a unique area specifically catered to break-out makers eager to join large-scale, indoor art & craft shows. Space and categories are limited.

2022 SHOW LOCATIONS:

Las Vegas, NV	September 9-11
Ventura, CA	Sept. 30 - Oct. 2
Del Mar, CA	October 7-9
Pleasanton, CA	October 28-30
San Mateo, CA	November 11-13
Sacramento, CA	November 18-20
Pomona, CA	December 2-4

INCLUDED IN BOOTH FEE

- 6' x 8' booth space
- Pipe and drape (8' back drape/3' side drape)
- One 6 ft. table, draped black

ELECTRICAL

Electrical is not included nor is it offered. Electrical adds a substantial price increase to the booth fee and not providing it is how we keep the Makers area less expensive. If you need or want Electrical, you will need to upgrade to a standard 10x6 booth.

MARKET YOURSELF:

Market yourself and your business in the months leading up to the shows.

- List shows and booth numbers on your website.
- Send VIP tickets to your best customers.
- Create a newsletter or mass email with dates, booth numbers and locations.
- Utilize social media outlets such as Facebook, Twitter and Instagram to entice potential shoppers with product shots and even contests.

BRING TO THE SHOW:

- Your seller's permit.
- This exhibitor kit for reference and directions.
- Dolly, hand truck, tools, ladder and anything else you may need to set up your booth. These items are not available at the halls.

BOOTH DISPLAY/DECOR

Harvest Festival® strives to offer a cohesive and clean look throughout the entire show. The intention is for every Exhibitor's booth to demonstrate individuality and a "shop like" appearance. Be sure to bring signage, display stands and anything else you may need to decorate your little "shop." Black tablecloths are included but you welcome to bring your own table covers to complete your booths look.

OBTAIN YOUR SELLERS PERMIT

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

SHOW CHECK IN

- Prior to setting up, go to the Show Office.
- Verify your booth placement.
- Get a Welcome Letter for show details.
- Pick up your ID badges on-site at the show office. For security reasons, we require that all badges have names on them and are worn during set-up, tear-down and each show day. Additional workers/booth personnel MUST have first and last name.

Harvest Festival® Makers Market Booth Display



Maximize Your Sales, VIP Tickets & More

EXHIBITOR APPRECIATION PROGRAMS

We want to remind you of the programs available to you and how you can earn booth credits.

- **Recruit an Artist** – Receive a \$100 credit! Harvest Festival® strives to offer quality events with an emphasis on continual growth. We are committed to adding NEW and UNIQUE products to our shows and to our shoppers. Our best advertising strategy is YOU and your personal endorsement is by far the most effective recruitment tool we have. We encourage you to assist us in reaching our objectives by recruiting fellow artists and TOGETHER, we will continue to make Harvest Festival® the best art & craft shows in the West.

The program is easy! Just call or email us with the name, company and contact information of the artist you are recruiting. If they apply and exhibit with us, you will receive \$100 account credit for the following year.

VIP PASSES

VIP PASSES ARE GOOD FOR TWO YEARS, which doubles their value! Use Harvest Festival VIP passes as a marketing tool for your best customers. Each exhibiting company receives four complimentary VIP passes per show. Additional passes may be purchased for \$4.00 in advance or \$5.00 on-site. Give VIP passes to gallery owners and media and use in mailings to increase your visibility at the show and beyond. If you purchase more than 50 VIP tickets, we will give you additional free.

MARKETING PHOTOS

The Harvest Festival® is continuously looking for your product photos to use for marketing and advertisements. Please send high resolution photos (300dpi, JPEG, BMP) via email to jordana@harvestfestival.com.

HARVEY BUCKS

Harvey Bucks are dollars given out for media promotions and given away daily in our Grab Bag Drawing. They are just like cash that customers are to spend in your booth.

Exchange them at the Show Office for cash at the end of each day.

PRESS RELEASES

Send press releases to Harvest Festival describing new products, products that may be of particular interest, or are newsworthy. Agencies are listed below.

TOP TEN TIPS TO MAXIMIZE SALES

1. Greet each customer that comes into your booth. Avoid eating, reading and cell phone usage in your booth. It discourages interaction.
2. Make your customers feel special, like good friends or family.
3. Ask questions that invite a real live response. Start your sentence with “Would you rather...”
4. Educate your customers by offering information about your product, how it’s done, the instruments used and the length of process.
5. Emotions drive buying. A story has more impact than any amount of facts and builds value.
6. An attractive booth, effective lighting, festival attire and demonstrations of your craft will encourage customers to stop at your booth and converse.
7. Make sure your company or product name is clearly visible, have business cards with your contact information within reach and promote your website.
8. Always, always, get your customer’s name, address and e-mail address and put this information in a format that allows you to easily, inexpensively and effectively contact them.
9. Take advantage of marketing tools available from the Harvest Festival, many of which are at no cost to you, such as postcards and VIP Passes.
10. Develop your own marketing plan with e-blasts, social networking sites, participation in charitable events in your home area that put your name front and center, even create your own newsletter.