



Second Annual HandMade in the Shade Craft Fair

St. Francis Lion's Community Center / 3476 E. Howard Ave.

Saturday, July 13, 2019 / 10 am to 4 pm

(Setup is 8:30 am to 10 am | Take down begins at 4 pm)

GENERAL INFORMATION:

| | |
|--|--|
| Name: | |
| Business name: | |
| Product type: | |
| If direct sales, name of product: (ie., Avon, Color Street) | |
| Address: | |
| Phone: | |
| Email: | |
| Facebook handle: | |
| Instagram handle: | |

BOOTH TYPE REQUESTED (CHECK ONE OPTION ONLY):

| | | |
|--|--|--|
| 8-foot table & 2 chairs | <input type="checkbox"/> \$55 Non-electric | <input type="checkbox"/> \$65 Electric |
| OUTSIDE SPACE ONLY. No tables, chairs, canopy, tent or electricity provided. Vendors to provide all of their own set-up. No make-up date for rain or inclement weather. | | <input type="checkbox"/> \$45 Non-electric (Approx. 17' x 17') |

Please note that due to the extensive work it takes to organize an event, NO BOOTH REFUNDS will be available under any circumstances.

| | |
|----------------------------|--|
| <i>Please initial here</i> | By initialing in this box to the left of this statement, I hereby acknowledge that I have read, accepted and agreed to be bound by the rules/terms of Brew City Crafters LLC listed on page 2 of this registration form. |
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| | <p>Brew City Crafters LLC is proud to partner with The Salvation Army of Milwaukee County. They have asked for donations of the following school supply items: <i>book bag, backpack, pencil bag/box, washable white glue, glue sticks, crayons, colored pencils, no. 2 pencils, large rectangular pink erasers, spiral notebooks, pocket folders, notebook paper, 12" ruler, protractor, blue/black/red ink pens, highlighters, washable markers, low odor dry erase markers, flash drives/memory sticks, graph paper and calculators.</i></p> <p>On the day of our event, Brew City Crafters LLC asks that each of its registered vendors bring in any school supply items mentioned above to be donated. Brew City Crafters LLC will then deliver all of the donated items the next business day to the Salvation Army of Milwaukee County!</p> |
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PAYMENT INFORMATION:

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| FOR PAYPAL PAYMENTS (PREFERRED METHOD): brewcitycrafters@gmail.com <i>Please select the good & services option.</i> | FOR CHECK PAYMENTS: Brew City Crafters LLC 2642 S. 69 th Street Milwaukee, WI 53219 |
|--|--|

=====PLEASE LEAVE AREA BELOW BLANK, ADMIN USE ONLY=====

Payment type:

PayPal Date received: _____
 Check # _____ Date received: _____

Booth #: _____

PLEASE KEEP THE FOLLOWING INFORMATION FOR YOUR RECORDS

Payment information:

1. Due to the high demand of our booths and the amount of work that it takes to organize large-scale fairs, **we cannot offer any booth refunds**. If you reserve a booth, please be prepared to attend – or at the very least, have someone attend in your place with what you originally intended on selling. **You must immediately let us know and have our approval for the substitution.**
2. Your booth is not reserved until your registration form AND payment has been received by Brew City Crafters LLC.
3. PayPal is the preferred method of payment as it is the fastest way for us to receive your payment and for us to reserve your booth. If paying by PayPal, you will still need to submit a filled-out registration form (the first page of this packet) so that we can add you properly to the confirmed vendors list and assign you a booth. If we get a PayPal payment without the form, it becomes confusing to us as to who is sending the payment and what is needed by the paying vendor. **FORM & PAYMENT MUST BE SENT AT THE SAME TIME.** It is acceptable to take a snapshot of the form with your phone and email it to us.
4. If paying by check, please note that there is a \$30 returned check fee. This would result also in a permanent exclusion from attending any future events.
5. Spots with electricity are very limited and are also reserved on a first-payment received basis only.

Day of the Event:

1. We give our vendors two hours to set their booths up. Please arrive no earlier than 8 am and make sure that once the event begins, your booth is ready for shoppers at 10 am.
2. As a reminder, set-up time is between 8 am and 10 am. We expect that your booth will be fully set-up and ready for shoppers at 10 am as we advertise and as stated in your registration. If you have not checked in to your booth by 9:30 am, Brew City Crafters LLC will assume that you have forfeited your booth and will not be attending our event. Therefore, we will offer your booth space to be divided equally between the neighboring vendors. No refunds will be given for non-attendance. If you are simply running late, or have an emergency, please message us on Facebook, by email, etc. Empty booth spaces are very unsightly, and we want to ensure that we avoid it when possible.
3. On the tables, you will you have an assigned number. A few weeks before the event, all of the vendors will be emailed a map of the layout as well as their assigned booth number. The hall layout will include all available loading/unloading doors, and where the restrooms are within the hall.
4. We ask our vendors to stay until the official end time for the event. Take down begins at 4 pm. Please do not start to deconstruct your booth before the closing time. This is not only frustrating for organizers, but more importantly, it is extremely disrespectful towards fellow vendors who are forced to sit back and watch potential shoppers feel as if they are being rushed from the hall. It also is not a good sign to shoppers who follow our shows as they expect to have the full shopping experience we advertise on your behalf.
5. Finally, we ask our vendors that in the morning after you are finished unloading your vehicle, please move your vehicle to a far end of the parking lot so that our shoppers get good spots to unload all the great items they've purchased from you!

Liability:

As a vendor who has signed-up and paid for a booth, you agree that Brew City Crafters LLC, and its owners, and are not responsible for any act arising out of or from the following:

- (1) any accident or occurrence at the venue; and
- (2) any act of God.

All of the vendor's personal property of any kind or description on the venue premises shall be there at the vendor's sole risk. Brew City Crafters LLC, and its owners, shall not be liable for any damages to said property caused in any manner whatsoever. Further, vendor agrees to follow all rules and regulations set by Brew City Crafters LLC.

Our advertising:

At the very minimum, Brew City Crafters LLC advertises our events as follows:

1. Our Facebook and Instagram pages are constantly being built up. We create events on Facebook that we share and invite to as many people as possible. We also invest a portion of our booth fees into paid advertising on Facebook. The number of individuals interested in our events on Facebook alone consistently reaches well into the thousands.
2. Craigslist stills get quite a bit of attention, so we make sure to post the events there leading up to the event in multiple Craigslist regions around the state.
3. Our email and monthly newsletter contact list grows daily. It's just another way for us to let people know that an event is happening if they haven't already been notified through Facebook, Instagram or Craigslist.
4. Online and print newspaper ads will be made through the Milwaukee Journal-Sentinel as well as the Shepherd Express. For those who aren't big on social media, we get our events listed in classifieds online and pay to get them in print.
5. Flyers, banners and signs are a great way for us to make the communities closest to the venue aware of our event. We print full color flyers and hang them at the venue, nearby businesses, local government buildings and more. Large signs are always posted outside the venue on the day of the event. The number of flyers circulated each event is oftentimes greater than 300.
6. While we promise to hustle and get the word out, we ask that our vendors like, invite and share our events on Facebook. Any additional help from vendors is always appreciated. Together we can make the show a huge success!