



# Mad City Holiday Bazaar

Alliant Energy Center, Expo Building, Hall B  
 1919 Alliant Energy Center Way, Madison, Wisconsin 53713

**Saturday & Sunday, Nov. 23rd & Nov. 24th 2019 | 10 am to 4 pm**  
 (Setup is 8 am to 10 am | Take down begins at 4 pm)

*There will be no security at the building overnight, but the building will be locked.  
 Merchandise can be left at your own risk if you book a two-day booth from us.*

| GENERAL INFORMATION: Please PRINT clearly so that we register your business properly. ☺ |  |
|---|--|
| Name:   |  |
| Business name:  |  |
| Product type:   |  |
| If direct sales, name of product:<br>(ie., Avon, Color Street)                          |  |
| Address:  |  |
| Phone:  |  |
| Email:  |  |
| Facebook/Instagram handle(s):   |  |

| BOOTH TYPE REQUESTED:   |   |  |
|---|---|--|
| <b>10' x 10' space - One 8' table and 2 chairs with pipe &amp; drape for your booth is included, unless checked that you DO NOT want table and/or chairs.</b> | <input type="checkbox"/> \$95 Non-Electric (1 day)<br><input type="checkbox"/> Saturday only <input type="checkbox"/> Sunday only | <input type="checkbox"/> \$110 Electric (1 day)<br><input type="checkbox"/> Saturday only <input type="checkbox"/> Sunday only |
|   | <input type="checkbox"/> \$180 Non-Electric (2 days)  | <input type="checkbox"/> \$210 Electric (2 days)   |
|   | <input type="checkbox"/> I do NOT want tables/chairs  | <input type="checkbox"/> I do NOT want tables/chairs   |
|   |   |  |

*Discounts are offered for double booth requests, please contact us for pricing details.*

*Please note that due to the extensive work it takes to organize an event, NO BOOTH REFUNDS OR FUTURE CREDITS will be given under any circumstances.*

|  |   |
|--|---|
|  | By initialing in the 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 pages 2 and 3 of this registration form and that I <b>HAVE READ THE NO REFUND/NO FUTURE CREDIT SECTION.</b> |
|--|---|

**For this event, we are proud to announce our new partnership with the Alzheimer's Association. Fifty percent of all collected public admission fees will be donated by Brew City Crafters LLC to the Alzheimer's Association!**



**\*If making a payment via PayPal, please be sure to note that you will use the email address listed below to make your payments.\***

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

**ALL RECEIVED PAYMENTS ARE CONFIRMED AS SOON AS POSSIBLE. IF YOU HAVE NOT RECEIVED CONFIRMATION OF YOUR PAYMENT WITHIN 10 DAYS OF SUBMISSION, PLEASE CONTACT US AS WE MAY NOT HAVE RECEIVED YOUR PAYMENT.**

=====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 or future credit.** 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 receive a written approval for the substitution.**
2. Your booth is not reserved until both 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 at the \$110 booth rate.

### DAY OF THE EVENT:

1. We give our vendors two hours to set their booths up. The hall's loading dock area is located behind the Expo Hall at the Alliant Energy Center. The loading dock itself is on the west side of the building. After unloading, vendors are to park in the west lot, which again is behind the Expo Hall. It is crucial that you park in the west lot as we will be providing you with a vendor parking pass just before the day of the event as it is included in your booth registration fee.
2. Please arrive no earlier than 8:00 am and make sure that once the event begins, your booth is ready for shoppers at 10:00 am. Even though you may see the Brew City Crafters **owners and/or the Alliant Energy Center staff on-site before 8:00 am – you may not enter the building until 8:00 am as we are all inside working hard to finalize the details for the show so that we ALL can put our best foot forward that day.**
3. At each booth, you will see packets that contain several items including your vendor ID badge & lanyard, a show brochure as well as a booth ID sheet which includes your booth number and your business name. A few weeks before the event, all of the vendors will be emailed a map of the hall layout as well as their assigned booth number. The hall layout will include all available loading/unloading doors, parking options and where the restrooms within the hall are located.
4. As a reminder, set-up time is between 8:00 am and 10:00 am. We expect that your booth will be fully set-up and ready for shoppers at 10:00 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. **Again, 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.
5. We ask our vendors to stay until the official end time for the event. Take down begins at 4:00 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.

### LIABILITY:

1. 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:
  - a) any accident or occurrence at the venue; and
  - b) any act of God.
2. 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.
3. There will be no security at the building overnight, but the building will be locked. Merchandise can be left at your own risk if you book a two-day booth from us.

### OUR ADVERTISING:

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

1. Facebook is our main channel. We have thousands of followers and we invest a healthy portion of booth fees back into Facebook ads for every event that we host. We welcome all vendors to continuously share the event page throughout the time leading up to the show and even on the day of! If you would like to add this event to your business' event page,

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please be sure to use our posted event photo and our show description in the about section for your description as well as listing Brew City Crafters LLC as the host of the event.

2. Instagram is proving to be a very reliable source for all things relating to visual arts. This provides us with yet another way to spread the word about the show!
3. We have an official website: [www.brewcitycrafters.com](http://www.brewcitycrafters.com) - please feel free to visit it! On our site we have an upcoming events calendar, information on how to participate in our events, an opportunity to sign up for our monthly newsletter, a complete history of our charitable partnerships and much more.
4. Craigslist still gets quite a bit of attention, so we make sure to post the events on several Craigslist regions around the state leading up to the day of the show.
5. Our email & monthly newsletter contact list grows daily. It's just another way for us to let people know an event is happening if they haven't already been notified through FB and CL.
6. Online & Print Newspaper ads will be made through local printed media outlets. For those who aren't big on social media, we get our events listed in classifieds online and pay to get them in print. We also conduct interviews with reporters who then publish articles pertaining to the event.
7. 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 itself, 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 for each event is oftentimes greater than 300. The Alliant Energy Center also has a lighted billboard that will advertise the event leading up to the day of the show.
8. By partnering with the Alzheimer's Association, we have secured additional advertising through them by having them as a sponsor to our event.
9. While we promise to hustle and get the word out, we ask that our vendors like, invite and share our events on social media. Any additional help from vendors is always appreciated. Together we can make the show a huge success!

### FAQs:

1. How many booths are at this show?  
*Answer:* Approximately 124 each day
2. Will tables and chairs be provided for my booth?  
*Answer:* Yes. If you do not want tables and chairs please indicate so by checking the box on the first page of this registration packet.
3. What is the ratio of Direct Sale vendors to crafters and artists?  
*Answer:* Direct Sales make up 10% of this event, which is 12 booths each day.
4. Is this event indoors or outdoors?  
*Answer:* This event is 100% indoors.
5. Do vendors need to submit a raffle item for the event?  
*Answer:* No, vendors are not required to submit a raffle item or to donate directly to the charity. As we are partnered with Alzheimer's Association, Brew City Crafters will be donating Fifty Percent of the collected public admission fees to them.
6. Is there access to the building the day before?  
*Answer:* As of right now, no there isn't. Should it change, we will let everyone know.
7. Can I request a booth next to a vendor who is a friend?  
*Answer:* An email will need to be sent to Brew City Crafters **as soon as you register**. We do all we can to honor your request, but we cannot make any guarantees.
8. Is this a juried show?  
*Answer:* No. There is no holding period from when you submit your registration form and payment. We collectively decide immediately based upon what you are selling at the show as listed on your registration form.
9. Will there be food available?  
*Answer:* Yes. Centerplate Catering will be operating the concession booth. Additionally, several vendors will be available with different snack options. If a catering menu becomes available, we will be sure to share that with you.