

# Second Annual Holiday Craft & Vendor Fair



American Serb Hall | 5101 W. Oklahoma Ave., Milwaukee, WI 53219

Saturday, Dec. 14, 2019 | 10 am to 4 pm | (Setup is 8:30 am to 10 am | Take down begins at 4 pm)

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

SPACE REQUESTED (All 10' wide x 5' deep):	FEES:	SPECIAL REQUESTS/COMMENTS
<b>ARTISTS &amp; CRAFTERS ONLY – SINGLE TABLE</b> One 8' table and 2 chairs	<input type="checkbox"/> \$65 Non-Electric <input type="checkbox"/> \$75 Electric	
<b>ARTISTS &amp; CRAFTERS ONLY – DOUBLE TABLE</b> Two 8' tables and 4 chairs	<input type="checkbox"/> \$120 Non-Electric <input type="checkbox"/> \$140 Electric	
<b>DIRECT SALES ONLY</b> One Hallway Space -- NO TABLES PROVIDED	<input type="checkbox"/> \$70 Electric	

*Please note that due to the extensive work it takes to organize an event, NO TABLE 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 SPECIFICALLY READ THE NO REFUND/NO FUTURE CREDIT SECTION.</b>
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For this event, we are proud to announce our renewed partnership with Children's Hospital of Wisconsin. For this event we will be hosting a Toy Drive for Children's Hospital of Wisconsin. As such, we ask that each vendor bring a new and unwrapped toy to the event. All donations should be placed on the stage in the President's Hall.



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

PAYMENT INFORMATION:		
<b>FOR PAYPAL PAYMENTS (PREFERRED METHOD):</b>	<b>FOR CHECK PAYMENTS:</b>	
brewcitycrafters@gmail.com <i>Please select the good &amp; services option.</i>	<b>IF MAILED BY 05/31/19 TO:</b> Brew City Crafters LLC 2642 S. 69 <sup>th</sup> Street Milwaukee, WI 53219	<b>IF MAILED AFTER 06/01/19 TO:</b> Brew City Crafters LLC 2102 42 <sup>nd</sup> Street Two Rivers, WI 54241
After your PayPal payment, please take a picture of your completed registration and send it to info@brewcitycrafters.com immediately.		

**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: \_\_\_\_\_

Table #: \_\_\_\_\_

## PLEASE KEEP THE FOLLOWING INFORMATION FOR YOUR RECORDS

### PAYMENT INFORMATION:

1. Due to the high demand of our tables and the amount of work that it takes to organize large-scale fairs, **we cannot offer any table refunds or future credit.** If you reserve a table, 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 table 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 table. 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 table. 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 rate stated on Page 1.

### DAY OF THE EVENT:

1. We give our vendors one and a half hours to set their tables up. There are four different loading areas for American Serb Hall. A detailed map will be provided to you with your email containing your table assignment, a few weeks before the event.
2. Please arrive no earlier than 8:30 am and make sure that once the event begins, your table is ready for shoppers at 10:00 am. Even though you may see the Brew City Crafters owners and/or the American Serb Hall staff on-site before 8:30 am – you may not enter the building until 8:30 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 table, you will see packets that contain several items including your vendor ID badge & lanyard, a show brochure as well as a table ID sheet which includes your table 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 table 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 8:30 am and 10:00 am. We expect that your table 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 table by 9:30 am, Brew City Crafters LLC will assume that you have forfeited your table and will not be attending our event. Therefore, we will offer your table tables 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 tables 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 table 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. Taking down your table prior to 4:00 pm without our approval, may result in exclusion from our future events.

### LIABILITY:

1. As a vendor who has signed-up and paid for a table, 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.

### 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 table 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!

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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 have also conducted interviews with reporters who then publish articles pertaining to the events we've had.
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 American Serb Hall also has a lighted billboard that will advertise the event leading up to the day of the show.
8. By partnering with the Children's Hospital of Wisconsin, 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 tables are at this show?**

*Answer:* Approximately 150.

**2. Will tables and chairs be provided for my space?**

*Answer:* For artists and crafters - Yes. For Direct Sales – Only 1 chair will be provided.

**3. What is the ratio of Direct Sale vendors to crafters and artists?**

*Answer:* There will be 24 (16%) Direct Sales at this event and there will be 123 (84%) artists and crafters.

**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 donate directly to the charity. However, as we are sponsoring a Toy Drive for Children's Hospital of Wisconsin, we are asking that each vendor bring a new and unwrapped toy to be collected at the event.

**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 table 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. The Governor's Lounge will be open with assorted food and beverage option. We also plan to have several food & snack vendors at the event.

**10. Is there Wi-Fi?**

*Answer:* Yes. Details will be provided to the vendors in the same email that is sent with your table assignments.

**11. Is there an ATM on-site?**

*Answer:* Yes. It is in the hallway and will be listed on the detailed map given to you with your table assignment.