



Fourth Annual HandMade in the Shade Craft Fair

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

Saturday, July 17, 2021 / 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/Instagram handle(s):	

INDOOR BOOTH OPTIONS:	
8' table & 2 chairs	<input type="checkbox"/> \$55 Non-electric <input type="checkbox"/> \$65 Electric or Wall Spot
Please check the box(es) if you do NOT want the table and/or chairs.	<input type="checkbox"/> I do NOT want the table <input type="checkbox"/> I do NOT want the chairs

OUTSIDE BOOTH:	
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.

Please initial here	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 HAVE SPECIFICALLY READ THE NO REFUND/NO FUTURE CREDIT SECTION.
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We use 17 different categories when making our booth assignments, shopper handouts, etc. **Please pick ONE of the following that most closely reflects your items.** If you feel you fit several categories and do not wish to be listed under one specific category, please select "Multi-Other."

<input type="checkbox"/> Bath, Body & Scent	<input type="checkbox"/> Ceramics & Pottery	<input type="checkbox"/> Entertainment	<input type="checkbox"/> Fashion & Clothing
<input type="checkbox"/> Food & Snack	<input type="checkbox"/> Glasswork	<input type="checkbox"/> Health & Beauty	<input type="checkbox"/> Home Goods & Décor
<input type="checkbox"/> Jewelry & Gemstone	<input type="checkbox"/> Metalwork	<input type="checkbox"/> Multi-Other	<input type="checkbox"/> Painting & Illustration
<input type="checkbox"/> Papercrafts	<input type="checkbox"/> Pet Products	<input type="checkbox"/> Photos & Prints	<input type="checkbox"/> Textile Crafts
<input type="checkbox"/> Woodwork			

**** 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:	
FOR PAYPAL PAYMENTS (PREFERRED METHOD): brewcitycrafters@gmail.com Please select the good & services option. After your PayPal payment, please take a picture of your completed registration and send it to info@brewcitycrafters.com immediately.	FOR CHECK PAYMENTS: Brew City Crafters LLC 2311 Johnston Dr., Unit 11 Manitowoc, WI 54220

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 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 ARE 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 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.
6. If for any reason this event has to be canceled, you will receive a booth credit of equal value at the make-up event or another one of our annual events. No refunds will be given.

DAY OF THE EVENT:

1. We give our vendors one and a half hours to set their booths up. A detailed map will be provided to you with your email containing your booth 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 booth is ready for shoppers at 10:00 am. Even though you may see the Brew City Crafters owners and/or the St. Francis Lions Community Center 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 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 8:30 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 booths 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 booths 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. Taking down your booth 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 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.
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 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! Additionally, be sure to keep an eye out for when we hold our Vendor Invite Contest too – it's a chance to win your booth fee back!
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! You can follow us: @brewcitycrafters

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3. We have an official **website**: 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. The number of flyers circulated for each event is oftentimes greater than 300. Large signs are always posted outside the venue on the day of the event. Large banners are placed on the grounds at both entrances for the week leading up to the event. The Washington County Fair Park & Conference Center also has a lighted billboard that will advertise the event for a week leading up to the day of the show.
8. By **partnering with a charity/foundation** as is our tradition, we will secure 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 event** 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: 62.

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

Answer: Yes. An 8-foot table and 2 chairs will be provided for all INDOOR spaces only.

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

Answer: There will be 7 (10%) Direct Sales at this event and there will be 55 (90%) artists and crafters.

4. **Is this event indoors or outdoors?**

Answer: This event has 46 vendors inside and 16 vendors outside.

5. **Do vendors need to submit a raffle item for the event?**

Answer: No, vendors are not required to submit a raffle item. Brew City Crafters will NEVER ask for a raffle item.

6. **Is there access to the building the day before?**

Answer: No.

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: No. Please be prepared to bring your own lunch and snacks. Brew City Crafters will have waters and sodas available for purchase. Additionally, be sure to visit any food and snack vendors that we may have at the show.

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

Answer: No.

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

Answer: Yes

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