

Second Annual Mad City Holiday Bazaar



Alliant Energy Center, Expo Bldg., Hall B | 1919 Alliant Energy Center Way, Madison, WI 53713

Saturday & Sunday, Nov. 21st & Nov. 22nd 2020 | 10 am to 4 pm | (Setup is 8 am to 10 am | Take down begins at 4 pm)

For vendors who choose to join us for two days – There will be no security in the building overnight, but the building will be locked. Merchandise can be left at your own risk.

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):	
How did you hear about this event?	

SPACE REQUESTED (ALL BOOTHS 10' WIDE X 10' DEEP):		
ONE DAY <i>Pipe and drape, one 8' table and 2 chairs included</i>	SINGLE BOOTH (ONE DAY ONLY) <input type="checkbox"/> \$95 Non-Electric <input type="checkbox"/> \$110 Electric / Wall Spot <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY	DOUBLE BOOTH (ONE DAY ONLY) <input type="checkbox"/> \$180 Non-Electric <input type="checkbox"/> \$210 Electric / Wall spot <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY
VENDORS WHO JOIN US FOR BOTH DAYS WILL RECEIVE PRIORITY BOOTH ASSIGNMENT		
BOTH DAYS <i>Pipe and drape, one 8' table and 2 chairs included</i>	SINGLE BOOTH (BOTH DAYS) <input type="checkbox"/> \$160 Non-Electric <input type="checkbox"/> \$190 Electric / Wall Spot	DOUBLE BOOTH (BOTH DAYS) <input type="checkbox"/> \$320 Non-Electric <input type="checkbox"/> \$380 Electric / Wall spot
SPECIAL REQUESTS/COMMENTS <input type="checkbox"/> I do NOT want table(s) <input type="checkbox"/> I do NOT want chairs		

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 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			

PAYMENT INFORMATION:	
FOR PAYPAL PAYMENTS (PREFERRED METHOD): BrewCityCrafters@gmail.com <i>Please select the "good & services" option</i>	FOR CHECK PAYMENTS: Brew City Crafters LLC 2702 42 nd 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: _____
 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 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 AND registration form received basis at the rate stated on Page 1.

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 ONE 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, 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 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, will 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:
 - 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 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!
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!

PLEASE KEEP THE FOLLOWING INFORMATION FOR YOUR RECORDS

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 *including \$2,000 worth of ads in the Isthmus weekly newspaper*. 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 Alliant Energy 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: Approximately 120 each day
2. **Will tables and chairs be provided for my space?**
Answer: Yes. If you do not want tables and/or chairs, please indicate so on your registration form.
3. **Will pipe and drape be included for my booth?**
Answer: Yes. You will have an 8-foot backdrop and 3-foot siderails.
4. **Will a tablecloth be provided?**
Answer: No. Please be prepared to bring your own.
5. **Can I bring my own set-up?**
Answer: As long as all of your items fit within the 10' wide by 10' deep booth area, you are free to set it up as you like within your assigned space.
6. **What is the ratio of Direct Sale vendors to crafters and artists?**
Answer: The ratio is 10% direct sales and 90% handmade.
7. **Is this event indoors or outdoors?**
Answer: This event is 100% indoors.
8. **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.
9. **Is there access to the building the day before?**
Answer: No there isn't.
10. **Can I request more than one vendor badge or parking pass?**
Answer: No only one vendor badge and parking pass is issued per business. If you have a helper with you, you can either share the issued vendor badge with your helper to get in/out of the hall or someone can get their hand stamped for re-entry. Additional parking passes can be bought at the gate for \$7 each day.
11. **Can I request a booth next to a vendor who is a friend?**
Answer: Please note this on your registration form in the special requests/comments section. We do all we can to honor your request, but we cannot make any guarantees.
12. **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. Submitting photos of your work is encouraged. If you have social media accounts, we will also look at those as part of our determination.
13. **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.
Is there Wi-Fi?
Answer: Yes. A password will be sent to you with your booth assignment.
14. **Is there an ATM on-site?**
Answer: Yes.