



# Fourth Annual Spring Fling Craft & Vendor Fair

Washington County Fairgrounds | 3000 Pleasant Valley Rd., West Bend, WI

Sat., May 22 & Sun., May 23, 2021 | 10 am to 4 pm | (Setup is 8:00 am to 10 am | Take down begins at 4 pm)

GENERAL INFORMATION: Please PRINT clearly below so that we register and list your business properly. ☺	
Name:	
Business name:	
Description of items sold:	
If DS, name of product: (ie., LulaRoe, Color Street)	
Address:	
Phone:	
Email address:	
FB/IG handle(s):	

ARTISTS & CRAFTERS ONLY		
BOOTH TYPE:	NON-ELECTRIC FEES:	ELECTRIC FEES:
<b>MAIN HALL SINGLE BOOTH</b> (10' wide x 10' deep)	<input type="checkbox"/> \$85 Non-electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$160 Non-electric - (BOTH DAYS)	<input type="checkbox"/> \$100 Electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$190 Electric - (BOTH DAYS)
<b>MAIN HALL DOUBLE BOOTH</b> (20' wide x 10' deep)	<input type="checkbox"/> \$160 Non-electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$320 Non-electric - (BOTH DAYS)	<input type="checkbox"/> \$190 Electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$360 Electric - (BOTH DAYS)
An 8' table and two chairs will be provided to you for a single booth. Two 8' tables and four chairs will be provided for a double booth. Please check the box 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

DIRECT SALES ONLY		
BOOTH TYPE:	NON-ELECTRIC FEES:	ELECTRIC FEES:
<b>WEST ROOM</b> (10' wide x 10' deep)	<input type="checkbox"/> \$85 Non-electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$160 Non-electric - (BOTH DAYS)	<input type="checkbox"/> \$100 Electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$190 Electric - (BOTH DAYS)
<b>SOUTH ROOM</b> (10' wide x 8' deep)	<input type="checkbox"/> \$75 Non-electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$140 Non-electric - (BOTH DAYS)	<input type="checkbox"/> \$90 Electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$170 Electric - (BOTH DAYS)
<b>SOUTH HALLWAY</b> (8' wide x 6' deep)	<input type="checkbox"/> \$65 Non-electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$120 Non-electric - (BOTH DAYS)	<input type="checkbox"/> \$80 Electric – ONE DAY ONLY <input type="checkbox"/> Saturday <b>OR</b> <input type="checkbox"/> Sunday  <input type="checkbox"/> \$150 Electric - (BOTH DAYS)
An 8' table (6' table for South Hallway booths) and two chairs will be provided to you. Please check the box 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

PLEASE INITIAL IN THIS BOX	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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PAYMENT INFORMATION:	
FOR PAYPAL PAYMENTS (PREFERRED METHOD):	FOR CHECK PAYMENTS:
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 to complete your registration.	Brew City Crafters LLC 2311 Johnson Dr., Unit 11 Manitowoc, WI 54241

**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=====

<input type="checkbox"/> PayPal	Date received:	<input type="checkbox"/> Check #	Date received:	Amount: \$
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Table #: \_\_\_\_\_

**PLEASE KEEP THE FOLLOWING INFORMATION FOR YOUR RECORDS  
REGARDING INFORMATION FOR THIS EVENT**

**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. YOU ARE NOT REGISTERED UNTIL YOU SEND US YOUR FORM & PAYMENT. WE WILL CONFIRM YOUR REGISTRATION AS SOON AS POSSIBLE, BUT NO LATER THAN 10 DAYS AFTER RECEIPT OF YOUR FORM & PAYMENT.** It is acceptable take a snapshot of the form with your phone and email it to us at info@brewcitycrafters.com.
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 form received basis at the rates 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 two 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 8:00 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 Washington County Fair Park & Conference Center's 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 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. **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

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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
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. 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:* 120+ each day.
2. **Will tables and chairs be provided for my space?**  
*Answer:* Yes. An 8' table (6' table for South Hallway) and 2 chairs will be provided for each booth.
3. **Can I bring my own set-up?**  
*Answer:* As long as all of your items fit within your selected designated booth area, you are free to set it up as you like.
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.
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:* Please either write it on the top of your registration form if you're mailing it to us, or put it in the email that you send to us when you're sending your registration form in after you make your payment. 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. Submitting photos of your work is encouraged. If you have social media accounts, we will also look at those as part of our determination.
9. **Will there be food available?**  
*Answer:* Yes. The concession stand will be open.
10. **Is there Wi-Fi?**  
*Answer:* Yes. The password will be sent to you in the email with your booth assignment.
11. **Is there an ATM on-site?**  
*Answer:* Yes.
12. **If I am an artist/crafter in the Main Hall, will I be able to request a specific booth?**  
*Answer:* Not at this event. Generally, two-day sign-ups are assigned closest to the main entrance and individual day sign-ups are assigned from main entrance. Direct Sales vendors will be assigned in the adjoining West Room, South Room and South Hallway only.