

Dear Prospective Vendors,

Thank you for your interest in participating in the 44th annual Central Coast Craft Fair, on **Friday and Saturday, November 29 and 30, 2024, 10:00am to 4:00pm!** We are excited to be continuing this unique shopping experience featuring handmade-only crafters, makers, and artisans.

ALL ITEMS SOLD MUST BE MADE/DESIGNED BY THE SELLER. NO RESALE OR COMMERCIAL ITEMS ALLOWED.

Please read the following Event Information for details about the Craft Fair. Allow up to 10 days for applications to be received and reviewed. Confirmations to participate and attend will be sent via email from CentralCoastCraftFair@gmail.com, and will include payment completion information. Do not send payment until you have received instructions in your confirmation email.

You will never be asked to Private or Direct Message the Craft Fair via Instagram or Facebook. ALL official communication is via email.

You will never be asked to pay via Friends & Family, Venmo, CashApp, or any other unprotected payment platform. The ONLY payment forms accepted are via cash, check or PayPal invoice.

California Retail Sales Permit and the CDTFA 410-D Form

ALL sellers must complete the CDTFA-410-D Form, "SWAP MEETS, FLEA MARKETS, OR SPECIAL EVENTS CERTIFICATION TO OPERATOR," which can be found online here:

<https://www.cdtfa.ca.gov/formspubs/cdtfa410d.pdf>

Submit the 410-D Form separately via email to: CentralCoastCraftFair@gmail.com

Be sure your form includes all required information correctly as listed below.

1. Event Information

Event Name and Place: Central Coast Craft Fair, SLO Vets Hall

Event Date: Friday and Saturday, November 29 and 30, 2024

Table/booth/location ID number: (select indoors or outdoors)

2. Vendor/Exhibitor Information

Owner's Name: (your full name & business name)

Type of Business and description of items to be sold/displayed: (Business type examples: pet accessories, clothing, home decor, bath products, etc. Description of items should be specific to all products you will have, not broad types.)

3. Status

If you don't know your status, please go to the CDTFA website to read the description.

4. Certification

Title: (examples include: owner, sole proprietor, consultant, independent representative, etc.)

Signature: (This must be included to complete your application.)

A current California Retail Sales Permit is required from the California Department of Tax and Fee Administration (CDTFA) for sellers, unless exempt (see link below). Temporary permits valid for 90 days are also an option. There is no fee involved, but all non-exempt sellers must have registered sales permits.

Here's the link for more information: <https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm>

Promotions & Advertising

We will be promoting this event through multiple modes of advertising from press releases to local media, print advertising and online advertising (including Facebook paid ads, local event calendars, viral sharing, etc.).

Please like and follow us on our socials! Tag us in your posts and we'll try to do the same!

Facebook page: <https://www.facebook.com/CaliforniaCraftShow>

Instagram: <https://www.instagram.com/CaliforniaCraftShow>

A Facebook event page will be created where you can select that you're *Going*. When you share it to your own communities and social channels, it expands the reach beyond what even our Sponsored Ad does.

Product donation for prize drawing

We ask that you have a product donation available for the prize drawings, which are part of the fundraiser for our Spotlight Organization. It should have **a value of \$15.00 - \$25.00**, and may be a single product or a collection of items.

NEW this year! We ask that you provide only a business card to the Prize Drawing Table. When a prize ticket is drawn, the winner will be handed a business card with instructions where to find your booth and how to redeem it. When they come to your booth, you will have the opportunity to help them select their prize by either providing a pre-selected item, giving them a selection to choose from, or allow them to shop within the \$15-\$25 amount.

Every customer and vendor will receive 1 free entry, and then we'll be selling additional tickets to raise funds for our Spotlight Organization. Tickets will be sold: 1 for \$1.00, 6 for \$5.00, and 15 for \$10.00. The drawing will take place throughout both days of the Craft Fair from 10:30am to 3:30pm. Winners need not be present to win. However, if not present, they will be notified, and must be able to pick up their prizes by 4:00pm on either day of the Craft Fair.

Booth Assignments, Layout and Setup

A layout with booth assignments will be sent out in the week of the event. We plan your booth spaces for the best fit and flow, and try very hard to honor all the space requests of our returning vendors or any other special requests. We reserve the right to assign spaces to suit the needs of the show.

For those who requested tables for INDOOR USE ONLY, your tables will be set up in your space. Chairs are available at NO COST for INDOORS USE ONLY. For OUTSIDE vendors, please bring your own tables, chairs, canopy weights, and equipment you will need.

For OUTSIDE vendors, you must bring canopy weights, with **a minimum of 15 pounds per leg. This is NOT a suggestion, but MANDATORY.** Vendors without tent weights will be asked to immediately obtain them within 30 minutes, or remove their canopy. There can be occasional gusts of wind in San Luis Obispo, and it would be tragic if you lost your canopy or some of your product to a freak gust, or worse yet, your neighbors' tent or product.

Tent stakes of any kind ARE NOT ALLOWED in the Vets Hall lawn. If you have tent walls, you may find them useful or not depending on your display, or the direction of the sun.

Booths OUTSIDE on the lawn should be facing the sidewalk (facing the Vets Hall, Grand Avenue or the center walkway) with your back towards the center of the lawn. Per the County of San Luis Obispo: ***You must keep the walkways clear.*** Do not set up on any part of the sidewalk.

For INSIDE vendors, per the County of San Luis Obispo:

At no time may Permittee nail, staple, or glue decorations to ceiling, rafters, walls, painted surfaces, fabrics, or floors, or hang anything from rafters or light fixtures. Permittee may use only "painter's tape" on walls or floors. All decorations must be flame-proof in accordance with local fire regulations.

Booths INSIDE the Main Hall have either a single entrance or are on a corner. All booths INSIDE are either back to back with another vendor or a wall. Please return your chairs to the appropriate storage rack, and table(s) if you rented a table.

For ALL vendors, please remove all trash, paper, zip tie fragments or any other rubbish from the area of your booth space. We want to remain good stewards of this facility so we can be invited back next year.

Day-of Set up and Load in/out details

- Vendors may start arriving **NO EARLIER THAN 8:00am on Friday.**
- ALL vendor vehicles must be removed from the Vets Hall parking lot & front curb by 9:30am. The side streets of Mill and Palm, as well as the opposite side of Grand Ave are available for vendor parking.
- Please do not start packing up until after 4:00pm. Early packing up and leaving before 4:00pm is a good way to not be invited back to future Craft Fairs. Please be considerate to your fellow makers.

There is a sidewalk leading from the parking lot along the front of the Vets Hall to the front entrance that you may use. Additionally, you may UNLOAD ONLY along the sidewalk in front of the Vets Hall using the sidewalk directly into the front entrance. There is a stairwell from the back of the parking lot directly into the Main Hall if you don't mind climbing stairs. Unload your items and then immediately remove your vehicle to allow other vendors to unload.

Money, Change and Payment Processing

How you accept payment for your goods is also up to you (cash, check, card or electronic). There are many options for credit card and online payment processing available out there with varying fees associated with them. The most common are: PayPal, Square, Venmo, and Zelle.

REMEMBER to charge your card readers and devices ahead of time, and practice using them with your phones and/or devices **BEFORE** the event!!! Also, bring back up chargers, readers or devices just in case. There is limited access to electricity and overloading any of the outlets may result in bad news.

Please note, the Craft Fair will **NOT** have change available for vendors. Please bring enough cash and change for your business. For my events, my cash bag always has the following amounts: \$20 in ones, \$30 in fives, and \$20 in tens. How you manage your cash change is up to you.

There is **NO WiFi** available at the SLO Vets Hall. You will need to bring your own Mobile/WiFi hotspot if you need internet access.

Food & Snacks

We realize it's a long day, and if you're like me you pack a bag full of snacks. If you forget to bring some munchies, there are some great restaurants in the neighborhood; some provide delivery service through DoorDash, too!

We look forward to another well-attended event in 2024! The Central Coast Craft Fair is a long-time annual tradition for many locals and visitors to the Central Coast. I love supporting our local makers, crafters and artisans and providing a venue for you to sell your wares and build your business.

Nikki Biddison, Event Manager
Central Coast Craft Fair/Above the Grade Events
805-441-5660