

Event Information

Spring Market

Saturday, March 23, 2024, 10:00AM - 3:00PM

www.CaliforniaCraftShow.com - FB/IG: @CaliforniaCraftShow
American Legion Hall - 805 S. Main St, Templeton, CA 93465

Dear Vendors,

Thank you for your interest in participating in our 2nd annual Spring Market! We are excited to be creating a fun and family-friendly shopping experience featuring makers and small businesses on Saturday, March 23, 2024, from 10:00am to 3:00pm.

Please read the following Event Information for details about the Spring Market. Allow up to 10 days for applications to be received and reviewed. Confirmations to participate and attend will be sent starting February 1, 2024, and will include payment completion information. Do not send payment until you have received instructions in your confirmation email.

California Retail Sales Permit and/or 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:

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

Submit 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: Spring Market, Templeton American Legion Hall

Event Date: Saturday, March 23, 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 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, viral sharing, etc.).

If you don't already follow our Facebook Page or Instagram account, please do so now so we can follow you back! @CaliforniaCraftShow

Please show that you're "going" to the Spring Market event page and invite your friends to go, too! <https://facebook.com/events/s/spring-market/3648022438786921>. When you share it to your own communities and social channels, it expands the reach beyond what even our Sponsored Ad does.

Shareable graphics will be made available on our Facebook and Instagram accounts, as well as shared via email.

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 at 2:00pm on the day of the event. 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 5:00pm on the day of the Craft Show.

Day-of Set up and Load in/out details

- Vendors may start arriving **NO EARLIER THAN 8:00am on Saturday.**
- ALL vendor vehicles must be removed from the American Legion Hall parking lot by 9:30am. Vendor parking is available on the side streets near the hall, but **NOT ON 8TH STREET, which is parallel to the Hall.**
- Please do not start packing up until after 3:00pm. Early packing up and leaving before 3:00pm is a good way to not be invited back to future events. Please be considerate to your fellow vendors.

You may load in/out from the front entrance of the American Legion Hall or from the side entrance on the north side of the Hall.

Booth Assignments and Layout

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 OUTSIDE vendors, please bring your own tables, chairs, and equipment you will need.

For OUTSIDE vendors, you are **REQUIRED** to bring and use canopy weights, with a **minimum of 15 pounds per leg. This is NOT a suggestion.** There can be occasional gusts of wind, and it would be tragic if you lost your canopy to a freak gust, or worse yet some of your product or your neighbor's. If you have tent walls, you may find them useful or not depending on your display, or the direction of the sun.

There is extremely limited access to electricity outside (1 outlet only). Please indicate on your application if you need it, otherwise plan on supplying your own using batteries or solar.

For INSIDE vendors, per the American Legion Hall:

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.

For INSIDE vendors, 6 foot tables can be rented for \$5.00 each, and chairs are available at NO COST for INDOOR USE ONLY. There are a limited number of electrical outlets available for use. Please indicate on your application if you will need access.

Return your chairs and tables to the appropriate storage rack at the end of the event.

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.

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.

There is no WiFi provided by the American Legion 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 a well-attended event in 2024! The Spring Market will be geared toward locals as a family-friendly event. I love supporting our local makers and small businesses by providing a local venue for you to sell your wares and build your business.

Nikki Biddison
Event Manager
Central Coast Craft Fair/Spring Market
Above the Grade Events
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805-441-5660 (text is best)