



# EXHIBITOR HANDBOOK

Version 24.1 updated 12/27/2023

## 2024 *season schedule*

January 27th-28th

April 27th-28th

November TBD

For shows held at:

Milwaukee County Sports Complex  
6000 W. Ryan Rd. Franklin, WI 53132

Thank you for being a part of re:Craft and Relic!

Please read this entire handbook as it details important information pertaining to our 2024 markets.

The Promoter reserves the right to make changes and modifications to this handbook as needed.  
Any changes will be distributed via email to all active Vendors at the time of change.

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## *purposes of this handbook:*

1. To inform Vendors of what is expected of them
2. To outline what Vendors can expect from the re:Craft and Relic Staff
3. To promote consistent standards from one event to the next
4. To answer frequently asked questions

## *vendor qualifications:*

re:Craft and Relic Management is always on the lookout for quality vendors. With few exceptions, the main focus of the event is the Vendors selling cash-and-carry merchandise.

The following criteria are used to determine which Vendors are best suited to sell at re:Craft and Relic:

1. Vendors who sell handmade items, repurposed pieces, vintage goods, architectural salvage, artisan foods, fine art, etc
2. Vendors who sell quality items as a curated collection belonging to an online or local boutique (this does NOT include direct sales businesses)
3. Vendors who engage patrons and fellow vendors with a positive attitude
4. Vendors who take pride in the attractive display of their merchandise
5. Vendors who sell items that cannot be easily found elsewhere

## *prohibited items:*

re:Craft and Relic is a family-friendly event. All items on display should be suitable for children of all ages. Items with nudity, profanity or sexual content should not be on display.

Vendors are prohibited from selling the following items:

1. Any food or beverage item without consent from the Promoter
  2. Firearms or ammunition
  3. Knives or other weapons (without consent from the Promoter)
  4. Fireworks
  5. Stolen or illegal items (including knock offs)
  6. Anything that is unlawful to sell without proper permits.
  7. Items that are political in nature.
  8. Anything deemed inappropriate or in bad taste by the Promoter
- re:Craft and Relic Management reserves the right to demand the immediate removal of any items that are illegal, deemed inappropriate or in poor taste.

## *application process:*

re:Craft and Relic is a juried event. We strive to include a wide variety of Vendors and a carefully curated blend of categories and styles.

All applications, required licenses, and payments for approved applications will be processed through Booth Central. Vendors must create a VENDOR account at [my.boothcentral.com](http://my.boothcentral.com) and submit an application for the upcoming show. Applications will be reviewed Vendors will be selected based on how well they meet the Vendor Qualifications (see above) and based on event needs. Vendors will then be notified with their application status.

All booth spaces are 12ft wide and 10ft deep unless otherwise noted, and marked with chalk lines on the floor.

Booth spaces do not include chairs or tables. Tables and chairs are available to rent, please select the quantity as an "add on" to your application.

Each market will have a "double booth discount" which will be listed in the Booth Central application. This discount is applied by the Promoter during approval.

Vendors may request specific spaces or space "types" during the application process. Although not guaranteed, we will do our best to accommodate requests.

## *"add ons"*

Tables and chairs are available to rent. Tables may be rented in advance for \$13 each. Chairs are \$3 each.

Deadline to add on tables or chairs is two weeks out from the event.

Electrical service is available for a charge of \$35. Deadline is two weeks out from the event. Electrical access after the deadline is \$50 per outlet (if available). Spaces will have one extension cord run directly to the booth upon arrival.

WiFi is available, however , it is not provided by A Happy Thought Indeed Management/re:Craft and Relic. We recommend having your own data plan or hotspot as a backup.

## *payments / refund policy*

Payments are made with debit/credit card through Booth Central. **NOTE: payment is due upon approval of application. Please make sure the card on file is up to date.**

There are **no refunds** on rented booth spaces for any reason. Booth spaces are non-transferable and cannot be shared with another Vendor without prior approval.

## *event marketing*

re:Craft and Relic will be promoted via a combination of print, broadcast media and online advertising with a focus on southern Wisconsin and northern Illinois.

re:Craft and Relic has a broad internet presence, found at the following links:

[www.recraftandrelic.com](http://www.recraftandrelic.com)

[www.facebook.com/recraftandrelic](http://www.facebook.com/recraftandrelic)

[www.instagram.com/recraftandrelic](http://www.instagram.com/recraftandrelic)

## *sponsorship*

The entire purpose of our event is to provide a platform where local creatives, makers, and small businesses can connect with shoppers in a fun and unique way.

While our event is focused on vintage and handmade sellers, we see the value in the surrounding businesses in the community and want to shine a light on them as well.

**All Sponsors** will be featured on our website and mentioned in social media posts leading up to the event.

**Premier Sponsors** will also have their logo on our event signage and any printed material at the event and will be prominently featured on our social media accounts for several days during that sponsor's giveaway.

Any small business can find information and apply to be a sponsor here:

<https://www.recraftandrelic.com/sponsors>

## *covid requirements*

Any requirements related to COVID -19 will be shared via email before each event. re:Craft and Relic will be directed by the city of Franklin and Milwaukee County Parks. This could include changes to the floor plan, the number of people attending at once, product sampling, mask wearing, etc. By applying to the event, you are agreeing to participate within whatever requirements are in place at the time of the event.

## *load in / set-up*

Set up hours are Friday 1-7PM , Saturday 7-8:30AM, and Sunday 8:30-9:30AM each event weekend. During set-up hours, Vendors should take care to be quick and considerate. Any specific load in/load out details will be distributed via email prior to the show.

Friday 1pm-7pm *\*please do NOT enter the building before 1pm.*

Saturday 7am-8:30am *\*please do NOT use main lobby doors after 8am. (shoppers are lining up!)*

Sunday 8:30am-9:30am

Any available doors may be used for load-in. Doors will be unlocked at 1PM on Friday and should remain closed when not in use. Vendors should provide their own carts or hand dollies if desired, But please note that some entrances do not allow easy access for carts and are near grass and gravel. Doors and fire hydrants should not be blocked by your vehicles during unloading.

Upon arrival for setup, Vendors can begin loading directly into their booth(s).

re:Craft & Relic Staff members are available at the Welcome Center, located at the SE corner of the building.

At some point during the Setup Hours, please stop by the Welcome Center to say hello and pick up your parking pass and Vendor lanyard badges.

**PLEASE NOTE:** Vendors who have not arrived by 8:30 AM on Saturday morning forfeit their space(s) without a refund. Vendors who are running late or cannot make the show for whatever reason should contact re:Craft & Relic as soon as possible.

### *space numbers*

Space number notations will be provided for Vendors in the form of a laminated sign and must be displayed prominently inside the space. Vendors with multiple spaces must display all numbers in the correlating spaces. These numbers, along with Vendor lanyard badges, should be returned to the Welcome Center after the closing on Sunday at 4PM.

Failure to return the space number(s) on Sunday, in the same condition as received, will result in a **\$5 fee** per space number. If applicable, this fee will need to be paid before a Vendor can participate in future shows.

### *signs, banners and tape use*

Signs and banners may be hung on the wall or attached to the floor as long as a removable adhesive is used, such as 3M command hooks or masking tape.

### *during the event*

During the event, Vendors must keep all tables, chairs, merchandise, and checkout within the lines of

their designated space. All sales should take place within a Vendor's allotted space. Vendors should not sit in the aisle. Please arrange your space setup to accommodate this. Canopy tents may be used as long as they fit within the chalked lines and do not utilize the canopy cover (unless prior approval is granted). All tables must have rubber or plastic feet. Exposed metal feet will not be allowed in the building.

Vendors must be open by 9AM on Saturday and 10AM on Sunday.

Vendors may not begin covering their items or packing up until after the closing announcements at 4PM on Saturday and Sunday. Vendors who close early **will not be invited to participate in future events**. Shoppers who arrive later on Sunday afternoon expect a full event until 4pm. If there is a circumstance where you sell out of product, you may leave a sign at your booth and come back at 4pm to pack up and load out.

Vendors may not cause excessive noise due to the use of any sound amplification devices.

Vendors are to show courtesy and respect to patrons and other Vendors.

re: Craft & Relic does not condone hawking, yelling, or pressuring customers to make a purchase.

With the exception of trained service animals, pets are not allowed inside the building.

Booths must be manned at all times. If you need someone to cover your booth for a few minutes during the event, please send a text with your booth # to: **414-563-7504**

If you need to step outside to smoke during event hours, please use the doors located behind the curtains against the North wall of the main event space.

**DO NOT** use the doors on the East or West side of the main event space during event hours.

If you have a customer with a larger purchase, they are welcome to pull a vehicle up to the doors on the Southwest corner of the main event space.

We also have a coat check area in the lobby for shoppers to store purchases until they're ready to leave.

### *load out / tear down*

Vendors should pack up their belongings in a timely and well-ordered manner. Vendors are responsible for leaving their spaces as clean as they were found. Empty boxes should be flattened and disposed of in the dumpsters located on the East side of the building. Any tape should be removed if used on the floor or wall. Brooms and dustpans will be available at the Welcome Center.

Vendors must be completely vacated from the building by 7PM on Sunday evening. A fee of \$10 per half hour will be charged to those not packed up by 7PM.

## *vendor parking*

During show hours, Vendors should display a parking permit provided by re:Craft & Relic on the driver's side dashboard.

**More specific parking instructions will be given via email prior to the show.**

Parking is free for Vendors and Customers. All parking fees have been subsidized by re:Craft & Relic. More specific parking instructions will be given prior to the show.

## *security*

The building will be locked on show weekends by 9PM on Friday and 4:30PM on Saturday. Doors are unlocked at 7AM on Saturday and 9AM on Sunday. There is no overnight security inside the building. Vendors may choose to cover their merchandise or hide or remove valuable items in their space(s).

## *disclaimers*

- re:Craft & Relic is not responsible for lost or stolen items.
- re:Craft & Relic cannot guarantee any number of patrons or show attendees, nor can the Promoter guarantee that Vendors will profit from the event.
- re:Craft & Relic is not responsible for the cancellation of any show due to circumstances beyond the Promoter's control, including, but not limited to, acts of war, strike, natural disaster, severe weather, pandemics, or acts of God.
- All space rental fees at the show are non-refundable.
- re:Craft & Relic reserves the right to photograph and record with video people and merchandise at each event to be used for documentation and promotional purposes. By participating in re:Craft and Relic, Vendors agree to allow such photography and videography.