

EXHIBITOR HANDBOOK



Version 26.1 updated 5/01/2026

2026-2027 season schedule

August 22nd, 2026

October 4th, 2026

November 14th-15th, 2026

February 6th-7th, 2027

April 3rd-4th, 2027

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

Please read this entire handbook as it details important information pertaining to our upcoming 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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purpose 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 qualification:

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 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 with in 3 weeks of applying.

For events held at the MKE County Sports Complex, all booth spaces are 12ft wide and 10ft deep unless otherwise noted, and marked with tape 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”

For events held at the MKE County Sports Complex, 8ft 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. We MAY have a few extra tables or chairs on hand last minute, but it's not guaranteed. Tables are \$15 and chairs are \$5 after the deadline.

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 at the MKE County Sports Complex, 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. Network: GUEST_WIFI Password: CountySC1

For events held at the Franksville Craft Beer Garden, no add ons are available.

For events held at Jefferson County Fair Park, 8ft tables may be rented in advance for \$8 each. Chairs are \$3 each. Deadline to add on tables or chairs is two weeks out from the event.

payment / 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. Non payment will result in forfeit of offered booth space. Payment is ONLY accepted through Booth Central. We are not responsible if you pay for a booth through a fraudulent scam.

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

www.facebook.com/recraftandrelic

www.instagram.com/recraftandrelic

We appreciate participating vendors who pass out promotional materials and share about our markets online.

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. We don't accept monetary donations for sponsorship and sponsors DO NOT receive a booth space. Vendors who already have a space may also be sponsors.

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, county, state and specific venue. 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

For events held at MKE County Sports Complex:

*Set up hours are Friday 1-7PM, Saturday 7-8:30AM, and Sunday 8:30-9:30AM each event weekend. Friday 1pm-7pm *please do NOT enter the building before 1pm.*

(If we are ready a few minutes early, we'll open doors and invite/wave you in)

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

Any available doors may be used for load-in WEATHER PERMITTING. 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. We STRONGLY RECOMMEND loading in through the main doors.

Doors and fire hydrants should not be blocked by your vehicles during unloading and all roads should remain passable, including the drive behind the bleachers. When parking, make sure to leave enough room between vehicles for carts to pass through during loading/unloading.

Upon arrival for setup, Vendors can begin loading directly into their booth(s). Booth numbers will be provided. Please display these in your booth. These numbers, along with Vendor lanyard badges, should be returned to the Welcome Center after the closing on Sunday at 4PM.

re:Craft & Relic Staff members will be 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 check in and pick up your parking pass and Vendor lanyard badges.

For events held at Franksville Craft Beer Garden:

Setup hours are 1pm-3:30pm. Staff will check you in upon arrival and answer any questions. The front corners of your booth will be marked by numbered flags. You will receive your booth number ahead of the market. You will not be able to drive up to your space for load in.

Load out: DO NOT DRIVE PAST CONES/BARRICADES to pull up to your space. You may carefully pull your vehicle up to our line of cones/barricade. If you're unsure where to go, PLEASE just ask.

For events held at Jefferson County Fair Park:

Vendor load in/set up will be available on Saturday and buildings will be locked over night.

LOAD IN: 1pm-7pm on Saturday, October 3rd

7am-9am on event day - Sunday, October 4th

Staff will check you in upon arrival and answer any questions. Booths will be marked with tape and a numbered cone. Your booth number will be provided ahead of the market.

During set-up hours, Vendors should take care to be quick and considerate. Any specific load in/load out details or necessary changes will be distributed via email prior to the show.

PLEASE BE COURTEOUS and PATIENT with fellow vendors during the load in/load out process.

No carts will be available on site. Please bring your own.

PLEASE NOTE: Vendors who have not arrived within 30 minutes of the start of the event 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.

sign, banner 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 indoor as long as they fit within the marked lines and do not utilize the canopy cover (unless prior approval is granted). All tables must have rubber or plastic feet.

Vendors must be open at the beginning of each market day.

Vendors who close early will not be invited to participate in future events.

Shoppers who arrive later expect a full event through the entirety of our listed hours.

If there is a circumstance where you sell out of product, you may leave a sign at your booth and come back at the end of the market 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. Please do not place advertisements of any kind outside of your booth. Samples in the restrooms are acceptable, but please put your booth # on the sample directly without additional materials.

With the exception of trained service animals, pets are not allowed inside any of our venues.

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 We will accommodate booth breaks for events at the MKE County Sports Complex. For all other events, we will do so if we have enough staff available.

For events held at MKE County Sports Complex:

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 Northeast corner of the main event space. These shoppers should be directed to enter/exit through the employee lot on the East side of the building.

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

custom orders

If you choose to take pre-payment for custom orders during the market, you must provide your customer a receipt with your contact information and estimated product lead time/delivery time. Please provide tracking information to your customer once their item is shipped.

vendor parking

For events held at MKE County Sports Complex:

During event 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.

For events held at Franksville Craft Beer Garden:

After load in, vendors should move their vehicles to the “Kid’s Connection Playground” parking lot just north of the Beer Garden. More specific parking instructions will be given via email prior to the show.

For events held at Jefferson County Fair Park:

All vehicles will be restricted from entering the event grounds after 9am. Vendor parking will be a designated area near the event buildings. If you anticipate needing to move your vehicle during event hours, please park in the shopper parking lot.

security

MKE County Sports Complex: The building will be locked on market weekends by 9PM on Friday and 4:30PM on Saturday. Doors are unlocked at 7AM on Saturday and 8:30AM on Sunday.

Jefferson County Fair Park: Buildings will be locked overnight from 7pm Saturday until 7am 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).

disclaimer

- 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 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.