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# re:CRAFT & RELIC

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## EXHIBITOR HANDBOOK

Version 23.1 - updated 9/13/2022

*2023 season schedule:*

January 28-29, 2023

April 15-16, 2023

Saturday 9AM - 4PM, Sunday 10AM - 4PM

For shows held at  
Milwaukee County Sports Complex

6000 West Ryan Road, Franklin, WI 53132

*hello!*

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

Please read this entire handbook as it details important information about being a Vendor at our events pertaining to the 2023 winter and spring markets.

The Promoter reserves the right to make changes or 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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## *application process*

re:Craft and Relic is a juried event. We strive to include a wide variety of Vendors and an eclectic mix of categories and media.

Applications will open up at least three months prior to the event. While we will do our best to place Vendors in their requested space(s), re:Craft & Relic reserves the right to move vendors to a different booth space at any time.

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, and 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.

## *space rentals*

All Booth Spaces are 12'x10' and marked with chalk lines on the ground. Booth Spaces do not include chairs and tables. There is a \$50 discount available for the rental of multiple Booth Spaces.

Vendors may request specific space assignments during the application process. Although not guaranteed, we will do our best to accommodate all requests.

## *rentals and utilities*

Tables may be rented in advance for \$10 each (deadline is two weeks out from the show). Tables rented after the deadline are \$15 each (based on availability- NOT GUARANTEED). Tables are 8' long x 30" wide x 30" high.

Chairs may be rented for \$3 each (deadline is two weeks out from the show). Chairs rented after the deadline are \$5 each (based on availability-NOT GUARANTEED).

Electrical service is available for a charge of \$35 (deadline is two weeks out from the show). Electrical access after the deadline is \$50 per outlet (if available- NOT GUARANTEED). 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 Market Management. We recommend having your own data plan or hotspot as a backup.

## *Payments / Refund Policy*

Accepted forms of payment for spaces include debit or credit cards. **NOTE: payment is due when completing an application.** "Paid" receipts are available upon request.

There are no refunds on rented booth spaces. Once a booth has been paid for there are no refunds for any reason. Booth spaces are non-transferrable and cannot be shared with another Vendor without prior approval.

## *event marketing*

re:Craft and Relic will be promoted via a combination of print and broadcast media with a focus on southern Wisconsin/Northern Illinois. Target audience marketing via social media and online resources will draw attendance from a larger central US radius.

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

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

FACEBOOK: [/recraftandrelic](https://www.facebook.com/recraftandrelic)

INSTAGRAM: [@recraftandrelic](https://www.instagram.com/recraftandrelic)

Before the show you will be provided with a [Vendor Promotions Kit](#) where you can find logos, sample posts, and more to help promote you and your presence at the show.

Contact [info@recraftandrelic.com](mailto:info@recraftandrelic.com) if you would like re:Craft and Relic postcards to distribute.

## *covid requirements*

Requirements related to COVID-19 will be shared via email before each event. re:Craft & Relic will be working with advice and stipulations from Milwaukee County and the city of Franklin, WI to determine the requirements. This could include changes to the floor plan, the number of people we allow into the space, 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.

## *pre-show setup*

Setup hours are Friday 1-7 PM, Saturday 7-8:30 AM, and Sunday 8:30-9:30 AM each event weekend.

During setup hours, Vendors should take care to be quick and considerate. A specific load-in/load-out plan will be distributed via email prior to the show.

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

## *in-show check-in*

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 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*

***must***

Space number notations will be provided for Vendors in the form of a laminated sign and be displayed prominently inside the space. Vendors with multiple spaces must display all numbers in the correlating spaces. These numbers should be returned to the Welcome Center *after* the closing announcement 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.

## *space etiquette*

During the show, 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.**

Booths must be manned at all times. 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 shows.

Vendors may not cause excessive noise due to the use of any sound amplification devices without advanced approval by the Promoter. 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 disability companions, pets are not allowed inside the building.

## *post-show teardown*

**As part of your post-show teardown, please remember to turn in your vendor badges and your booth space number to the Welcome Center.**

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 admission*

Vendors do not need to pay for admission if they arrive before 9AM on Saturday and 10AM on Sunday. If a Vendor leaves during the course of the day, and plans to return before the day ends, he/she should have on his/her Vendor Badge for reentry.

## *vendor parking*

During show hours, Vendors should display a parking permit provided by re:Craft & Relic on the driver's side dashboard. They should park vehicles in one of three areas:

- The West side of the building.
- The North side of the building.
- The East side of the building.

Parking is free for Vendors and Customers. All parking fees have been subsidized by re:Craft & Relic.

More specific parking instructions may be given prior to the show.

## *emergency exits*

Emergency exit doors may be used for setup and teardown, but must remain closed during show hours. Vendors may use these doors for restocking merchandise, but should be careful not to leave them open for public access.

Vendors who wish to smoke should do so at least 15' from the building.

## *booth subletting and sharing*

Subletting is when a Vendor signs up and pays for a space, and then allows someone else to sell his or her items in that space. This is prohibited without prior approval. Vendors who are interested in sharing a space must inform Management prior to the show.

## *security*

The building will be locked on show weekends at 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.

## *about re:Craft and Relic*

As our name playfully indicates, our focus is re(garding) craft...both the concept of craft as a whole and as it applies to re-purposing/reclaiming/recycling materials. Additionally, “Relic” is a nod to vintage and antique goods and supplies, whether up-cycled, restored, or left in their aged glory. Our goal is to create an exciting destination market mix of artisans, makers, up-cyclers, collectors, and curators.

Held three times a year, this show makes for an exciting, family-friendly event that draws customers from throughout Wisconsin and Illinois. Over 150 Vendors participate in the event, attracting 4,000 to 5,000 customers per show.