



# 49th ANNUAL HOLIDAY ARTS & CRAFT FAIR

Sponsored by BEHS Friends of Fine Arts

SUNDAY, NOVEMBER 9, 2025 10 am-4 pm

Brookfield East High School Friends of Fine Arts, Inc. P.O. Box 281 Brookfield, WI 53008-0281

## EXHIBITOR INFORMATION

- Fair Location:** Brookfield East High School, 3305 N. Lilly Road, Brookfield, Wisconsin 53005.
- Date & Time:** Sunday, November 9, 2025, 10 a.m. to 4 p.m. Check-in will be at 7 a.m. Teardown is from 4 to 5 p.m. Exhibitors must be out of the building no later than 5:30 p.m.
- Exhibitor Qualifications:** All exhibitors may display and sell ONLY arts and crafts, which are the ***original work of the exhibitor***. Note: Exhibitors are NOT permitted to sell “Artwork Kits”, manufactured items or immediately consumable food & beverages. **Please help maintain the integrity of our show – If you don’t make it, please don’t bring it.**
- Booth Details:** All booths are located on the ground floor. Hallway booths are single 12’ x 6’ or double 24’ x 6’. Fieldhouse booths are also single 12’ x 6’, double 24’ x 6’ or double 12’ x 12’. A limited number of 12’ x 12’ booths with electricity are located in the fieldhouse and are available on a first-come/first-serve basis to Previous Exhibitors. New Exhibitors may only request a single booth their first year. **Electrical outlets in the hallways and fieldhouse are extremely limited. If you are dependent on electricity, make sure you have a battery option.**

5. **Booth Fees:**

Booth Size	Location	Fee
Single 12’ x 6’	Hallways, fieldhouse	\$110.00
Double 24’ x 6’	Side-by-side 12’ x 6’ booths in hall or fieldhouse. First come/first serve.	\$210.00
Double Fieldhouse 12’ x 12’	Fieldhouse only. Back-to-back 12’ x 6’ booths on floor or 12’ x 12’ against bleachers/walls. Priority given to seniority and date of application.	\$210.00

- Booth Accessories:** All exhibitors must provide their own tables, table covers, chairs, and change. A limited number of chairs will be available for rent during the show. A refundable deposit will be required.
- Parking:** To assure a maximum number of parking spaces available for shoppers, **all exhibitors are required to park their vehicles at an off- site location.** More details, including access to the free shuttle, will be provided at check-in.
- Advertising:** Copies of a Fair flyer, suitable for your reproduction and distribution, will be available on our website at [www.brookfieldeastffa.com](http://www.brookfieldeastffa.com). If you’d like us to promote your work on our social media pages, please email [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com) 3-4 photos of your latest work with a note that it is for promotional purposes.
- Communication and Posting:** Information regarding the Fair is communicated **ELECTRONICALLY** either via email or via postings on our website: [www.brookfieldeastffa.com](http://www.brookfieldeastffa.com). Questions from exhibitors should be emailed to [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com).



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### EXHIBITOR APPLICATION INSTRUCTIONS

- How to Register:** Applications are available starting May 1. Fill out & print the Exhibitor Application from our website: [www.brookfieldeastffa.com](http://www.brookfieldeastffa.com). Mail your signed Application, Photos, and Check or Money Order payable to **BEHS Friends of Fine Arts to P.O. Box 281, Brookfield, WI, 53008-0281**. Photos may also be sent electronically to [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com). Provide your Seller's Permit Number (or last 4 digits of Social Security Number) on the Application (this event is reported to the WI Department of Revenue). If your application is declined, your check & photos will be shredded. PLEASE DO NOT mail your application directly to the school. Confirmation that we have received your application will be sent via email.
- Booth Fees:** 12' x 6' booths are \$110. 12' x12' booths in the gym are \$210. Double 12'X 6' (total 24' x 6') booths may be requested in gym or hall for \$210.
- Registration Deadline:** Applications are available on May 1. Priority is given to returning vendors until July 1. New vendors are processed on a first come/first serve basis (in order of postmark). New Exhibitors may only request a single booth their first year. The Holiday Arts and Craft Fair is usually fully booked by the end of July, so apply early to be considered.
- Jury Materials – NEW EXHIBITORS ONLY:** For jurying, include the following required photos with your application: 3 to 4 close-up photos of your handcrafted products, 1 picture of your booth set-up, and 1 photo demonstrating your creative process. Photos should be sent electronically to [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com) or mailed with your application. You must send photos. References to websites or social media will not be reviewed.
- Photos:** If you'd like us to promote your work on our social media pages, please email [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com) 3-4 photos of your latest work with a note that it is for promotional purposes.
- Exhibitor Selection/Acceptance Status:** **Your acceptance status will be communicated VIA EMAIL. DO NOT believe anyone on social media who claims to have a space available. Open spaces are only communicated via email from [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com).** Returning Exhibitors can expect a confirmation once we receive their completed application. For New Exhibitors, you will receive confirmation that your application was received and given a timeframe for the jurying process (usually mid-July). Checks will be deposited following acceptance. If the jury does not select your work, your check will be shredded.
- Handcrafted Food Exhibitors:** No alcohol or nut items are allowed. For safety & cleanliness, any sampling methods you plan to use for your food products must be approved prior to the Fair. You will be required to keep your booth clean and visually appealing and have adequate means to clean your area at tear down.
- Show Details & Final Booth Assignments:** Booth assignments are completed and posted on our website by October 31. Booth requests from prior year exhibitors are honored when possible. However, there is no guarantee you will be given your previous booth.
- Cancellation Information:** You may withdraw from the show by contacting us at [brookfieldeastffa@gmail.com](mailto:brookfieldeastffa@gmail.com). Booth fees are refunded for cancellations made on or before September 8, 2025. NO refunds will be issued after September 8, 2025.



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### EXHIBITOR RULES

1. Exhibitors may display and sell **ONLY arts and crafts that are the original work of the exhibitor.** Exhibitors are not permitted to sell "artwork kits", manufactured items, immediately consumable food/beverage products, or items that were not handcrafted. **If you do not make it, do not bring it.**
2. Exhibitors must follow the Brookfield East High School's Code of Conduct. We maintain a high standard for politeness and respect, especially towards our student volunteers.
3. Exhibitors will not be allowed to check in prior to 7:00 a.m. on the day of the Fair. Doors will be open earlier for Fair volunteers only. **You will not be able to enter the building until 7:00 a.m.** Exhibitors must have all materials moved into the building by 9:00 a.m.
4. To assure a maximum number of parking spaces available for shoppers, **all exhibitors are required to park their vehicles at an off-site location.** More details, including access to the free shuttle, will be provided at check-in. If you have a state-issued Disabled Parking Identification Permit, please email [ffacraftfairapps@gmail.com](mailto:ffacraftfairapps@gmail.com) in advance to coordinate parking.
5. All exhibitors are expected to remain fully set-up until Fair closing at 4:00 p.m. Tear down must be completed, and all exhibitors must be out of the building by 5:30 p.m.
6. Cancellations must be received via email on or before September 8, 2025. NO refunds will be issued after September 8, 2025. Booth fees will not be refunded to any exhibitor who fails to come on show day.
7. All exhibitors must provide their own tables, table covers, chairs, and change. Tables must be covered, and no packing boxes should be visible during the show.
8. Exhibitors must contain their products and display in the booth(s) assigned to them, not going beyond the tape markers on the floor. **Displays and exhibitor supplies must not protrude into aisles, encroach on other exhibitors' booths, or obstruct stairs and/or elevators.**
9. In order to maintain a quality arts and crafts fair, **exhibitors agree to have their products juried at any time if requested by the BEHS Friends of Fine Arts.** Exhibitors whose products are not original, handcrafted items or whose products are not of acceptable quality, as decided by the jury, will not be allowed to participate. Booths will be inspected on Fair day. We reserve the right to remove items if they do not match what had been approved during the application process.
10. Exhibitors are responsible for ensuring their booth is manned throughout the day. **Event volunteers CANNOT supervise or monitor booths for exhibitors at any time.** Solo exhibitors are encouraged to coordinate coverage with fellow exhibitors to accommodate leaving the booth (e.g., taking a bathroom break).
11. Due to customer safety and school cleanliness concerns, exhibitors who sell handcrafted food products must have any food sampling methods approved by BEHS FFA prior to the Fair. All handcrafted food products that are sold must be sealed in containers or wrapped appropriately so as not to be consumed on school grounds. No alcohol or nut products.
12. Exhibitors and their teams must wear exhibitor ribbons (received at check-in) on the day of the show.
13. **SMOKING IS NOT PERMITTED ON SCHOOL GROUNDS.** If you must smoke, you **must** leave school property.