



45th ANNUAL HOLIDAY ARTS & CRAFT FAIR
 Sponsored by BEHS Friends of Fine Arts
SUNDAY, NOVEMBER 14, 2021 10am-4pm

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 14, 2021, 10am to 4pm. Check-in will be at 7am. Teardown is from 4 to 5pm. Exhibitors must be out of the building no later than 5:30pm.
- 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 initially request a single booth. If space allows closer to fair day, we may be able to honor some requests for double booths. Fieldhouse electricity is only available to booths located against the bleachers and walls (most booths are 12'x12'). Fieldhouse booths in center of the gym floor do not have electrical access, though the area is very well lit.** Limited access to electric power is available for some, but not all, booths in the halls. Exhibitors may request electrical power on their Application, and provide their own extension cords. However, even if requested on the Application, availability of electricity is NOT guaranteed (though we have usually accommodated all requests!).
- Booth Fees:**

| Booth Size | Location | Fee prior to June 30th | Fee after June 30th |
|-----------------------------|--|--|---------------------------------------|
| Single 12' x 6' | Hallways, fieldhouse | \$85.00 | \$100.00 |
| Double 24' x 6' | Side-by-side 12'x6' booths in hall or fieldhouse. First-come/first-serve. | \$170.00 | \$200.00 |
| Double Fieldhouse 12' x 12' | Fieldhouse only. Back-to-back 12'x6' booths on floor or 12'x12' against bleachers/walls. Priority given seniority & date of application. | \$170.00 | \$200.00 |

- 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.
- Advertising:** Advertising will begin several weeks before the fair. Copies of a fair flyer, suitable for your reproduction and distribution, will be available on the website. We will also utilize many avenues of Social Media to promote the fair.
- Communication and Posting:** Information regarding the fair is communicated **ELECTRONICALLY** either via email or via postings on our website: **www.brookfieldestffa.com**. Questions from exhibitors should be emailed to: **brookfieldestffa@gmail.com**.



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EXHIBITOR APPLICATION INSTRUCTIONS

- ☐ **How to Register:** Fill out & print the Exhibitor Application from our website: 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**. 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** as that box is not regularly checked. Confirmation that we have received your application will be sent VIA EMAIL.
- ☐ **Booth Fees & Registration Deadline:** 12' x 6' booths - \$85 fee for applications received by June 30, 2021 (\$100 after June 30). 12' x12' booths in gym only - \$170 fee prior to June 30 (\$200 after June 30) with priority given to previous exhibitors by date of application. Double 12'X 6' (total 24' x 6') booths may be requested in gym or hall for \$170 before June 30 (\$200 after June 30). Applications are processed on a first-come/first-serve basis (in order of postmark). Due to high demand for double booths, NEW Exhibitors may only request a single booth initially. If you desire a double booth, please indicate so in the Special Request box. We will reevaluate our space availability closer to the fair and may be able to accommodate some requests for double booths.
- ☐ **Photos – New Exhibitors: For JURYING,** include the following required photos with your application: **3 to 4 close-up pictures of your handcrafted products, 1 picture of your booth set-up, and 1 photo demonstrating your creative process.** The creative process photo must include you in the process of creating your product, not just a photo of your materials. High quality **HARD COPIES OF PHOTOS MUST BE SENT**. They may be printed on plain paper if the images are clear enough for the jury to view your product and process. It is not acceptable to just reference your website or Facebook/Etsy for pictures of your products or to email photos. **Alternatively, you may submit your photos electronically to ffacraftfairapps@gmail.com (include your name in the subject line).**
- ☐ **Photos – Previous Exhibitors:** All previous exhibitors must have the following photos on file: 3 to 4 close-up pictures of your handcrafted products, 1 picture of your booth set-up & 1 picture demonstrating your creative process. These photos may be used to re-jury in the event we have many similar vendors.
- ☐ **Exhibitor Selection/Acceptance Status:** **Your acceptance status will be communicated VIA EMAIL.** Since the jury is made up of volunteers, please be patient for a response. For more competitive categories (i.e. jewelry), exhibitors may be juried in a pool of similar artists for comparison purposes. This will increase the time needed to complete the jury process. **For previous exhibitors, inspection of booth, review of your photos and adherence to rules from the prior year will affect acceptance decisions.** Checks will be deposited following acceptance. Your cancelled check is your confirmation that a booth is reserved for you. If the jury does not select your work, your check will be shredded.
- ☐ **Handcrafted Food Exhibitors:** For safety & cleanliness, any sampling methods you plan to use for your food products must be approved prior to the fair. Please submit an explanation of your sampling method with your application. 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 by the end of October. Booth requests from prior year exhibitors are honored when possible. However, **THERE IS NO GUARANTEE YOU WILL BE GIVEN YOUR PREVIOUS BOOTH.** Many factors affect booth placement - do not assume you will be in the same location as last year. Return exhibitors are encouraged to apply early and specify space requests (e.g., wall) on their application in case a specific booth request cannot be honored. **BOOTH ASSIGNMENTS ARE POSTED ONLINE AT OUR WEBSITE. All exhibitors are responsible for consulting the fair map and locating their booth before coming to the fair.** Concerns regarding your booth assignment should be communicated via email ASAP (brookfieldeastffa@gmail.com) so that efforts can be made to fix problems. **DO NOT WAIT UNTIL FAIR DAY TO ADDRESS BOOTH CONCERNS.** Our ability to make space adjustments on fair day is very limited. At the time of booth assignment, you will also be instructed to **download the Exhibitor Packet from the website** which consists of Exhibitor Rules, Maps, and Parking Instructions (please be aware that parking is off-site and plan accordingly).
- ☐ **Cancellation Information:** You may withdraw from the show by contacting us VIA EMAIL: brookfieldeastffa@gmail.com. Booth fees are refunded for cancellations made on or before September 12, 2021. NO refunds will be issued after September 12, 2021.



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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 don't make it, please don't bring it.**
2. Exhibitors will not be allowed to check in prior to 7:00am on November 14. Doors will be open earlier for fair volunteers only. **You will not be able to enter the building until 7:00am.** Exhibitors must have all materials moved into the building by 9:00am. At 9:00am, all doors are locked and move-in is done.
3. To assure a maximum number of parking spaces available for shoppers, **all exhibitors are required to park their vehicles at an off-site location.** A shuttle bus will run between the fair and the exhibitor parking area between 7:30am and 5:30pm. An extra bus will also operate during peak set up and tear down times. Exhibitors must move their vehicles to the off-site parking lot by 9:00am. **Special parking requests (e.g., handicapped parking) MUST BE APPROVED IN ADVANCE.** Requests should be sent via email to: **brookfieldeastffa@gmail.com.** Special parking requests made the day of the fair may not be granted. Exhibitors are not allowed to distribute products to customers from their vehicles. The parking lot can be very stressful for attendees and parking volunteers. Please do your part to adhere to the rules.
4. All exhibitors are expected to remain fully set-up until show closing at 4:00pm unless instructed. Tear down must be completed, and all exhibitors must be **out of the building by 5:30pm.** Exhibitors who hold over will not be given priority in booth assignment the following year. Students should be available to assist you with some moving, but they may be limited.
5. Cancellations must be received via email on or before September 12, 2021. **No refunds** will be issued if you cancel after September 12, 2021. **Booth fees will not be refunded to any exhibitor who fails to come on show day.**
6. 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.
7. 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 may not protrude into aisles, encroach on other exhibitors' booths or obstruct stairs and/or elevators. **Failure to adhere to this rule may result in an additional charge on fair day.** PLEASE be conscientious of your neighbor's space and need to get in and out of their booth.
8. 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. It is documented when exhibitors have products at the fair that are of questionable quality, not handcrafted or different from what was approved; such violations impact acceptance to future fairs.
9. Exhibitors are responsible for ensuring their booth is manned throughout the day. **Event volunteers unfortunately 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).
10. 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.
11. Exhibitors and their teams must wear exhibitor ribbons (received at check-in) on the day of the show.
12. **SMOKING IS NOT PERMITTED ANYWHERE ON SCHOOL GROUNDS:** If you must smoke, you **must** leave school property.