

Girl Scouts of Northern California

Craftapalooza Booth Information

Saturday, December 2, 2017

Santa Clara County Fairgrounds, Expo Hall

Dear Girl Scout Artisans,

Thank you for your interest in Craftapalooza, formerly named Winterfest. This year the new name reflects a new start to the event. Our vision is to provide a space for you to sell your hand crafted merchandise for Girl Scout families and friends to shop and a place for girls in grades K-5 to work on badge components and have fun along with their friends and siblings.

Craftapalooza will host a Boutique where troops and groups will sell handmade items and a Badge Expo filled with fun and educational crafts and activities.

Please read the following details about the event to be prepared for registration and participation.

Thank you,

Teens Take Over

Booth Information

General Booth Information:

- Booths run from 10:00am to 3:00pm. Be prepared to serve participants for the duration of the event.
- Troops and Groups that register early will have a better selection of craft and activity booths to choose from. Registering early will also give you more time to prepare. The final deadline for registering for a booth is November 10th, 2017.
- Each exhibitor (troop or group) must be registered for a booth prior to the event. Registration confirmation will be sent via email from HeadChick@comcast.net
- Cancellation for Boutique or Craft/Activity Booth must be done in writing no later than November 4th, 2017. Cancellation refund for booths cancelled in writing by November 4th, 2017 is 50% of the registration fee. Troops and Groups registering for a booth between November 4th and the deadline to register for a booth of November 10, 2017 will not be eligible for cancellation.

- Make every effort to be at the event once you have signed up. If for some reason, your group will not be able to make it to the event closer to the date, you must inform the planners at HeadChick@comcast.net as soon as possible. Not showing up results in empty spaces, last minute on site scrambling to cover your spot, and badges not being earned by participants.

Boutique Booths:

- Boutique Booths can be run by Cadette, Senior, and Ambassador level Girl Scout Troops or Groups.
- Troops and Groups planning to run a Boutique Booth must participate in the Girl Scouts of Northern California Product Sales at the minimum required amount.
- The fee for each Boutique Booth is \$35.00. You can purchase more than one booth if you need additional space to display your merchandise. This is only allowed if you can fill more than one table with merchandise. Exhibitors will be provided with 10 wristbands as part of their total Registration Fee, regardless of the number of booths purchased. Additional wrist bands may be purchased for \$5 each.
- All items sold in the Boutique at Craftapalooza must be handmade. No resale items are permitted. This includes assembled items from kits, decorating or wrapping a resale item to sell, putting purchased pendants on string or chains, putting purchased items on keyrings, etc. If you are unsure about an item you would like to sell in the Boutique, please contact the Girl Scouts of Northern California for assistance at HeadChick@comcast.net. Items that violate this regulation at the event will be removed and not sold.
- No extra table can be brought in to this event. Each booth only comes with 2 chairs. Extra chairs can be brought into the event but must be kept within your own booth space at all times.
- Edible products of any kind are strictly prohibited from being sold or offered at the event; this includes but is not limited to Hot Cocoa mixes, marshmallows, candy, honey, baked goods, etc.
- Loose glitter, nail polish, liquid glue, and liquid paint are prohibited from being sold as on site application or craft activities at this event. Boutique items can have glitter on them and glue dots are permitted.
- To run a Boutique Booth, you must also run an activity booth in the Badge Expo that is free to participants. During registration for your booth, you will need to sign up for one of the existing activity booths. This is on a first come first served bases. If the booth you want is already taken when you sign up, you must select an alternate booth.

Badge Expo Booths:

- Craft and activity booths in the Badge Expo are preselected for Craftapalooza. During registration for a booth, you will select the booth you want from an existing list. This is

on a first come, first served basis. Once an activity is taken, you must search for an alternate one you would like to host.

- Each craft and activity booth is designed to either accomplish a badge component for Daisies through Juniors or to balance out the craft and activity categories to ensure that a wide variety of options are available.
- Each craft and activity booth is designed to be very low cost. The exhibitors are responsible for all costs to this booth. Any troop that lacks resources to host a booth at their own cost but plans to be an exhibitor at Craftapalooza should contact the Girl Scouts of Northern California for assistance. info@girlscoutsnorcal.org
- Each exhibitor running a craft or activity booth should plan to serve at least 500 children at this event.

Prior to Craftapalooza

Advertising:

- Girl Scouts of Northern California will advertise this event through The Program and Event Guide, the official website, the activity finder, Facebook groups, council e-newsletter, and Pinterest.
- Each exhibitor should advertise locally to family and friends both in and out of Girl Scouting to purchase tickets and attend. If every troop recruits shoppers, sales will increase as a result of more participants, but we all need to pitch in to make it happen!

Unloading and Parking:

- Unloading Supplies: Behind the Expo Hall at the Santa Clara County Fairgrounds, there is a loading dock for exhibitors to unload their merchandise and supplies. Each exhibitor will be given a short window of time to unload and then re-park their vehicles. You are not required to use the loading dock, you may also park in the parking lot and walk your supplies into the fairgrounds.
- Parking: There is adequate parking at the Fairgrounds that is owned and operated by the Fairgrounds.

Check-In and Set-Up:

- Each exhibitor must check in at the loading dock entrance to the Expo Hall prior to 9:15am.
- Set up must be completed prior to 9:45am.
- Boutique booth set up is the key to good sales. Consider an online search for how to sell at a craft fair to get tips on how to set up a successful sales booth and what customers are attracted to as well as pricing items. You can bring in table cloths, display boards and racks, signs, broom and dustpan for a clean space, etc.; however, no tents or easy ups are permitted.

During Craftapalooza

- **Wrist Bands:** Exhibitors will be provided with 10 wristbands as part of their total Registration Fee. Wrist bands will allow exit and entry into the event throughout the day. Additional wrist bands may be purchased for \$5 each.
- **Lunch:** For the convenience of exhibitors, fair concessions will be available for purchase. You may also bring a bag lunch of your own. No glass bottles are allowed.
- **Leaving Your Booth:** You must make sure you have someone manning your booth at all times. Please set up work schedules in advance to be prepared for proper coverage.
- **Security and Insurance:** Neither Girl Scouts of Northern California nor the Santa Clara County Fairgrounds is financially liable for any losses, damages, or mysterious disappearances of any kind. We recommend that all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Exhibitors should not leave cash, personal belongings, or merchandise unattended during the event.

After Craftapalooza

- **Event End:** The event ends at 3pm, at which time you can pack up your booth merchandise, displays, and supplies.
- **Clean Up:** Each exhibitor must clean up their area and be checked out by a Chicks in Charge member. They will be easily identified by their t-shirts. Cleaning will go faster for your booth if you bring your own broom and dustpan and extra garbage bag to the event.

The above guidelines are intended to assist all of us. Therefore, the Girl Scouts of Northern California reserves the right to refuse any booth or items that do not meet our guidelines or exceed space limitations. Violators will be asked to leave the show.