



Site Selection:

CraftAlive brings together both talented Interstate and Local Exhibitors, throughout Victoria and New South Wales. The event showcases creative Hand Finished Craft Products, Do It Yourself Products, Craft Supplies and Homewares. Exhibitors are encouraged to participate in CraftAlive's workshop program and host a workshop to inspire and educate customers about how to be creative.

CraftAlive is regionally the largest annual and most diverse craft and sales exhibition. We encourage all Art and Craft exhibitors to apply. However to ensure a balanced variety and in keeping with Craft Alive categories successful applicants will be approved at the discretion of CraftAlive organisers.

How To Apply:

Applicants must FULLY complete and sign an application form. An application must be accompanied by;

1. Clear Colour Exhibitor Product Photographs or Website details
2. Copy of current Public Liability Insurance
3. 50% Deposit for each event.

Please forward accompanying information by mail to the address below or email to info@craftalive.com.au

(Return applicants to CraftAlive need not send photographs unless approved product range has been altered from previous attended exhibitions.)

Exhibition site positions are allocated in order of successful application details. Applicants must have provided all the required paperwork, paid a 50% deposit and supplied relevant insurance before a site will be allocated. Sites will not be 'held' without a 50 % deposit. Phone bookings will not be accepted. A booking form does not automatically secure a site. The application form must be signed and accompanied by a cleared bank deposit to secure your site. Confirmed site bookings will be subject to the CraftAlive organisers' discretion.

Only approved products will be permitted at CraftAlive events. Exhibitors must have their product listed on the application form before their site will be approved. No sub-letting of sites will be allowed.

Cancellations:

Cancellations will only be accepted two months prior to an event and must be submitted in writing. Deposits paid for a cancelled event will not be refunded. Deposit or monies outlaid for one event will not be transferred to another event upon cancellation. Exhibitors who cancel less than four (4) weeks prior to an event will be liable for the full site fee, unless a new exhibitor has successfully filled the site position. This does not apply if the floor plan has just been re-worked by CraftAlive organisers. This will incur an administration fee of \$50.



Deposits & Payment:

All deposits must be paid at the time of application. Failure to do so will result in applicants not being considered for assessment. Deposits will be returned to unsuccessful applicants.

Deposit payment options include; Direct Deposit & Credit Card. The balance of payment for all CraftAlive shows are required to be paid sixty (60) days prior to the event date. Prompt payment is essential to ensure your site is secured.

Direct or Electronic payments are required to have the invoice number added in the description along with your name. eg Inv 102 Craft Alive.

APPLICATIONS WILL NOT BE PROCESSED WITHOUT A PAID DEPOSIT

Marketing and Advertising:

CraftAlive obtain a strong market place advertising presence before and during an event. Television Media, Radio Advertising, Press Advertising, National Magazines Direct Mail, Press Releases, Outdoor Advertising, Flyers, and Posters.

Promotional Giveaways:

CraftAlive reserve the right to be informed by request from exhibitors to giveaway promotional material or showbags at an event. Prior to the event, approval must be obtained by CraftAlive organizers for an exhibitor to conduct competitions, giveaways or raffles.

Craft Hour:

Exhibitors are encouraged to take part in CraftAlive's Craft Hour. If you have a product/s you wish to educate customers on, then this is an opportunity for you. You have the ability to conduct hands on demonstrations, teach new techniques and showcase the latest trends in craft. If you are interested in being a part of the workshop program please email info@craftalive.com.au.

Craft Alive Blog:

Customers can enjoy all the information on each CraftAlive event with the latest news, photographs and new exhibitor profiles and pictures. It has the full list of CraftAlive exhibitors, event location maps, workshop demonstration timetables and profiles of local craft groups.

Exhibitors can use the CraftAlive blog as a means of promoting special offers and event discounts. All information is to be forwarded to info@craftalive.com.au (3) three weeks prior to any event to be included in the blog page.



Arriving at the Venue:

In case of an emergency all exhibitors are required to report to CraftAlive organisers upon arrival to any CraftAlive event to comply with Occupational Health & Safety requirements. Exhibitors will then be directed to their site by a CraftAlive organiser. Exhibitors are not to enter and set up without notification of being present. Exhibitors are to obtain exhibitor lanyards and identification from CraftAlive organisers and these must be worn at all times during the event. All CraftAlive events will have allocated unloading areas. Exhibitors are asked to be considerate of others and unload and remove their vehicle as quickly as possible.

Set Up:

Exhibitors may begin arriving from 12pm on the day prior to the event to set up, or a time advised in exhibitor communications leading up to the event. CraftAlive request you provide a time that you will roughly arrive via email to ensure the smooth co-ordination of all exhibitors on the premises. CraftAlive organisers are fully committed to exhibitors on set up day. Utilise organisers if you have a concern. If there is a concern it will be rectified in suit all parties involved. All exhibitors are asked to be considerate of others at all times during vehicle unloading, setting up and packing up. From time to time venue obstructions can hinder the setup of an exhibitor's site. If this were to occur, whether it is a fire hose, a pillar, CraftAlive organisers will provide a solution. Exhibitor co-operation is essential to ensure set up is agreeable, flexible and completed professionally.

Tables:

All tables and trestles must be dressed with tablecloths which extend right to the floor. This is not negotiable and will be enforced on the day. Trestle tables are available for hire by CraftAlive. Please see application form to apply.

Corner Sites:

Corner sites are always popular with exhibitors and are limited in numbers. They offer the same floor space with only one sidewall instead of two on a standard site, providing easier access to customers.

Site Security:

Overnight security will be supplied at each event by means of surveillance cameras or registered security.

Lighting and Power:

All sites have access to power provided for display lighting purposes. An area is provided on the application form. Power usage and display lighting is restricted to the use of LOW voltage.

Failure to abide by the electrical guidelines provided by CraftAlive organisers will result in the removal of lighting usage. Exhibitors who have specific lighting requirements are to notify CraftAlive organisers at the time of show booking. All electrical and lighting fixtures are required to have Electrical Approval prior to the event. A Registered Electrician must tag all electrical cords and power boards. Failure to do so will result in the removal of your equipment.



Site Walls:

All sites are provided with side and back walls. Solid wall panels provided are carpeted. Exhibitors are permitted to decorate using velcro, pins or tacs within their allocated space provided. This is encouraged to enhance your product and the overall event. Displays are not permitted to overlap into another exhibitor's space.

To avoid the damage that has been caused to panels in the past, strict guidelines have been imposed regarding their use. Screws, or wire hooks are not permitted. Please check with CraftAlive organisers if you are uncertain. Exhibitors are responsible for removing all fasteners, clips, tacs, pins and staples from the supplied wall panels before vacating the premises.

Occupational Health and Safety:

Exhibitors are required to abide by Occupational Health & Safety regulations at all event venues. Care is to be taken when setting up, using ladders, installing lighting and entering entry and exit doors. Before the event Exhibitors who are positioned next to an emergency exit door will be asked by CraftAlive organisers to be a warden in case of an emergency or fire. This ensures all exhibitors and customers are aware of the exit location and can be exited safely and orderly in the event of an emergency.

Site Close:

At the close of each day, exhibitors must ensure their areas are clean and all rubbish removed, ready for trade the following day.

At the close of the show on the final day, exhibitors are responsible to remove all fasteners, clips, tacs, pins and staples from the supplied wall panels. Any panel left with fastenings attached, or any panel damage will be charged a cleaning or repair fee of up to \$150 per panel face. It is the responsibility of the exhibitor to ensure their allocated space is completely free of any rubbish after vacating. This is not negotiable and will be enforced by issuing of an invoice following the event.

Exhibitors who do not abide by CraftAlive requirements and do not remove all velcro, picture hooks, thumbtacks, staples and wall brackets from panels and remove all rubbish will be charged a bond at all future CraftAlive exhibitions.

In the interest of late shoppers, exhibitors are not permitted to cover their sites until the doors are closed at 5pm, unless otherwise stated at the discretion of CraftAlive organisers.

Exhibitors may not begin packing up their sites on the final day until after the event has closed at 4pm.