

Craft Alive

2019 TEACHING OPPORTUNITIES

We believe that teaching is one of the best ways to turn show visitors into customers. For that reason, we provide multiple ways for exhibitors to teach (at no extra charge) and ultimately enrich the experience of visitors.

CRAFT CHATS

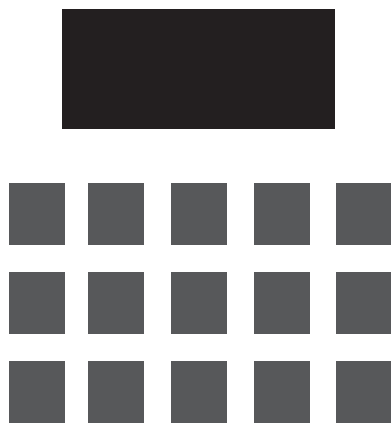
This area is for demonstrations, displays, trunk shows and talks. If the primary focus of the teacher's time is speaking with the visitors, this is the best option.

Chats are to run for up to 25 minutes and begin on the half hour. The 5 minutes in between is for exhibitors to switch places and display materials before the next chat begins.

If you need extra time, you can book back-to-back chats to extend your time to 50 minutes.

Includes

- Display area
- One trestle table
- 15 Chairs



CRAFT CLASSES

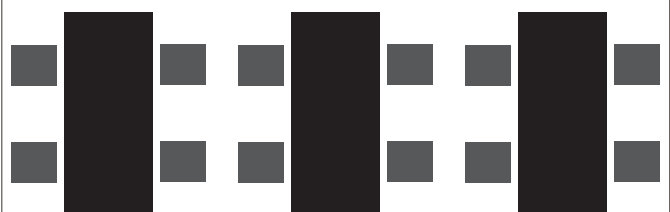
This area is for hands on learning and creating. Students will expect to create and learn new techniques. They should walk away with a finished project or a project close to completion for which they have learned all the skills to complete.

Classes are to run for up to 45 minutes and begin on the hour. The 15 minutes in between is for exhibitors to switch places and display materials before the next class begins.

If you need extra time, you can book back-to-back chats to extend your time to 1 hour and 45 minutes.

Includes

- Display area
- Three trestle tables
- 12 Chairs



ph: 03 9682 5133

info@craftalive.com.au

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MAKE & TAKE SPACE

This area is built onto your existing site and is for hands on creating.

The space measures 2.5 x 2m and are available at 50% of the standard site cost, however they are limited in availability.

Classes can run at specified times or continuously throughout each day. The area is only to be used for teaching, not selling. But it is up to the exhibitor as to how they wish to decorate that space.

Make and Take spaces must be booked at least one month prior to the event and will be allocated depending on availability.

Information on what is being taught together with high resolution, quality photos, must be provided upon application.

Includes

- 2.5 x 2m site
- One trestle table
- 4 chairs
- Power, if needed
- 1 additional exhibitor pass

LOCATION	DATES	COST (incl. GST)
PENRITH	8 - 10 FEB	\$375
WAGGA WAGGA	8 - 10 MAR	\$247.50
NEWCASTLE	14 - 17 MAR	\$437.50
BALLARAT	29 - 31 MAR	\$247.50
SUNSHINE COAST	12 - 14 APRIL	\$275
CANBERRA	2 - 5 MAY	\$487.50
MOUNT GAMBIER	31 MAY - 2 JUNE	\$192.50
BENDIGO	13 - 16 JUNE	\$247.50
WODONGA	5 - 7 JULY	\$192.50
MILDURA	12 - 14 JULY	\$192.50
HAWKESBURY	19 - 21 JULY	\$247.50
TOWNSVILLE	9 - 11 AUG	\$375
CAIRNS	16 - 18 AUG	\$275
DUBBO	30 AUG - 1 SEPT	\$247.50
TAMWORTH	6 - 8 SEPT	\$247.50
TOOWOOMBA	19 - 22 SEPT	\$437.50
MORWELL	4 - 6 OCT	\$247.50
LAUNCESTON	18 - 20 OCT	\$375
LOGAN	8 - 10 NOV	\$375

Class Space

Selling Space

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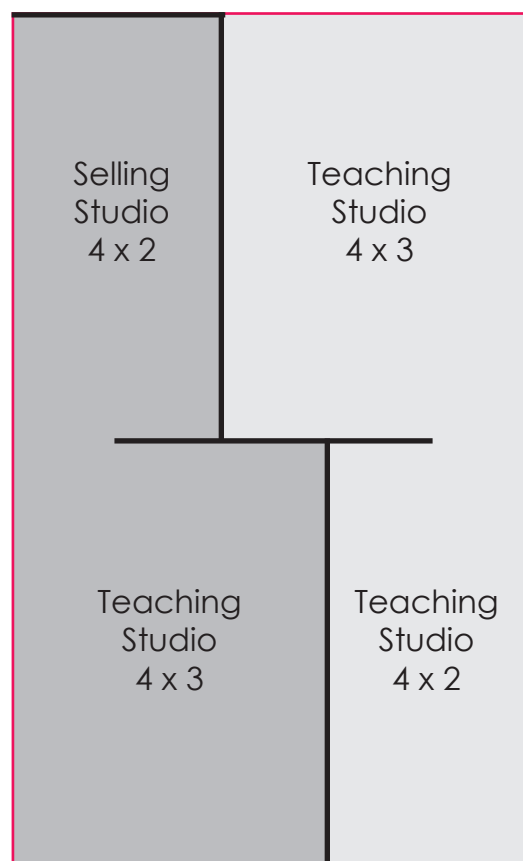
2019 INTERACTIVE STUDIOS

Interactive Studios are available at certain shows and designed to allow a complete visitor experience in one area.

A partnership between CraftAlive and the exhibitor, these spaces are designed to highlight the exhibitor and become an attraction, drawing in visitors.

Interactive studios are built back to back so that two exhibitors can work together to make the space even more special. These spaces are high end and limited in availability.

LOCATION	DATES	COST (incl. GST)
PENRITH	8 - 10 FEBRUARY	\$2,200
WAGGA WAGGA	8 - 10 MARCH	\$1,650
NEWCASTLE	14 - 17 MARCH	\$3,000
BALLARAT	29 - 31 MARCH	\$1,650
SUNSHINE COAST	12 - 14 APRIL	\$2,200
CANBERRA	2 - 5 MAY	\$3,000
MOUNT GAMBIER	31 MAY - 2 JUNE	\$1,650
BENDIGO	13 - 16 JUNE	\$1,650
WODONGA	5 - 7 JULY	\$1,650
MILDURA	12 - 14 JULY	\$1,650
HAWKESBURY	19 - 21 JULY	\$1,650
TOWNSVILLE	9 - 11 AUGUST	\$2,200
CAIRNS	16 - 18 AUGUST	\$2,200
DUBBO	30 AUG - 1 SEPT	\$1,650
TAMWORTH	6 - 8 SEPTEMBER	\$1,650
TOOWOOMBA	19 - 22 SEPTEMBER	\$3,000
MORWELL	4 - 6 OCTOBER	\$1,650
LAUNCESTON	18 - 20 OCTOBER	\$2,200
LOGAN	8 - 10 NOVEMBER	\$2,200



INCLUDES

- 4 x 2m selling space
- 4 x 3m of teaching space
- High walls for extra display
- Power
- Additional feature promotion
 - Social Media
 - Print Media where possible
- Trestle & chairs

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TEACHING SPACE

The exhibitor is the only one who will be using this teaching space.

It is completely up to the exhibitor as to how they choose to utilise the space and can teach classes at any time throughout the day.

The goal is for continuous teaching opportunities throughout the show where several classes/chats occur each day.

SELLING SPACE

This space works as a normal 4 x 2 in-line site, however the walls have extended height.

Exhibitors will have one back wall and two side walls, as shown in the image above.

SET UP OPTIONS

It is completely up to the exhibitor as to how their Interactive Studio is set up.

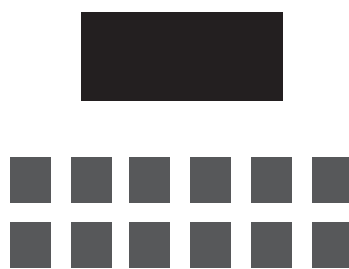
Final confirmation must be made with CraftAlive organisers about your final setup decisions at least one month prior to the event.

Some of the most common setups are:



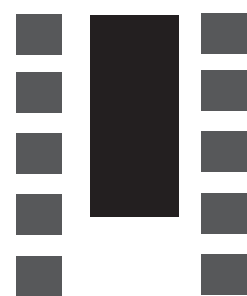
CLASSROOM STYLE

Two trestles are pushed together and eight chairs are set up around the single formed table to form a whole group.



LECTURE STYLE

One trestle is set up at the "head" of the teaching area and twelve chairs are set up in rows, facing the trestle in a "lecture" style formation.



CATWALK STYLE

One staging area is provided and then ten chairs are set up either side of this area for a "catwalk" style.

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2019 TEACHING APPLICATION

Please fill out the following details and return with high quality, high resolution photos of the completed or corresponding project that visitors will be creating or learning about.

NOTE: A SEPERATE FORM FOR EACH SHOW MUST BE COMPLETED.

TIPS FOR SUCCESSFUL CLASSES AND CHATS

- The sooner the application form is returned, the more time CraftAlive has to advertise it
- The better the photos we receive, the more interest it will generate
- Letting your own followers and subscribers about your attendance at CraftAlive and about your teaching schedule will greatly increase the likelihood of your success.
- Use your Class/Chat as a selling tool, ie: "each of these products that I've shown you is available to purchase here at the show or on the website today or when you get home."

EXHIBITOR INFORMATION			
Business Name			
Tutor Name			
Show Location			
CLASS / CHAT INFORMATION			
Activity 1	<input type="checkbox"/> Interactive Studio	<input type="checkbox"/> Craft Chat	<input type="checkbox"/> Craft Class <input type="checkbox"/> Make & Take
Name of Class			
Brief Description			
Class Cost per/person	\$	Power Required	<input type="checkbox"/> Yes <input type="checkbox"/> No
Experience Level Required	<input type="checkbox"/> Beginner <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced	Maxium No. of Participants	
Preferred time/s	<input type="checkbox"/> 10am <input type="checkbox"/> 10.30am <input type="checkbox"/> 11am <input type="checkbox"/> 11.30am <input type="checkbox"/> 12pm <input type="checkbox"/> 12.30pm <input type="checkbox"/> 1pm <input type="checkbox"/> 1.30pm <input type="checkbox"/> 2pm <input type="checkbox"/> 2.30pm <input type="checkbox"/> 3pm <input type="checkbox"/> 3.30pm		
Further Requirements			

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2019 TEACHING APPLICATION CONT.

Activity 2	<input type="checkbox"/> Interactive Studio	<input type="checkbox"/> Craft Chat	<input type="checkbox"/> Craft Class	<input type="checkbox"/> Make & Take		
Name of Class						
Brief Description						
Class Cost per/person	\$	Power Required	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Experience Level Required	<input type="checkbox"/> Beginner <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced	Maximum No. of Participants				
Preferred time/s	<input type="checkbox"/> 10am	<input type="checkbox"/> 10.30am	<input type="checkbox"/> 11am	<input type="checkbox"/> 11.30am	<input type="checkbox"/> 12pm	<input type="checkbox"/> 12.30pm
	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1.30pm	<input type="checkbox"/> 2pm	<input type="checkbox"/> 2.30pm	<input type="checkbox"/> 3pm	<input type="checkbox"/> 3.30pm
Further Requirements						
Activity 3	<input type="checkbox"/> Interactive Studio	<input type="checkbox"/> Craft Chat	<input type="checkbox"/> Craft Class	<input type="checkbox"/> Make & Take		
Name of Class						
Brief Description						
Class Cost per/person	\$	Power Required	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Experience Level Required	<input type="checkbox"/> Beginner <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced	Maximum No. of Participants				
Preferred time/s	<input type="checkbox"/> 10am	<input type="checkbox"/> 10.30am	<input type="checkbox"/> 11am	<input type="checkbox"/> 11.30am	<input type="checkbox"/> 12pm	<input type="checkbox"/> 12.30pm
	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1.30pm	<input type="checkbox"/> 2pm	<input type="checkbox"/> 2.30pm	<input type="checkbox"/> 3pm	<input type="checkbox"/> 3.30pm
Further Requirements						

- I have attached high quality, high resolution photos for advertising on both print and screen media.
- I have fully read, understand and agree to meet all conditions set out by CraftAlive in the Exhibitor Information Schedule and Terms and Conditions.

Signed _____ Date _____

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2019 TEACHING TERMS & CONDITIONS

1. All activities must be submitted to the organiser one month before the Event for advertising purposes, unless otherwise agreed.
2. All materials and work requirements for an activity must be disclosed to the organisers prior to the Event. The CraftAlive organisers take no responsibility for activities being under resourced.
3. Once you have supplied all of the relevant information, you will be forwarded back a Schedule outlining your activity listing for the Event. By agreeing to participate, you are accepting to be fitted into the allotted times as deemed suitable by the CraftAlive organisers.
4. If you have agreed to be involved in specific external advertising with CraftAlive you must supply photos, name, address, contact numbers, email and website addresses to organisers. You understand these may be forwarded on to editors for advertising purposes only.
5. Information regarding your activity may be displayed on the CraftAlive website, Social Media, other screen media and nominal print media. By participating, you are agreeing to have your business information displayed and advertised in the public domain.
6. Craft Classes are restricted to the allocated timeslots of forty-five minutes unless otherwise agreed upon. Craft Chats are restricted to twenty-five minutes unless otherwise agreed upon. This is essential to ensure the public can move in and out of sessions in a timely and orderly manner.
7. Any changes to the application must be made one month before the event. After this point, promotional materials have already gone to print.
8. The space you have been allocated to complete the activity is non-negotiable, you have been given the opportunity to define your requirements for workspace, which the organiser will make every effort to meet, but is not bound to comply with.
9. CraftAlive reserves the right to accept or reject an activity application and shall not be required to provide any reasons for such refusal and is deemed to be the sole arbiter in any decisions made in this respect. When accepted by the organiser, the activity application becomes a binding contract between the applicant and the organiser. The applicant is hereby bound by these conditions outlined in the procedures and guidelines for running a Workshop.
10. CraftAlive spends considerable time and money organising the Classes and Chats. The better the information and photos that are provided by the Exhibitor, the better the outcome of the learning opportunities, and the success of the Classes and/or Chats. The organisers depend on the exhibitors to provide the highest quality possible in order for good outcomes to occur.