

Craft Alive

2024 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

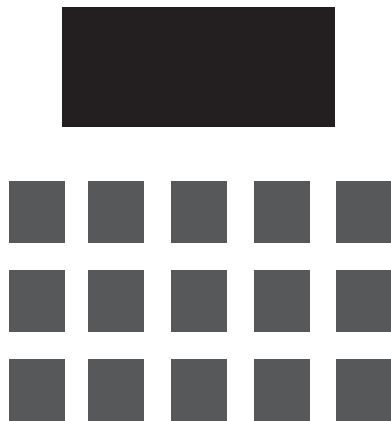
This area is for demonstrations, displays, trunk shows and talks. If the primary focus of the teacher's time is speaking with the visitors, this is the best option.

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

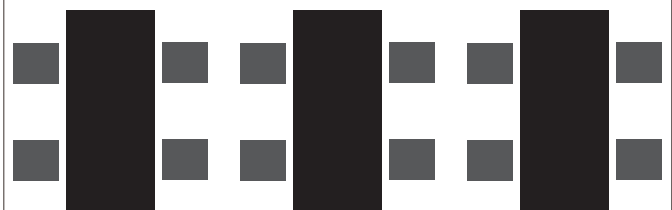
This area is for hands on learning and creating. Students will expect to create and learn new techniques. They should walk away with a finished project or a project close to completion for which they have learned all the skills to complete.

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 classes 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.

Make & Take spaces are available at 50% of the site fee per square metre 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 & Take will be allocated depending on availability.

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

Includes

- Extra site space
- Trestle table/s
- Chairs
- Power, if needed
- 1 additional exhibitor pass

Class Space	Selling Space
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2024 TEACHING OPPORTUNITIES TERMS AND 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.

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TIPS FOR SUCCESSFUL CLASSES AND CHATS

- **The earlier the application form is returned, the more lead time we have to promote you and your class/es**
- The better the photos we receive, the more interest they will generate
- Let your own followers and subscribers know about your attendance at CraftAlive and about your teaching schedule
- 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."

PLEASE FILL OUT THE FORM BELOW/AND OVER PAGE AND RETURN WITH PHOTOS:

Project / Class photos check list:

- High resolution jpg with adequate lighting - make them bright and inviting
- Please do not crop or zoom in too tight (where possible)
- Do not have text over or around the image, just the project image please
- Background setting/display items can be a nice addition, be sure these compliment your class projects and not overtake or detract
- Can we please have a Profile photo of you too?

EXHIBITOR INFORMATION	
Business Name	
Tutor Name	
Show Location/s	

TEACHING INFORMATION												
Type	<input type="checkbox"/> Make & Take	<input type="checkbox"/> Craft Class	<input type="checkbox"/> Craft Chat	<input type="checkbox"/> Demos								
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
Notes eg multiple class												
Power Required	<input type="checkbox"/> Yes	<input type="checkbox"/> No										

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CLASS INFORMATION

Class Name	
Start time /Duration (Include day if not running all the days of the show)	
Description (This info will be used to promote your class, so describe your class accordingly - what will attendees learn or do, featured techniques etc)	
Class cost / kit inclusions	

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