



**October 18 & 19, 2019 – Rogers, Arkansas**

**Welcome!** We are excited that you are interested in the 5th annual, HeART of Rogers Craft Fair!

The HeART of Rogers Crafts Fair brings an exciting component to downtown Rogers, offering upscale products that appeal to the widely diverse interests of Northwest Arkansas locals, as well as the vast influx of regional tourists attracted to craft fairs throughout the area.

The HeART of Rogers Crafts Fair will be held inside at TWO downtown venues: 1) Haas Hall Academy building located at 121 W Poplar Street in what was once the Historic Lane Hotel; and 2) The Fellowship Hall of First United Methodist Church at 3<sup>rd</sup> & Elm Streets. We will fill Haas Hall first, then the FUMC Fellowship Hall.

#### **EVENT DATES & TIMES**

The Craft Fair will take place Friday and Saturday, October 18th and 19th. Set-up will take place Thursday the 17th, from 8:00 a.m. until noon. Following set-up, the doors will be locked until Friday morning at 8:00 a.m. Doors will then be open to the public from 9:00 a.m. until 6:00 p.m. on both Friday and Saturday.

#### **SELECTION CRITERIA AND PROCESS**

The Go Downtown Rogers 2019 Craft Fair Committee is looking for artisans and designers who exemplify the creativity, diversity and individuality of our artists and craft fair-goers. The work of each Exhibitor Applicant will be reviewed and selected by the Craft Fair Committee based on the following criteria:

- Exhibitor Applicant offers high-quality, contemporary merchandise that appeals to the NWA audience.
- Exhibitor Applicant offers goods which are hand-crafted, unique items, not widely available commercially.
- Preference will be given, but will not be exclusive, to Arkansas-based Exhibitors.
- Items contribute to providing a wide assortment, in various price ranges and styles.

## APPLICATION PROCESS:

1. Exhibitor Applicant must complete an Exhibitor Application online at [godowntownrogers.com/heart-of-rogers-craft-fair](http://godowntownrogers.com/heart-of-rogers-craft-fair), then email photos of work as directed, OR print and complete this form and mail along with photos of work. Send mailed forms to: Attn: Julie Loose  
HeART of Rogers Crafts Fair  
109 W. Walnut  
Rogers, AR 72756
2. Applications will be reviewed by the Craft Fair Committee and Exhibitor Applicants will be emailed of acceptance status.
3. *Upon acceptance*, Exhibitor Applicant MUST submit Booth Rental Payment for the desired exhibition space in order to complete the contract:
  - \$65 -- 8 ft. x 8 ft. space, INSIDE OR
  - \$50 -- 8 ft. x 6 ft. space OUTSIDE (under FUMC patio walkway covering)
4. Payment of Booth Rental verifies and acknowledges that the Exhibitor Applicant has read and agrees to The HeART of Rogers Craft Fair Terms & Conditions.
5. Failure to submit booth rental payment in a timely manner will result in forfeiture of exhibition space.
6. Onsite placement of Exhibitors occurs only after fees are received.
7. Booth Rental Payment is non-refundable.

## CRAFT FAIR MARKETING PROVIDED BY GO DOWNTOWN ROGERS/RDP, INC.

We understand that the importance of advertising an event and how helps in providing foot traffic needed to promote sales. While we can never guarantee success, we agree to provide the following:

- Publications –
  - Listed in the NWA Craft Fair tourism booklet
  - NWA Democrat-Gazette ad
  - Star Shopper Craft Fair newspaper ad
  - Arkansas Antique newspaper ad
- Social Media –
  - Boosted posts on /godowntownrogers Facebook
  - Additional posts on various downtown-related Facebook and Instagram pages
- Email – Notification via [godowntownrogers.com](http://godowntownrogers.com) and email distribution list of businesses.
- Maps – Handed out by stores and artists to 'follow the hearts in downtown'.
- Red Balloons– at each location of a NWA local artist or craft artist.
- Windsocks – color coordinated for a festive atmosphere all over downtown Rogers.
- Signage – Street sandwich boards and yard signs.

## QUESTIONS?

Contact Julie Loose at [godowntownrogers@gmail.com](mailto:godowntownrogers@gmail.com)

## **The HeART of Rogers Craft Fair Terms & Conditions**

This document clarifies the expectations we have for our Exhibitors, as well as what Exhibitors can expect from The HeART of Rogers Craft Fair Committee.

### **Submission of Vendor Application Acknowledgments**

- The HeART of Rogers Craft Fair offers no guarantee regarding sales volume or foot traffic. The HeART of Rogers Craft Fair is a tourist/community event and sales and foot traffic is subject to many factors including weather and competition. Exhibitors should understand that success is always a gamble. No refunds will be issued.
- Exhibitor location on site is at the discretion of the Craft Fair Committee.
- Submission of an Application acknowledges that the Exhibitor has read the entire *HeART of Rogers Craft Fair Terms & Conditions* and agrees to abide by it.
- Exhibitor understands that The HeART of Rogers Craft Fair reserves the right to deny space or a tender a refund to any Exhibitor who is in violation of any policy.

### **Exhibitor Rules and Responsibilities**

- Booth Display – Exhibitors will provide their own tables, chairs, and anything required to sell, display, or demonstrate their art.
- Fair Hours – Exhibitors will remain on-site and open for business during all the designated timeframe in which the event is open to the public: 9:00 a.m. until 6:00 p.m. on Friday and Saturday.
- Electricity – Limited power is available and must be shared among Exhibitors. No generators.
- Neatness – Boxes, wrapping paper, bags, and general clutter must be concealed from view.
- Exhibitors are responsible for maintaining and leaving their assigned areas free of refuse and in good condition.
- Pets – Only service animals are allowed on site.
- Smoking – Smoking is not allowed in the building, on the sidewalk, or near the door. Please go across the street to the park.
- Children – Exhibitors who travel with children must keep their children with them and under control at all times.
- Drugs/Alcohol – Alcohol and drug use paraphernalia and/or related products are prohibited. Exhibitors with any of these items will be asked to leave immediately.
- Sound – Because of the enclosed nature of the facility, music or sound effects are not allowed.
- Haas Hall Parking – There are no designated parking places for Exhibitors or Exhibitor trailers. Exhibitors in Haas Hall SHOULD NOT park along Poplar, First or Second Streets. There is a municipal lot at Poplar 4<sup>th</sup> that may be an option.
- FUMC Parking – FUMC Exhibitors are asked to park in the large church parking lot at Elm and 4<sup>th</sup> Streets, away from the building as much as possible.
- Set-up – Exhibitors may BRIEFLY park and unload near the venue, but must move their vehicles as soon as possible to make way for others.

- Maintenance and Trash – Exhibitors are responsible for maintaining and leaving their assigned areas free of refuse and in good condition. Exhibitors must take all trash, boxes and other refuse with them when they leave.

## **SALES and SALES TAX**

Exhibitors are entitled to sell merchandise during The HeART of Rogers Craft Fair and may accept cash, check, money order, credit card or any other desired form of payment. Exhibitors are responsible for daily completion of a *sales tax form* and *submission of payment* to the designated Craft Fair Committee Representative per the *State of Arkansas Sales Tax Act 370*. This act requires “promoters or organizers of special events to obtain daily reports of taxable sales from vendor to provide for the administration of the act; and for other purposes”.

The Craft Fair Committee will provide Exhibitors with the necessary sales tax report forms and collection envelopes *and will collect them daily as required by law*.

## **Saturday Closure Procedure**

- All exhibitors must remain open until 6:00 p.m. on Saturday.
- Sales tax form and collection envelope must be turned in to Craft Fair Committee Representative before Exhibitors may load.
- Please do not move vehicles near the venue until you are packed and ready to load.
- All trash, boxes and refuse must be taken away by the Exhibitor.

## **HeART of Rogers Craft Fair Exhibitor Application**

By submitting this Exhibitor Application, you agree to The HeART of Rogers Craft Fair Terms & Conditions listed above.

**Liability Notice:** I have read and fully understand that Go Downtown Rogers/RDP Inc. assumes NO liability for the security of, or injury caused by any Exhibitor or products belonging to any Exhibitor. Further, in consideration of the acceptance of the right to participate, Exhibitors by submission of the application, release and discharge Go Downtown Rogers/RDP Inc., the building owner, the City of Rogers, Benton County and their officers, directors, employees, agents, representatives, and anyone else connected with management or presentation of The HeART of Rogers Craft Fair of and from any and all known and unknown damages, injuries, losses, judgments, and/or claims from any cause whatsoever that may be suffered by an Exhibitor or any person affiliated with the Exhibitor and their booth.

Please complete the following information:

**EXHIBITOR BOOTH NAME** \_\_\_\_\_

**BOOTH SIZE REQUESTED**    ☐ 8 X 8 INSIDE        ☐ 8 X 6 OUTSIDE (under cover)

**MAILING ADDRESS** (street, city, zip) \_\_\_\_\_

**EMAIL ADDRESS** \_\_\_\_\_

**YOUR FACEBOOK/INSTAGRAM PAGE** \_\_\_\_\_

**YOUR WEBSITE ADDRESS** \_\_\_\_\_

**MOBILE PHONE NUMBER** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**ARKANSAS SALES TAX PERMIT NUMBER** (if you have one) \_\_\_\_\_

**DESCRIPTION OF EXHIBIT** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**INCLUDE 3 PHOTOS OF YOUR WORK** (applications cannot be processed without photos)

**MAIL TO:** Attn. Julie Loose, HeART of Rogers Craft Fair, 109 W. Walnut, Rogers, AR 72756

**NOTE:** You will be notified via EMAIL of your acceptance as an Exhibitor which will include a link to a payment page on the GoDowntownRogers.com website and an opportunity to select your booth size. You may pay with PayPal or credit card. ***You will not be considered an Exhibitor until you have made your booth selection and payment.***

**EXHIBITOR'S NAME (PRINTED)** \_\_\_\_\_

**EXHIBITOR'S SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_