

# Crafts & Cocktails

Crafts & Cocktails is a Regina craft event that features a unique combination of elements... making it truly a one-of-a-kind event that you won't want to miss!

## CRAFT SHOW

First and foremost, shop and support 40+ Saskatchewan small-business crafters selling their handmade products.

## MAKE & TAKE

Learn from the best! Attendees can take advantage of hands-on learning to craft a project of their own.

## NIGHT OUT

While primarily a shopping event, who doesn't love a reason to get out for a fun night with friends?!

SHOP  
MAKE  
GATHER

Photo Credits: White Lotus Studio

Friday **OCTOBER 5TH** • 5:30pm to 9:30pm  
**THE SOUNDSTAGE** • 1831 College Avenue • Regina, SK  
\$5 Admission • **CRAFTSANDCOCKTAILS.CA**

# EXHIBITORS... APPLY NOW!

Applications to exhibit at Crafts & Cocktails are now being accepted at [craftsandcocktails.ca](http://craftsandcocktails.ca). To ensure a great variety of offerings, categories will be limited to a percentage of total exhibitors. All applications will be reviewed and accepted as quickly as possible.

## EXHIBITOR REQUIREMENTS

**SK Handmade:** Sorry to all my Norwex, Epicure, Scentsy, Tupperware, etc friends... we love you (and hope you'll come to the show as guests) but this event is intended to showcase handmade products made by Saskatchewan-based crafters and businesses.

**Fees & Space:** Registration is \$75 for a 10' x 10' space. The space does NOT include tables, chairs or any other furniture. You are welcome to bring any tables or display pieces that fit within your space. Red Door Craftworks will be renting general furnishings for the event, so can arrange for one (1) 8' table and two (2) chairs to be added to your space for \$20.

Each exhibit space registration fee covers admission for up to 3 people working in the booth. If you need to cancel for any reason, you'll only get your money back if I'm able to fill the space with another paying exhibitor.

**Payment:** Once your application has been accepted, you will receive an invoice and payment options for your exhibitor fee. Your space will be confirmed once your payment is received.

## EVENT LOGISTICS

**Set Up & Tear Down:** Set up will start at 3:00pm. You should be completely done setting up by 5:15pm, so please arrive early and give yourself enough time. Doors open at 5:30pm sharp.

It's going to be a late night. You'll get to tear down your booth, pack up and head out from 9:30pm to 11:00pm. I know what it's like to count down the last minutes of the show and try to make it look like you're not packing up, but still get a head start on the tear down. So, please don't make me ask you to stop doing that before it's officially tear down time.

**Power:** Not only are spaces with access to power limited, but the outlets are not very powerful in the building. So, spaces with power will be allocated based on need and then in order of application. Please indicate on your registration form if you need power and what it will be used for. If you do get a space with power, you'll have to bring your own extension cord.

**Supplies:** In addition to bringing your own tables/chairs/displays, unless otherwise arranged as noted above (re: Fees & Space), you'll need to bring your own tablecloth that is long enough to reach the floor, so that I can't see all the boxes you're hiding under your table when I walk by. It will make the show look more professional, so help us all out please!

**Admission:** Attendees will be charged a \$5 admission fee. There will be ways for exhibitors to earn free passes to use for giveaways and promotion... watch for more details soon!

APPLY NOW [craftsandcocktails.ca](http://craftsandcocktails.ca)

# MAKE & TAKE

Crafts & Cocktails is an interactive Craft Show - mixing in demonstrations and tutorials with the shopping. Exhibitors get to share their skills and passion, network with highly-engaged customers and diversify their offering at the event. Attendees have the opportunity for hands-on learning and ensure they don't go home empty-handed.

Note: Not all exhibitors have to do a Make & Take, it's totally optional. But, before you write-off the idea, consider that being a Make & Take exhibitor will get you extra promotion and potentially cover the cost of your space before the event even starts!

## MAKE & TAKE LOGISTICS

**Space:** Make & Take spaces will be 10' x 15' and will include one (1) 8' table and five (5) chairs, to be used as a workspace for crafting.

**Timing:** Make & Take attendees may show up at any time during the event, so you should have someone working at your space at all times... and expect to repeat your spiel several times!

## MAKE & TAKE EXHIBITOR REQUIREMENTS

**Offering:** Make & Take exhibitors are expected to offer at least ten (10) Make & Takes. You can offer more if you want, but at least ten. They don't all have to be exactly the same, you can add variety and some choice for the attendees while they are creating. For example, if you're offering bracelets you can bring an assortment of beads and patterns for attendees to choose.

**Details:** At least 6 weeks before the event, Make & Take exhibitors must provide the following information so that tickets can be made available for purchase: Name of project, Description of project, Photo of finished project, Quantity available (minimum 10), Approximate time to complete and Price.

## MAKE & TAKE TICKETS, FEES AND REPORTING

**Tickets:** Make & Take opportunities will launch approximately 5 weeks before the event. Attendees will purchase a ticket for a Make & Take either from the event website (before the show) or from event staff (at the show). There will be no refunds on Make & Take ticket purchases, unless there is notice at least 2 days before the show and the ticket is resold.

**Payments:** Make & Take exhibitors will set their own price for their Make & Take offering. Red Door Craftworks will collect payment for ALL Make & Take tickets and distribute money earned from ticket sales to exhibitors by October 15, 2018.

**Fees:** To administer the selling of tickets, maintain online ticket sales and cover payment processing fees for tickets, Red Door Craftworks will keep 8% of the total ticket price. The other 92% will go directly to the Make & Take exhibitor.

**Sales Reporting:** As Make & Take tickets are sold, exhibitors will be notified. If there are tickets available a few days before the event, I'll check in with each exhibitor to see if they are prepared for last minute sales and either leave the listing up or take it down accordingly.

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## A FEW MORE TIDBITS OF INFO

**Promo Images:** Please send a selection of photos of your recent work to be used in event promotion to [reddoorcraftworks@gmail.com](mailto:reddoorcraftworks@gmail.com). If you do not submit photos, I will choose a few photos from your Facebook, Instagram or website to use.

**Cocktails:** There will be alcohol available for purchase at the event. You're more than welcome to enjoy a beverage or two yourself. Please be responsible, as you still need to be able to make sales and safely get yourself and your goods home at the end of the night.

**Taxes:** The Saskatchewan Gov't has a notice about collecting PST specifically at Craft Shows. Here it is: <http://publications.gov.sk.ca/documents/15/98087-IN%202017-09%20-%20Tradeshows.pdf>. You're in charge of what you do with this information.

**Regulations:** Serious stuff here. You'll be responsible to follow all health, food, safety, OHS and fire regulations that pertain to your business being demonstrated and to the space provided.

**Helping out:** Most importantly... Let's have fun and support one another! I hope you'll help out with the promotion. I'll send you promo materials for the event and invite you to the Facebook event, please share the word as much as you can and help us get a BIG crowd for this event.

## ABOUT RED DOOR CRAFTWORKS

My name is Jacquie Foster - Owner and Crafter at Red Door Craftworks.

I've always been a crafty person... and I've always wanted to have a table at a craft show! So, I started Red Door Craftworks a couple of years ago, and now find myself as a real, honest-to-goodness, handmade Saskatchewan crafter/business owner. FUN!

I also have a background in graphic design, marketing and event management. I had this crazy idea one cold, winter night to bring it all together... so Crafts & Cocktails was born.

I'm now back with the second go 'round... and just like last time I want to put on a craft show that is unique, that celebrates a love of crafting, that is well-organized and enjoyable for exhibitors to take part in. AND then I want to market the heck out of it! I hope you'll join in on this adventure...



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