

Frequently Asked Questions – Vendors

Can I sell product at the venue?

Yes! If you have a sales tax license with the State of NY, you can sell straight to the consumers. NY State does not provide a temporary sales permit, so we suggest that if you do not have a year-round license with NY that you do one of the following:

- Partner with a local retailer to be in/near your booth selling your product on your behalf
- Promote a discount by providing coupons/discount codes driving business to your online store or a local retailers
- Have iPads onsite with a discount available to the consumer right there if they order online at the festival

Please visit the NY state [website](#) for additional information.

Why is an activity required? What's an activation?

The purpose of the festival is to inspire creativity and imagination. While purchasing finished goods is always fun, we want the consumers to come and experience creativity at every level. We are requiring all suppliers to demonstrate their product in a fun, interactive way.

Some examples are:

- Standard make-n-takes: consumers sitting at your tables making fun projects with your product to take home with them
- Group activation: consider a large craft project that attendees can contribute to throughout the length of the festival. This project can be simply displaying how your product can be used or have a fun end-result for it like donating it to a local children's hospital or other charity that could benefit from its completion.
- Creator appearance: support one of AFCI's Creator VIPs or bring your own Creator/influencer to make appearances in your booth, teach a workshop, demo your projects or sponsor them on the Creator stage

I've never done a consumer event before, what's the difference between this and your trade show?

Your audience will not be much different in that they love to craft and be creative! They are going to want to learn, to make and to purchase product. The major difference will be that you have to have something for them to do when they come visit you. Consumers seeing your product on display will look at it and either want to make it or purchase it or both! Should an industry professional come to your booth and wish to write an order, you are able to still do that; however you should have a plan in place to appease consumers that want to purchase in small quantity.

How can we take advantage of the direct access to consumers?

Do you have a new product that you are about to launch and want to gauge consumer interest? Use your time at the festival to run concentrated focus groups. Have kids and adults alike play with your new product, provide you direct feedback and have them walk away knowing they just participated in an activity that has yet gone to market!

And it's all about branding! When visiting a big retailer, how do you catch the eyes of the consumer? Consumers that have a great time in your space, make a fun new project and walk away with some product are bound to look for it the next time they are shopping for craft projects at the store.

What do I need to know about shipping and storage onsite?

All vendors can ship to the venue with arrival dates beginning September 24th. Shipping labels and instructions will be provided closer to the event. Shipments will be stored on property in covered storage. All items must be removed from the storage space prior to 12pm on Friday, September 28th. All items must be moved by your staff with your own equipment. Show management will have small dollies available to borrow, but please account for moving your own shipment to your exhibit space. Smaller storage areas will be available onsite, however they may not be secured, for

the duration of the event. We suggest keeping all valuable items within the confines of your space and removing anything of value (laptops, iPads, any cash, etc.) each evening.

What do I need to know about setting up/building my booth?

Remember that this is outside and while you will have a tent over your head, all four sides of your exhibit will be facing the elements and this area is subject to high winds. An extravagant booth build is not necessary in this environment. Also to keep in mind, there are areas on the venue grounds that NOTHING can be staked into the ground due to their irrigation system. If you need to stake any part of your display or signage into the ground, please let Show Management know when contracting your space so that we may accommodate your placement on the grounds.

How much product should I bring for demos/make-n-takes?

When packing up your project kits, products and supplies, take the following into consideration when trying to figure out how much to ship to the grounds:

- How many projects, in your space, can you host at one time? Let's say 4.
- How long does a project take to complete on average? Let's say 15 minutes.
- This means at 4 projects per 15 minutes each, you can complete 16 projects/hour.
- With 8 hours in a festival day, you can complete 128 projects/day.
- With 2 days in the festival, you can complete 256 projects over the weekend.
- Also take into consideration any product that you may want to give away, sell or utilize in addition to the actual completed projects.

Will electric be provided?

Certain areas on the grounds will have access to electric. Please let Show Management know of your electrical needs when contracting your space so that we may accommodate your placement on the grounds. There is an additional fee for electrical access.

Will internet be provided?

Yes! Wifi will be provided for all vendors. We suggest that you only use the wifi for doing business and to keep personal devices off of it in order to eliminate heavy traffic on the service.

Will the grounds be secured overnight?

Security will be provided through the venue. Once the grounds are cleared each evening, the entry gates will be locked and no outside individuals will be permitted to enter. There will be overnight security on the grounds.

What happens if it rains?

Weather happens and unfortunately is the one thing out of our control. In normal, steady rain, the festival will continue on as planned. Almost all of the exhibits, events and retail space will be under cover. We will make alternate plans to help cover up some additional areas that aren't planned as such. Should a natural event/disaster occur within the area, such as a hurricane, an assessment will be taken as to whether the event can go on as planned or should be postponed or cancelled. All vendors will be notified of that decision as quickly as we are able to assess the potential for that to occur.