



The Rotary Club of Deloraine
Trading as the Tasmanian Craft Fair ("The TCF")
ABN 23 129 602 628
PO Box 253 Deloraine
Tasmania, 7304

Tasmanian Craft Fair

Deloraine 2nd to 5th November 2018

GENERAL INFORMATION FOR EXHIBITORS

EXHIBITOR INFORMATION

Welcome to the Tasmanian Craft Fair for 2018

Take advantage of this great opportunity to be part of Australia's largest working display of arts and crafts.

The TCF is staged over 8 venues and 3 food courts, attracting over 20,000+ visitors to Deloraine over 4 days in November 2018.

Free buses for visitors run between venues with all venues being undercover. Gourmet food and entertainment provides an enjoyable event to attract more visitors to this event.

Now running in its 38th year, the TCF offers the opportunity to make strong connections with the public and provide the opportunity to interact with the largest number of potential buyers in the shortest possible time

The TCF started as the "Tasmanian Cottage Industry Exhibition and Craft Fair" with an accent on demonstrating exhibitors' skills. This aspect has been carried throughout the 37 year history and there will be incentives for exhibitors to again do so this year.

It is mandatory that any work for sale at the TCF is created by, designed by and/or made by the exhibitor who must be in attendance at their stall over the four days.

The TCF is run by the Rotary Club of Deloraine and other volunteers and all surplus proceeds are donated to the community – both local and international.

Applications for a stall at the TCF will be assessed on a number of parameters:

1. goods for sale MUST be designed by and/or made by the exhibitor
2. preference will be given to exhibitors who demonstrate their art or craft
3. standard of quality of goods for sale
4. uniqueness of goods for sale

See also "General Information" below and the "Terms and Conditions".

Good luck with your application.

Lesley Dare
TCF Director

CONTACT DETAILS

TCF Office
PO Box 253
Deloraine, Tasmania, 7304
e: info@tascraftfair.com.au
w: www.tascraftfair.com.au

TCF Director
Lesley Dare
m: 0439 931 990
e: director@tascraftfair.com.au

TCF Secretary
e: secretary@tascraftfair.com.au
Merrilyn Young
m: 0427 469 586
Greg Burgess
m: 0477 120 683

IMPORTANT DATES IN 2018

- Mid February Anyone who has exhibited for the past two years will receive advice by email when applications are open. Applications should be submitted on line at www.tascraftfair.com.au. (Printed application forms can be obtained by contacting the Secretary).
Please include photos of all lines of goods you wish to sell.
- 15 April Closing date for applications.
- 30 April Successful applications will receive an acceptance email and an invoice requesting 50% deposit. The invoice must be paid within 14 days to confirm your site. If you do not wish to take up the site offer, please inform the TCF Secretary so that the site can be offered to someone else
- 30 June You will be sent an invoice for the balance of stall fees due.
- 1 September Deadline for exhibitors to cancel their application in writing. An administration levy of \$50 will apply. After this date forfeit all fees paid unless the TCF directs otherwise after receiving a written request.
- 16 September Exhibitors notified by email of their allocated stall number and venue.
- 1 November Stall set-up between 9.00am to 5.00pm (only). TCF Program and passes available from Venue Marshals.
- 2–5 November Tasmanian Craft Fair 2018.
- 5 November Stall take-down commences at 4.00pm.

GENERAL INFORMATION

Applications - New and Continuing Applicants - All applications must include photographs of all lines of goods they intend to sell, plus a written description of the input they have with each line, i.e. whether it is created, designed and/or made by you All exhibitors must apply every year and each application received is reviewed by the Exhibitor Selection Committee.

Photos should be of good quality as we would like to have the opportunity to place exhibitor's photos on facebook.

Exhibitors may indicate a preferred site location on their application, however the choice of location is not guaranteed and there is no automatic right to the same site as previous years.

Note that if the goods do not match the information provided, the exhibitor will be required to withdraw them immediately, and this will be taken into account if applications are made for future TCFs.

If you have created a new line after putting in your application, you may be able to exhibit it, but you MUST first request permission from the Secretary.

There will be no refund of stall fees in the case of misrepresentation.

Type of product for sale It is mandatory that any work for sale at the TCF is created by, designed by and/or made by the exhibitor, who must be in attendance at their stall over the four days.

Pricing

General Stall approx. 3 metres width:	\$580
General Stall approx. 4.5 metres width:	\$885
General Stall approx. 6 metres width:	\$1010
Table hire (moulded plastic, approx. 1800 x 900mm):	\$12.50 each
Extra passes (up to 4 passes are included with the stall fee):	
	\$17 each for single day; \$30 each for four day passes.
Liquor Licence Levy (required if selling alcoholic beverages):	\$25

Incentives to have a Working Exhibit A major attraction of the TCF is that it is a "working" craft fair.

If you indicate in your application that you will have a working exhibit, TCF personnel will confirm whether you have worked on your art/craft for at least 3 hours every day and a \$50 rebate will be sent to you after the TCF. A Marshal will request your bank account details in order for the rebate to be processed.

Those exhibitors actually demonstrating their abilities will be highlighted in the TCF program.

Stall Allocation

It is not possible to meet every exhibitor's preference. By placement of attractions and using promotion as well as free shuttle buses, TCF visitors are encouraged to visit all venues.

The TCF reserves the right to allocate stalls as it determines to be appropriate. It also has a policy to move approximately 20% of stalls on a random basis every year. This makes the TCF different each year and encourages visitors to actively seek out their favourites, thereby maximising every exhibitor's visibility.

Stall Layout

Stall frames are constructed from square 20mm steel tubing with the stalls being 2 metres high.

The type of flooring varies between venues:

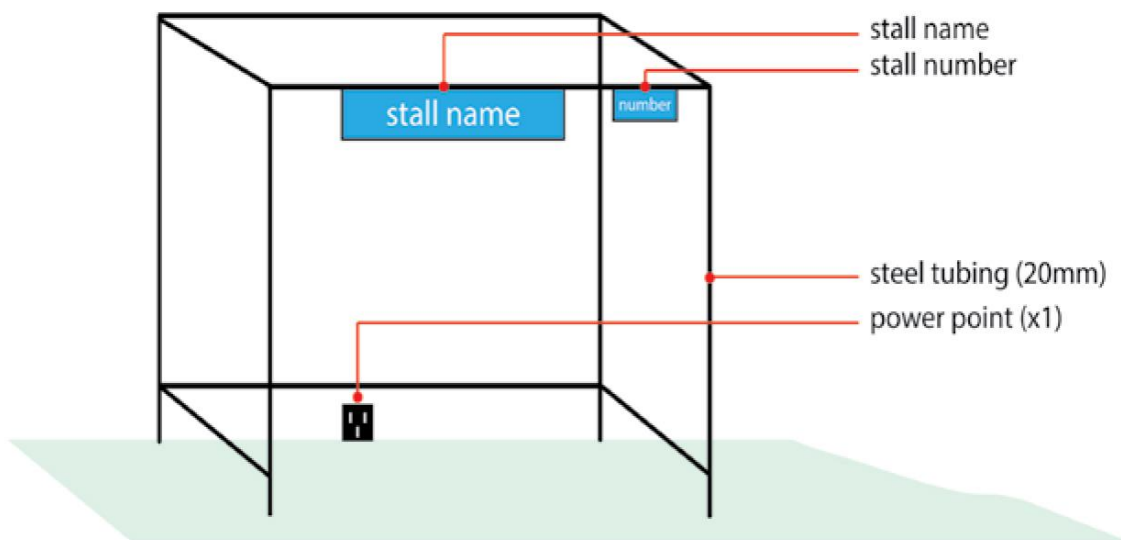
Venues 1, 2 & 5 (Community Complex):	Polished floor boards
Venue 3 (Gourmet Pantry):	Grass
Venue 4 (Rotary Pavilion):	Carpet
Venues 7 & 8:	Concrete
Garden nursery & eating areas:	Grass

Stall widths are 3.0, 4.5 or 6.0 metres (approx). Stall depth varies depending on the venue from 2.3 to 3.0 metres.

If you plan on having pre-constructed displays within your stall, you will need to get the exact dimensions from the Secretary as stall sizes are only indicative.

Should you require your stall display to exceed the standard height of 2.0 metres, contact the Secretary by 30 June with details for approval.

General Stall - basic layout and provisions



What's Provided

Each stall has:

- One standard power point. (If you require a 15 amp outlet, specify this on your application).
- A TCF program
- Up to 4 exhibitor passes. Additional passes need to be purchased – include any requirement for extra passes on your application form.
- Printed corflute signs with your trading name, stall number and your State. These must be clearly visible at all times. The signs are the property of the TCF and must be left in your vacant stall at the end of the TCF, otherwise a \$25 replacement fee will be charged.
- Free exhibitor car parking as detailed on the TCF map. During the TCF's opening hours, exhibitor's vehicles must be parked in the nominated locations – never outside any of the venues.

What's Not Provided

- Tables (unless requested on the application form and paid in full prior to the TCF. These tables are made of moulded plastic and are 1800mm x 700mm)
- Chairs
- Lighting
- Electrical extension cords
- Storage facilities
- Lifting facilities

It is the exhibitor's responsibility to provide divisions such as curtains or boards between the stalls.

Power

Lighting is not provided, other than what is installed at the venue. Extra lighting may be provided by the exhibitor but the total load **MUST NOT** exceed 150 watts, as extra loads risk a power failure. For the same reason high current appliances such as kettles, toasters and irons are strictly

prohibited. If you have a special need to exceed the 150 watt limit, e.g. for a working display, you must indicate this on your application under 'Special Requirements'.

Hours of Operation

Stalls must be set-up between 9.00am and 5.00pm on the Thursday preceding the TCF.

During the TCF, venues will open for exhibitors at 7.30am on the Friday and 8.00am on the other three days. Exhibitors **MUST** be at their stalls by 8.30am every day.

Venues will close at 5.00pm on the first three days and 4.00pm on the Monday.

Exhibitors, or their staff, **MUST** be at their stall until the official closing time on all days. Any exhibitor not complying with this requirement will not be considered for further TCFs.

All venues are locked and secured by 5.15pm each evening from Thursday to Sunday. A night watch service is provided and all venues are patrolled between 6.00pm and 8.00am. The TCF's insurance does not cover theft, loss or damage on behalf of exhibitors – you will need to arrange this for yourself if you wish to have it.

Media

Print, radio and television journalists cover the TCF and requests to exhibitors for interviews or photos should be honoured, as such promotion is of benefit to all exhibitors.

However, exhibitors are not permitted to discuss the operation of the TCF as a whole – this is the sole responsibility of the TCF Director.

Administration

The administration office is located at Venue 5. Contact details for the Director and Secretary are shown at the top of this document.

Marshals

Each Venue has marshals assigned. They should be your contact for any queries during the TCF.

Banking

Exhibitors are advised to bring sufficient cash for their own needs.

ATMs are available outside Venue 4, as well as at the ANZ, Bendigo and Commonwealth Banks in Emu Bay Road. An ATM may be available at Venue 7 in 2018 (to be confirmed).

Credit Card, EFTPOS and PayPal Facilities

The TCF does not supply credit card facilities.

The use of EFTPOS relies on the telephone network and with a large volume of traffic there can be delays, especially for networks other than Telstra.

PayPal uses the internet and may be more reliable.

Animals on Site

Except for assistance dogs, **animals are not permitted on site**, including in parked cars.

ROTARY CLUB OF DELORAINE – ORGANISERS OF THE TCF

The community of Deloraine boasts the third-largest Rotary Club in Tasmania, with a very active membership representing a cross-section of the community committed to making positive change in their local region.

In the past 37 years, more than 12 major projects in the region have benefited from TCF funds, in some cases by way of seed capital to commence a project and thereby attract Government and other funding opportunities to complete the project. In other cases the Rotary Club of Deloraine has provided 100 per cent funding for the project. More than 200 smaller community projects have been funded through the TCF.

The impact of the TCF funding on communities and individuals ranges further than the Meander Valley community, with support for many other Rotary projects worldwide. Through these international projects the Rotary Club of Deloraine helps instil a sense of pride in the local community – through “their Fair” they can bring about significant change in the lives of disadvantaged people all over the world.

Projects and groups which have benefited benefit from TCF funding include:

- Community: aged care facilities, Giant Steps school for autistic children, Royal Flying Doctor Service, Chudleigh Show Society, Aussie Helpers, local schools, Deloraine Hospital, Mole Creek On-line Access Centre, beautification of the Meander River bank Deloraine, bridges across the Meander River, and the Deloraine Swimming Pool.
- Youth: running the state-wide Model United Nations Assembly, annual free Learn to Swim program, sponsoring children to attend programs in Tasmania and interstate designed to encourage high achievers and future leaders to realise their potential.
- Vocational: tertiary scholarships, apprentice and trainee awards, and international visits by leading individuals in their field.
- International: Polio eradication, identification and cataloguing of plants in a malnutrition reduction program, support of an eye clinic in Nepal, and rebuilding of cyclone affected buildings in Fiji, Days for Girls (provision of sanitary products and training for young girls) in Nepal.

In addition, about 20 per cent of the funds raised goes straight back to other community organisations (e.g. Apex and Lions; other Rotary clubs; school, sporting and church groups) that supply volunteers to assist in the running of the Fair. In many cases, this is their major fundraising event for the year.

The benefits to the local community reach far beyond the re-investment of funds raised into development, infrastructure and community-building projects. Business owners around the Meander Valley benefit from the influx of 20,000 visitors to the TCF each year.