

Dear Vendors,

1. THANK YOU for your participation! We believe STCITC is one of the best arts/crafts festivals around, and we couldn't say that if it weren't for our awesome vendors! 2020 has been a year of uncertainties, to say the least. We are planning for STCITC as an in-person event, however, none of us know what the expectations or requirements will be by December. Here are some steps we are taking in an attempt to make this work:

- A. We are planning the outdoor booths with additional spacing between, to allow for more social distancing. Indoor vendors will have a more difficult time with spacing, so if you would like additional space, we will gladly accommodate your request to move outdoors.
- B. Vendors and shoppers will be encouraged to wear masks.
- C. If vendors prefer to use the Facebook page to advertise your business - you can put a link to your personal pages, e-mail etc. and take pre-orders and purchases online and offer socially distant pick-up. For the shoppers who are concerned about exposure, this would make them feel more comfortable and still allow them to purchase the items they want. Title of FB page: Smalltown Christmas in the Country

2. We are planning for a face-to-face event. In doing so - we will be paying for invitations, postage & other advertisement, in advance. If the event is canceled due to a mandated COVID shut down, ½ of your vendor fee will be returned to you & the other ½ will go towards the expenses previously mentioned. If you decide not to join us after you have applied, your vendor fee is non-refundable.

3. Please note that event times changed slightly last year. Instead of 10-4 both days, we have extended Saturday to 9-4 and shortened Sunday to 12-4. We believe this will give shoppers more time on Saturday & allow churches to dismiss before we open on Sunday. (See #5 regarding vendor shopping hour).

4. Weather permitting, we are planning to have a vendor offering a full breakfast menu (7-11am Sat and 9-11am Sun).

5. We will have a vendor shopping hour on Sunday. If you would like to shop from other vendors OR open your booth up for them to shop from you...please plan for 11am-12pm on Sunday. This will give everyone one hour to shop & sell. If you don't have help with you, it may be a good idea to partner up with your booth "neighbor" and swap out so you can shop & sell too. If you visit a booth that's open but the vendor is not there - maybe set your merchandise aside with your name on it? You could then go pick it up & pay later in the day or maybe that vendor could deliver to you. This is a work in progress ~ we're open to suggestions on how to improve it.

6. Outdoor vendors are responsible for securing your tents to prevent damage. We've had tents blow completely away, land on others' tents, etc. It is suggested that you use a minimum of 25-30 lbs per leg. You can purchase or make your own.

7. IF AT ALL POSSIBLE:

- A. Please plan to set up during the times listed on the application. Coming earlier or later is an inconvenience to the hosts & volunteers; it also can impede shoppers on Saturday morning.
- B. All vendor vehicles should be moved out of the shopping area NO LATER THAN 8:30 Sat & 11:30 Sun.
- C. Have your booth set up & available for the entire time on both days. Do not start to take-down or close-up before closing time on Sunday (4pm).
- D. Have business cards or some other method of contact available for shoppers to pick up & take with them. We cannot tell you how many times shoppers contact us after the event, trying to locate a specific vendor to purchase more items. Although we don't mind this, sometimes we are unable to locate the vendor they are describing.
- E. If applicable, have samples available for customers. In our own booth, we have found this drastically increases sales.
- F. Optional, but shoppers love this! Have a door prize that shoppers can register for & draw on Sunday afternoon. (We will advertise so that shoppers know to look for this.)
- G. We will also advertise that some vendors will discount select items on Sunday afternoon (2-4pm). If you can, take advantage of this opportunity to clear out remaining merchandise.
- H. Coordinate with neighbor vendors or friends/family to provide you breaks through the day. This will allow breaks from the weather, time to grab food, and go to the restroom.

8. Be prepared for wet weather! Every couple of years, it's terrible at least one of the days. Believe it or not - we still have people who come shop - AND BUY on those days! We will make every attempt to place vendors in good locations, but in the event you have saturated ground - it is your responsibility to provide ground cover if you wish (wood chips, hay, pine straw, etc.) CITC does not provide that for vendors.

9. Please help us advertise the event. Invite family, co-workers, neighbors, church family, etc...Post on Facebook, Tweet about it, & use Instagram as you prepare for the event. Remember to mention admission is free and there will be things for everyone in the family to enjoy.

10. We are open to suggestions & ideas to make STCITC even better. If you have any, please share with us via e-mail or FB.

Sincerely, Susan & Amanda ~ coordinators & hostesses of STCITC

\* If you have unanswered questions, please contact us: Susan Childers (coordinator & booth space organizer): frednsu@hughes.net Amanda Smith

(Susan's daughter & co-organizer): [achilders@bellsouth.net](mailto:achilders@bellsouth.net) OR message us on Facebook! *Mark your calendars! STCITC 2021 dates: Dec. 4th & 5th*