



WATERLOO COUNTY KNITTERS' FAIR
SPONSORED BY THE K-W KNITTERS' GUILD
SEPTEMBER 10, 2011

Dear Prospective Knitters' Fair Vendor,

Each year's Fair sees our audience size and their enthusiasm increase — last year we saw well over 2000 attendees. Our Fair represents the largest one-day, all knitting event in Canada. We are pleased that you are considering applying to participate in the 2011 Waterloo County Knitters' Fair to be held at *Bingeman Conference Centre, 425 Bingeman Centre Drive, Kitchener*.

The Fair will be held in both Marshall Hall and the Ballroom. As in the past, spaces will be allocated to *approved vendors* on a first-come, first-served basis. Please note that some significant changes have been made to the Fair's application process and operating policies over previous years.

VENDOR SELECTION

Due to increased demand for spaces, and desires expressed by our attendees' feedback, all vendor requests will be subject to review. Vendors who best meet the Fair's goal to showcase knitting-related products, who offer variety and/or novelty, and who respect the Fair's policies and personnel will be given priority. Starting with the 2010 event, participating vendors will be evaluated on their booth appearance, product selection, attendee feedback, and Fair Committee feedback.

Vendor requests, who have been accepted to the event, will be notified first by e-mail and their fees will be deposited. Additional information as to actual booth assignments, any updates to policies and set-up information will follow at a later date.

VENDOR FEES

Fees for booth spaces remain unchanged at \$200 per space. Each 10'x10' booth space is supplied with one skirted table and one chair. Each space is draped at the back (8' high) and the sides (3' high). A new \$25 fee for each additional table requested (above and beyond those supplied: if you book a double booth, you get two tables and two chairs; a triple booth gets three tables and three chairs) will now be charged to recoup costs that the Fair has always borne. Additional chairs (beyond the one per booth supplied) will be provided at no additional fee, but must be requested.

Electricity is available at each booth and lighting is sufficient and functional; but vendors must supply their own extension cords and additional decorative lighting if desired. Computer lines are NOT provided for direct debit or internet access. Bingeman Conference Centre has wireless internet access available in both halls. The Knitters' Fair is in no way responsible for access, speed, suitability, or any issues arising from a vendor's choice to use the wireless services present.

Please note that vendor requests must be accompanied by full payment, in the form of a cheque payable to the K-W Knitters' Fair. Please do not post-date your cheque and do not send cash or a money order (they are non-traceable and non-secure).

VENDOR FOCUS

At the 2010 event, both attendees and participating vendors were surveyed for their opinions on spinning equipment and other related non-knitting supplies. Based on the results of the surveys held in 2010, and other feedback we have received, the Fair organizers have decided to allow vendors to have a small amount of spinning and crochet materials available for sale. This material should constitute no more than 25% of your booth space. As always, we welcome beading, buttons, crochet hooks, and other items that are, or can be used, during the knitting process. Since the Fair is organized by knitters, for knitters, with the purpose of promoting knitting within our extended community, the primary focus of your booth should be on knitting.

Determination of whether a booth satisfies these criteria is at the sole discretion of the Knitters' Fair Committee. A vendor not operating in the spirit of the event and not willing to make changes to their booth may be refused booth space in subsequent years.

VENDOR DOCUMENTATION

Starting with the 2011 event, vendors will be required to provide a copy of Proof of Insurance stating that they hold a minimum of \$1 Million General Liability Insurance, and that they specifically must include the K-W Knitters' Guild as a co-insured for the duration of the Fair. A simple call to your insurance agent should be sufficient to request this form, and a photocopy may be provided to the Fair, no later than one month prior to the event. Due to increased municipal enforcement, vendors must also present a copy of their Business Licence, or PST or HST Registration Certificate.

VENDOR SET-UP

The Fair Committee strongly recommends that you do not leave your travelling and set-up until the morning of the event. Highway traffic in surrounding areas is growing rapidly, and delays are increasingly more common.

Booths may be set up the Friday night prior to the event, between the hours of 6:00 p.m. and 9:30 p.m. only. Both Marshall Hall and the Ballroom are accessible from the rear of the building, with plenty of free parking. Everything is on one level – no stairs or ramps. The facility makes some loading dollies available, but it is recommended that you bring your own.

Vendors are asked to report to the Fair Administration table to pick up their information packet. All vendors and their staff/helpers are asked to wear their badge identification at all times. The Fair provides volunteers who patrol the event area and who are instructed to check for proper identification. Please make it easy for them to help you secure your products and displays. Vendors will be asked to leave the space promptly at 9:30 p.m. on Friday night. It is recommended that vendors bring sheets or tarpaulins to cover their merchandise overnight.

Vendors will be given access to the event area, from *the rear doors only, starting at 7:00 a.m. on the Saturday morning of the Fair. Any set-up MUST be complete by 9:15 a.m. and all materials must be removed from aisles and loading areas prior to the doors opening at 9:30 a.m.* in order to conform to municipal by-laws. All products and displays must stay confined to the allotted booth space.

The Fair operating hours are advertised from 9:30 a.m. to 4:30 p.m. Vendors may not pack up prior to 4:30 p.m.

VENDOR PROMOTION

The Fair Committee has continued to successfully market the Fair using postcard mailings, yarn store promotions, the K-W Guild newsletters, radio advertising, local TV interviews and internet exposure. Volunteers maintain a list of attendees (compiled from ballot information) and each year prior attendees are sent postcards to remind them of the upcoming Fair. This list has grown steadily, and numbers in the several thousand. Any prospective or approved vendor may contact the Fair for a supply of postcards to distribute through their own channels.

If you have any questions regarding the K-W Knitters' Guild, or the Waterloo County Knitters' Fair, please first visit our website www.kwknittersguild.ca . If you have further questions, send an email to Denise Leschak, the Fair Coordinator, at knittersfair@kwknittersguild.ca. Please keep in mind that this event is organized and operated ENTIRELY by volunteers, who do these tasks in addition to those of their work and home life, and that your requests or questions will be answered as soon as they reasonably can. You are welcome to reach Denise Leschak or leave a message by telephone, most evenings after 6:30 p.m., at 519-567-2039

Thank-you for all that you do to help make the Waterloo County Knitters' Fair a continued success!

Regards,

Denise Leschak
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