

CHESTER, NJ'S 2023 ANNUAL

Spring & Fall Craft Shows



25th Annual Spring Craft Show:

Saturday - June 3, 2023 (9:30-5:00)

Set up: Friday 6/2, 11-6PM

Sunday - June 4, 2023 (10:00-5:00)

Set up: Saturday 6/3, 6-9AM

Location: Municipal Field, Historic Chester, NJ

49th Annual Fall Craft Show:

Saturday - September 9, 2023 (9:30-5:00)

Set up: Friday 9/8, 11-6PM

Sunday - September 10, 2023 (10:00-5:00)

Set up: Saturday 9/9, 6-9AM

Location: Municipal Field and Perry Street
Historic Chester, NJ

The Historic Chester Business Association is the proud promoter of these nationally renowned shows. Our goal is to connect quality artists with proven buyers, which we have been doing successfully for 48 years. We work diligently to earn your trust and ensure our shows are successful and profitable for our exhibitors. We recognize that the difference between a good show and an outstanding one lies in the details.

To protect the quality of our shows, strict jury guidelines are enforced and absolutely no buy/sell is tolerated. Promotion and advertising is extensive to attract craft buying customers. You will be treated in a courteous and professional manner at all times.

We are pleased to announce that we are again offering an early bird special this year. Return your completed application with payment by February 15 and enjoy discounted pricing. Also check out our "refer a friend" program for additional savings. As always, please contact us if you have any questions or need any additional information.

Sincerely,
Kathy Barbieri – HCBA President



Promoter Information:

The Historic Chester Business Association | PO Box 320, Chester, NJ 07930
908-879-2900 (Kathy Barbieri) | E-mail: info@ilovechester.com | www.chestercraftshow.com

2023 Highlights

***Pay 50% now and postdate balance:** Pay only 50% of your booth fee when you send in your application and then post date another check for the remainder. **Spring show post date is 3/31/23 and Fall Show post date is 5/31/23.**

***Credit cards:** We accept Visa, Mastercard, and Discover. You have the opportunity to pay 50% with the submission of the application and the balance charged 3/31/23 for the Spring show and 5/31/23 for the Fall Show. At the bottom of the application, fill out all of your credit card information. A 3% processing fee will be added to all credit card payments.

***Street Space Pricing:** Please note that we continue to keep the price of street spaces at \$195 for a 10x10 space. This price gives newer artists and those looking for a lower cost alternative the opportunity to still participate in the Chester Show. The atmosphere on the street is different than the main craft show field. There is significant customer traffic in this area as it is in the center of the downtown shops and eateries.

Email is our primary communication tool: Acceptance and space assignment packets will be sent out via email.

***Save up to \$200 with "Refer a Friend":** Refer a friend to either show and (if they are accepted) you will receive a \$25 cash bonus. Note: 1) You can only refer a first time applicant. 2) You can receive up to \$200...that's 4 referrals to each of our shows! 3) The friend must put your name down on their application in order for you to earn the cash bonus. Space is limited in both shows so acceptance is not guaranteed. **Please tell your crafter friends to contact us for an application!** They can call us at 908-879-2900 and we will send an application to them. Applications are also available at www.chestercraftshow.com. Your cash bonus will be issued to you after the show.

Jury Process

Strict jury guidelines are enforced to ensure that only quality artists and crafts people are accepted. **To increase your chances of acceptance, we recommend that you apply ASAP.** In addition to the required 4 photos of your work, 1 photo of your display, 1 photo of you working in your studio, and artist statement, you may also wish to include biographical materials, additional product photos, video, or samples. These materials will not be returned.

Acceptance Notification: With the exception of Jewelry, jurying will be done on a rolling basis beginning in January. Artists who apply early will hear from us quickly. Artists in competitive categories like Jewelry may not hear from us until after the 2/15/23 deadline. Most notifications will be mailed out within 3-4 weeks of receipt. Please contact us if the show is less than 6 weeks away and you have not heard from us. Please contact us if your participation in another show is contingent upon our acceptance.

Jewelry Artists- IMPORTANT: Due to the large number of jewelry applications received each year, all jewelry applications will be juried on 2/15/23. Notification of acceptance will be sent out shortly after that point. If you are a jewelry artist and wish to be considered for the show, you should have your application in before 2/15/23.

Check Cashing: Upon acceptance your check will be cashed and you will be notified via email. Notification and checks will be returned to artists that are not accepted.

Pre-Approval: Pre-approval status is extended to returning artists. This allows the artist to skip the jury process. A pre-approved application is not transferable and the vendor space cannot be shared with anyone else.

Handcrafted Requirement: All work must be original and the design of the exhibitor. Items must be made skillfully by hand and must show a high level of skill, creativity, and imagination. The more detail you put into your work, the more appeal to the customer. Pieces that have minimal "crafting" will not be accepted.

Cottage Businesses: Case by case consideration will be given to small cottage businesses that offer unique items. Cottage businesses should expect additional scrutiny and will be asked to provide video or photo proof that they are in fact creating their work along with information on the number of shows and number of staff.

Zero Tolerance for Buy/Sell: Wholesale items will not be allowed. We reserve the right to demand that an exhibitor remove any items which we, in our sole judgment consider inferior, questionable or different in nature to that selected by the jury.

Show Spaces

Center Field Spaces: These 10' x 10' spaces have neighbors on the left, right and behind.

Corner Field Spaces: These 10' x 10' spaces are located on the corner of a row with the front and one side being exposed to foot traffic.

Row A & L (Spring) and Row A & N (Fall) Field Spaces: These 10' x 10' spaces are on the eastern and western sides of the field. An additional 10'x10' space is available behind the booth for storage or additional display. A second tent is permitted in these spaces.

Park Avenue: These desirable 10' x 10' spaces back up to the crafter parking lot. These spaces have an additional 10' wide x 30' deep space behind the booth, which can be used for additional display, storage and for your vehicle. You could park a larger vehicle or trailer behind your space, or you could have a second tent or even a third tent behind your space! Note, you only get to park behind your space or in the remote parking facility. You can NOT put three tents up and then park your vehicle in the main crafter parking lot. **IMPORTANT** you must stay within the space. A 32' trailer or a 25' trailer with a dropping back gate will not fit behind your booth and they are not permitted.

Street Spaces (Fall Only): Historic Chester has a wonderful shopping district just steps away from the field with over 80 specialty shops, restaurants and eateries. The 10' x 10' street spaces offer crafters an inexpensive alternative to the main show and it has the feel of a street festival. Spaces are located on Perry Street in the Historic Shopping district (see attached map). Spaces are on blacktop and set up is limited to Saturday morning.

Space Assignment

Every effort is made to accommodate your space preference (ie street, Park Ave, corner). **IT IS IMPORTANT FOR ALL NEW EXHIBITORS TO INDICATE THEIR SECOND SPACE CHOICE ON THE APPLICATION.** If we can not accommodate your first choice, we will assign you an alternate space type and if applicable refund you the difference. Thus it is very important for you to give us alternative choices.

Fall Only: We will place you in a street space only if you mark it as one of your choices on the application. Please note you have a higher chance of acceptance if you are willing to be placed on the street.

We will make every attempt possible to not place similar artists near each other. It is an extremely difficult process, but we do our best to diversify each row. Assignment of space types (corner field, center field) are based on the quality and type of product, with returning participants given preference.

Space assignment packets will be mailed out approximately 4 weeks before the show. Information about registration, setup, lodging and other details will be included in this packet.

Location of exhibitors is given careful consideration. Exhibitors that draw a crowd will be placed in locations so that their customers do not negatively impact neighboring exhibitors.

Space Assignments for Returning Participants: If you indicate on the application "same space as last year", you are virtually guaranteed last year's space. Note: Even if not indicated on your application, we will keep you in your same spot as last year, unless you request otherwise.

Additional Information

Rain or Shine: Your application is a firm commitment to attend and exhibit at the show. No refunds will be granted for any reason including weather related or a complete rainout. This is a rain or shine event. In the event of inclement weather, all vendors are expected to remain until the show is called. Whether or not the show is called is at the discretion of the Historic Chester Business Association.

Electricity/generator usage: There is no electricity on the field or street. Quiet generators are only allowed in Park Ave spaces and in Row A/N Field Spaces. Prior approval is required.

Show Setup: Setup times are listed on the front cover. Under normal circumstances, cars are allowed to pull up to their space for a limited amount of time. However, if it is wet vehicles may be restricted from entering the field. We may also restrict larger RV's, U-hauls or box trucks on the field. In this case, participants will have to park on the street and dolly in. As stewards of the field it is our responsibility to ensure the integrity of the grounds. These restrictions are only imposed if the field is wet.

Vendor Parking: We will have limited parking on the main field. Therefore, you will only be able to park one vehicle or trailer (no bigger than a cargo van) in this parking area. But note, if the main lot is full, you may have to park your primary vehicle down the street in the auxiliary lot. This auxiliary lot is also available for second vehicles.

If you are pulling a trailer, we will place the trailer in the main lot and the towing vehicle will have to park in the auxiliary lot. **You must mark on the application and contact us ahead of time if you plan on bringing a U -Haul, box truck, or RV.** If you are in the fall show and are assigned a street space, there is plenty of parking near these spaces.

Bad Weather: This is an outdoor event that is held rain or shine. We expect participating crafters to be professional and come prepared for potential inclement weather. We will not issue refunds if you choose not to come due to the weather and we will not invite you back the following year. We go out of our way to be in touch with our artists before and during the show if bad weather is predicted. Safety is absolutely our number one concern and we will make decisions about customer and crafter safety accordingly.

FOOD EXHIBITOR RULES: The enclosed application can only be used for pre-packaged food exhibitors. These exhibitors will be allowed to serve samples, but will not be allowed to sell open food or beverages. Additional health regulations and food handler's permits are needed and additional fees will apply. We will work with each exhibitor and help you apply for these permits.

If you know of a food concessionaire (ie someone for our food court area), please send them our way!!

Advertising and Promotion

With an advertising budget of over \$10,000 FOR EACH SHOW, our goal is to connect you with proven craft buyers. Our innovative multi-faceted campaign for EACH of the 2023 shows will be...

- 1) Direct mail 16,000+ full color post cards. 10,000 cards distributed by HCBA member businesses in Chester.
- 2) Print/on-line advertising: newspapers, magazines, tab inserts, expandable online ads, posters, multimedia signage.
- 3) Press releases and public service announcements.
- 4) Show e-mail blasts to over 14,000 names, 2 blasts per show. Listing of participating exhibitors on website.
- 5) Billboards
- 6) Full color postcards for your customers.
- 7) Social Media Campaign on Facebook and Instagram

Exhibitors are encouraged to develop their own mailing lists. Direct mail is the most effective way of getting proven buyers to see your work. We will provide you with as many promotional postcards as you want at no charge.

Regulations

1) You must have a valid State of NJ Sales Tax form prominently on display in your booth for the entire show. If you do not have a certificate, contact State of NJ Div. of Taxation at www.state.nj.us/treasury/taxation/ PLEASE SUBMIT A COPY OF YOUR TAX ID WITH YOUR APPLICATION.

2) All work must be original and the design of the exhibitor. Only one artist's work and only one craft/media per booth. The following are specifically NOT allowed for display and sale at the craft show: imports, wholesale (buy/sell) merchandise, resins, flea market items, antiques and items made from kits! The Historic Chester Business Association (HCBA) retains the right to restrict products sold or ask for removal of objects which, in HCBA's sole judgment, are distinctly inferior in quality or different in nature to that selected by the jury.

3) Security: As a basis for your participation in the show, it is strictly understood that the Historic Chester Business Association, agents, owners, employees etc. of this organization are not liable, and may not be held responsible for any loss before, during or after the show. In addition, these groups are not responsible for any theft or loss at any time including Friday or Saturday night. Overnight security on the field is limited and you are encouraged to take necessary precautions. Friday set-up is at your own risk.

4) Tents: Commercially made tents (such as EZ-Up, Light Domb, etc) are mandatory for all spaces. Your tent or canopy must be secure, and properly anchored. Exhibitors must furnish their own display in its entirety.

Regulations- continued

5) Your application is a firm commitment to attend and exhibit at the show. No refunds will be granted for any reason including weather related or a complete rainout. This is a rain or shine event. In the event of inclement weather, all vendors are expected to remain until the show is called. Whether or not the show is called is at the discretion of the Historic Chester Business Association.

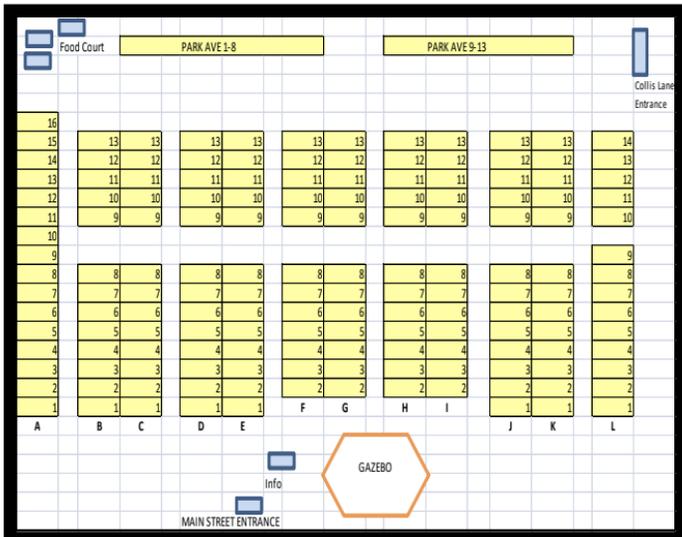
6) Exhibitors are expected to conduct themselves in a professional and courteous manner. Exhibitors are required to construct their display and conduct themselves in a manner so as not to interfere with any other exhibitor. Your items must stay within your marked display space! Not items are allowed to extend into the aisles! Exhibitors are required to arrive during the set up times, have their displays complete, attended and open to the public the entire hours of the show, and cannot take down their display or work before the closing of the show.

7) Exhibitors are required to leave their space in the same condition as they arrived- Clean of all debris and materials. Exhibitors are responsible for taking home all cardboard recycling. Cardboard is no longer allowed to be disposed of at the field.

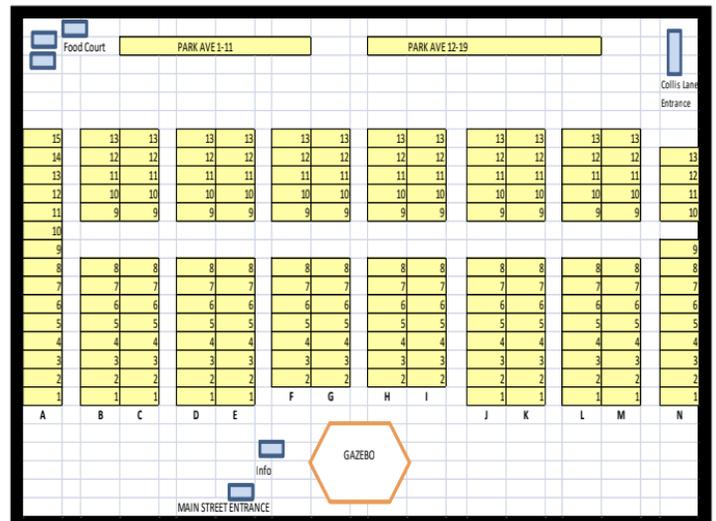
8) The Borough of Chester and The Historic Chester Business Assoc., and their agents, employees and officers 1) shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond their control and 2) shall not be held liable for damages, loss or inquiry for any reason within or beyond their control. Insurance for such loss, damages or inquiry shall be the sole responsibility for each exhibitor at their own cost. The Historic Chester Business Association reserves the sole right to revoke the agreement granted within this application for any reason whatsoever and at any time by refunding the fee paid by the Exhibitor. The Historic Chester Business Association will not be liable for lost revenue or any other liability whatsoever beyond the fee paid by the Exhibitor as a result of enforcing this provision.

9) **FOR JURYING: Send 4 photos of your work, 1 photo of you working in your studio, 1 photo of your display with merchandise, and an artist's statement/biography (photos will not be returned). Please write a description on the back of each photograph. Pre-Approved vendors do not need to submit photos unless items are new to the show.**

Tentative Spring Show Field Map



Tentative Fall Show Field Map



Tentative Fall Show Street Map

