



FAQS

PROMOTION OF THE EVENT:

- **GOLDEN TICKETS:** We will send you Golden Tickets to distribute to your client base. These tickets give the ticket holders free admission. The vendor with the most Golden Tickets will win a return of their booth fee! Best of all, these are your customers so you have already won them over.
- **COMMUNITY PROMOTION:** We will distribute over 2000 flyers throughout the community, post signs on street corners, hand out flyers in local parades, promote in the local and city newspapers and send email invitations, and other promotional opportunities. Each year we look for ways to increase our promotion, if you have ideas, please let us know – we would love to help make this a fabulous show for you.
- **ADVERTISING:** We will promote the event through local and metro channels. We have appeared in Dallas Morning News Guide section and many local newspapers and websites.
- **YOUR SUCCESS AND OUR SUCCESS:** Our success happens only when you are successful. By working together to help promote the event, we all win. In the past, the vendors who have had great shows were the ones that spent a bit of time promoting their appearance at the CCE PTO Fall Craft Fair & Gift Market. We would like to help you with that in any way we can, let us know what we can do for you.

WHAT TO THINK ABOUT BEFORE THE EVENT:

- **LAYOUT OF YOUR BOOTH:** Be sure to lay out your booth before you arrive. Know your booth spacing.
- **LINE OF SIGHT.** If all of our items are on a table, and there are people in front of your table, passer-bys will be just that if there is nothing to catch their interest.
- **BOOTH SIZE.** Consider physically laying out your booth with your table(s) or displays. You could have vendors on either side of you with vertical displays. Your booth may not be seen from down the aisle if you do not have a vertical display.
- **DISPLAY OF YOUR ITEMS.** Remember to make your items a visual appealing and easy to see. Laying a pile of your items on a table will not allow the possible buyer to easily see their options.
- **KNOW WHAT YOU ARE SELLING.** When you sell items in more than one category, consider limiting the range.
- **KNOW YOUR AUDIENCE.** Coppell is a great supporter of this event. Think through the demographics of the town when bringing your items.
- **NEED HELP?** just email us! we are happy to help! crafffair@ccepto.com

WHAT TO KNOW THE DAY OF THE EVENT:

- **BOOTH SPACE:** Spaces are approximate. We will do our very best to ensure the space you rent is within one foot of the promised/paid for space. Spaces are pre-assigned.
- **SET UP:** We will offer set up for your display Friday night from 6:00 – 8:00. There will be no assistance at this time. Regular set-up is between 7:00 – 9:30 am with assistance to help you from your car to your booth. All vendors must be ready by 9:45. Vehicles should be unloaded as quickly as possible and parked in designated areas before setting up. We will have student helpers for those needing assistance. All vendors are expected to set up their own booths, provide their own tables (unless renting) and display equipment. It is your responsibility to keep your area clean.
- **BRING:** Your table for display (unless renting), chair, change money for transactions, and jacket for weather.
- **HOURS:** 10:00 am – 4:00 pm. NO BREAKDOWN PRIOR TO 4:00 PM.
- **FOOD/DRINK:** Our students will sell drinks, coffee, breakfast items, bake goods, and lunch items.

CONTACTS:

Susan Coleman and Shiona Schweitzer. The best way to reach us is email: crafffair@ccepto.com.