

# Vendor/Reader Registration Information for the Joyful Heart Psychic & Wellness Fair

Sunday, June 3rd, 2018 11am-6pm Admission: Free

Auditorium Building, Lane Events Center & Fairgrounds, 796 W. 13th Ave, Eugene, OR 97402

[www.JoyfulHeartPsychicFair.com](http://www.JoyfulHeartPsychicFair.com)

**Please read thoroughly prior to filling out the registration form.**

## Mission

To create a space of joyful, conscious, intentional community where healers, vendors, readers, artists and attendees may all enjoy each other and receive what they need.

## About the Fair

We will have 50 or so booths of practitioners of various healing, psychic, and spiritual arts, and vendors of supportive items for all our journeys. We envision a community event with mainly local practitioners and purveyors, where everyone is supported and supportive with themselves and each other. Last year - our first year – we had nearly 600 attendees!

## Booths

Early bird discount of 20% is applied to your total if all fees are paid in full by midnight, March 10. Full price will be charged for registrations March 11-May 1 (if available). Booth registration closes May 1. Prices on registration form are full fee; discount applied at checkout.

## Prices

Full prices listed first, with the discounted price in parentheses:

Full booth \$175 (\$140)

1/2 booth \$90 (\$72)

Double booth \$320 (\$256)

Table \$12 (\$9.60)

Chair \$2.50 (\$2)

So, if you get a full booth with no furniture, and pay the \$50 deposit, and want the Early Bird discount, you will pay another \$90 by midnight, March 10. If you pay the deposit but don't pay the rest of it until after March 10, you will pay another \$125.

A full booth is 10'x10', a half is 5' wide x 10' deep, a double is 20' wide and 10' deep. Half booths are for one person/business only, and cannot accommodate the 8' table. Sharing is allowed in full and double booths; no more than 2 businesses per booth, please. Use one registration *per business*, and note your booth mate's name on your registration.

***If sharing a booth, decide between you who will be the Booth Representative, responsible for fees. The other booth member must select Shared Booth in Amenities section of registration so you are not double charged.***

The producer will assign booth spaces, but you may state your location preference in your registration. Location preference is given to participants from the previous year wishing to retain their booth space. Electricity is provided free of charge, but not all booths have it.

Most of the booths line the walls. A strong wire runs along each wall, conveniently placed for hanging banners and backdrops. (No nails, staples, etc., please.) There will be a double line of booths in the center of the room, with draping for separation. There is no draping supplied along the walls behind the booths. Feel free to bring banners and backdrops. Booths in the middle of the room have draping as the back wall of the space. Banners may be hung from the draping structure with hooks (Ker has extra hooks if you need them).

Feel free to bring your own booth furnishings. Tables and chairs are available to rent, if ordered and paid for with your registration. The floor is concrete, so if you will be standing, consider a floor covering or mat.

## **The Space**

The Auditorium Hall is a long, beautiful room (168'x72') with wood walls and a curved, soaring wood ceiling hung with colorful banners. We have a speaker space and a food court. There is no wi-fi (sorry!), so come prepared to use your own hotspot or phone if you need internet.

**We will have a table for vendors to share business cards and fliers about upcoming events. It is your responsibility to put your info on the table. Please retrieve your materials at the end of the fair!**

## **Set up/Take down**

Please set up your booth between 7:30-10:30 am on the day of the fair. **Be ready to go at 10:30.** Doors open at 11am. Volunteers will assist you in bringing your booth materials into the hall. Breakdown is 6-8pm Sunday. **No booth breakdowns before 6pm please.**

## **Raffle**

We will have another raffle this year, run by and benefitting The Trauma Healing Project of Eugene. If you choose to donate, please note it on the registration form. Bring your clearly marked item(s) and/or gift certificates to the Fair on the day of the event, and drop off at the raffle booth. Please leave envelopes unsealed, and make sure a volunteer at the booth takes your donation, don't just leave it sitting there. Thank you so much for supporting the work of this amazing organization! Last year we raised approximately \$1200 for them! They will also be offering ear acupuncture by donation at their booth just behind the raffle booth.

## **Ads**

With your booth fee, you will be listed on the website until January 2019, and listed in the program for the fair for free. You may also purchase an optional display ad in the program, which people often keep and refer to after the event.

**Your program listing** (10 words (max) of description) will look something like this:

**Awesome Massage Inc**      Chris Awesome  
Deep tissue/acupressure chair and table sessions. Erase your pain!  
541-123-4567 [www.AwesomeRubs.com](http://www.AwesomeRubs.com) Eugene, OR

There are a limited number of business card-size display ads available in the program. They are \$28 before March 10 and \$35 after March 10. **Camera-ready black and white pdfs and jpegs only**, sized proportionally 3-1/2"x2" at the outside edge. Call or email Ker (541-349-0595 or [ker@joyfulheartpsychicfair.com](mailto:ker@joyfulheartpsychicfair.com)) with questions and to reserve your ad space. We can help you with your layout (for a nominal fee) if needed. **Deadline for display ads is May 1st.**

## Nonprofits Booth

The fee is \$50 per group to participate in the shared Nonprofits Booth. You are responsible for all your group's materials, and must email proof of nonprofit status to [ker@joyfulheartpsychicfair.com](mailto:ker@joyfulheartpsychicfair.com) prior to acceptance in the booth. You will need to provide people from your organization to staff the booth. The registration form for nonprofits is on our website. Table and chairs are provided by the fair; decorations are up to the groups in the booth (we will help you coordinate). This is a shared booth; space for materials will be limited.

## Volunteering

We depend on volunteers to make this fair happen and run well. Please encourage people you know to volunteer a couple of hours. Volunteer information is on the Joyful Heart website.

## Food

There will be healthy food available for purchase through a concession at the fair. You may also bring your own food, although we cannot provide refrigeration. Please bring water to last you for the day, as we cannot guarantee easy access to drinking water in this space (sorry!).

## Deadlines, deposits and refunds

Early bird registration deadline is **March 10**. Your **\$50 non-refundable deposit** holds your place, but **your registration must be paid in full by the deadline to receive the 20% discount**. Anything not paid in full by March 10 will become full fee. If there is still space available, we will be accepting registration and ads at full fee between March 1 and May 1. **Registration for vendors closes May 1st. Deadline for display ads is May 1<sup>st</sup>.**

- March 10 – Early bird deadline for registration (full payment due)
- May 1 – Display ad deadline for camera-ready B&W artwork
- May 1 – Full-fee registration and payment deadline (**if not paid in full by May 1, you will forfeit any deposits AND your booth space!**)

## Cancellation policy

- Full refund of your total fees paid (minus \$50 deposit) if cancelled by April 15
- 50% refund of your total fees paid (minus \$50 deposit) if cancelled by May 1

- After May 1, no refunds will be given and payment of any outstanding fees will be expected.

Your registration application will be held briefly for review and approval with the \$50 deposit; full payment is not accepted until approved.

Questions or comments? Contact Ker Cleary [ker@joyfulheartpsychicfair.com](mailto:ker@joyfulheartpsychicfair.com)  
541-349-0595 PO Box 10049 Eugene, OR 97440

## Legal Stuff

Vendors/readers/booth people are financially responsible for any damage caused to booths, decorations, fairgrounds property, and any injuries and damages to third persons or their property that is caused by or originates in vendor's booth or through vendor's action. Third persons include, but are not limited to, other vendors, attendees at the Joyful Heart Fair, Joyful Heart Staff and volunteers. Vendors shall protect Ker Cleary and Minerva Wisdom Arts from all such claims, defend them from all such claims and the expenses thereof including the costs and attorney fees incurred in defending such claims, and shall pay all such claims for which any legal liability is established. You must have your own business insurance if you want to be covered at the fair. You are not required by the fair to have insurance. We suggest contacting an insurance agent such as Bill Tanner 541-747-9383, or going through [www.energymedicineprofessionalassociation.com](http://www.energymedicineprofessionalassociation.com).

## Marketing the Fair

We promote the fair in multiple ways: through ads and/or calendar listings in local papers (such as the Weekly, The Register-Guard, the Emerald), email lists, Instagram, Facebook pages, and the Joyful Heart website [www.JoyfulHeartPsychicFair.com](http://www.JoyfulHeartPsychicFair.com) We use Meetup, press releases, fliers around town, listing on the Lane Events website, and word of mouth. Our first year (2017) we had every booth filled, and a wonderful turnout of nearly 600 attendees.

## Help this fair be a success

If you produce or attend a relevant event, please spread the word there. Quarter-sheet and larger fliers will be available to download from the website this spring. Please share the fair with your email lists and on Facebook, Instagram, Twitter and any other social media you use. Post a flier at your office, or volunteer to poster around town.

Please let me know if you have any suggestions or ideas on how to make this fair wonderful! I look forward to sharing and co-creating this fabulous healing event with you.

**Yours in joyful heart,**

**Ker Cleary**

**Your host and producer** Ker Cleary has lived in Eugene (on & off) since 1985. She is a channeler, Bach flower practitioner, author, teacher, developer and publisher of three oracle decks, and event producer. Her website is [www.MinervaWisdomArts.com](http://www.MinervaWisdomArts.com)  
Contact her at [ker@joyfulheartpsychicfair.com](mailto:ker@joyfulheartpsychicfair.com) or 541-349-0595

# How to have a great booth experience at The Joyful Heart Psychic & Wellness Fair

## **Booth decor**

- Use flowers, art, crystals, lights (if you have electricity), wall hangings, etc. to make your space visually appealing
- No candles or incense allowed in the fair space (except unlit, of course)
- Make or order a banner or sign to hang from the table and/or behind the booth. Our tables are 8' long, full booths are 10x10. A 3'x6' banner is generally a good size. FedEx Office (Kinko's) does great banners at a reasonable price (around \$65???) and InstaPrint does recyclable banners. Or you can paint something yourself on wood or cloth. Think about hanging needs – hooks, loops, table clips, stiffeners for banners and cloth (yardsticks work well). Many of these things can be found at hardware and office supply stores. We will have extra hooks available for hanging banners at the fair.
- Leave space for people to see you; don't overdecorate. People want to put their water bottle or coffee cup down while they chat or look at your stuff
- Think multidimensional – info on the table and on the wall behind you, standing signs on the table (clear vertical plexiglass holders for 8.5x11 sheets of paper available at office supply stores)

## **Items to consider bringing**

- Kleenex
- Hand sanitizer
- Sign up sheet for reading/bodywork/demo times
- Sign up sheet for your email list
- Business cards – have at least 100 on hand, you never know how many you'll need!
- Fliers for your work/upcoming classes or events
- Any products of yours
- Giveaways – get creative and personalize something (pens, notepads, magnets, bowl of small crystals etc.)
- Hold a drawing for a free session or something similar – good way to collect emails
- Signs clearly stating what you are offering and what you are charging, especially note if it is different from your usual, such as “Special Fair Prices \$1 per minute, ten minute minimum” so people understand they are getting a bargain
- Signage saying who you are
- Whatever else you need for your work – towels, sheets, tarot cards, etc.
- Small wastebasket
- Samples/testers of your products

## **Generosity**

- Share with your friends and clients and anyone you know that you will be working at the fair, invite them to come and enjoy themselves (it's free!). Use email lists, post on Facebook and other social media, download, print, and share fliers for the event (available on the website) (or Ker can give you printed fliers).
- Offer samples of your work for a low fee or free
- Know what other vendors are at the fair so you can send people to them if you aren't the right fit (maybe they are looking for tarot and you are an astrologer, or reflexology and you are an acupuncturist etc.)
- Network with other vendors to share your skills and learn about theirs

- If you donated a raffle prize (thank you!), make a note of it at your booth, to encourage folks to buy raffle tickets

### **Self-care**

- Let us know if you need a booth sitter (text or call Ker at 541-349-0595)
- Bring snacks/food and plenty of water (there will also be food and drinks available for purchase), a thermos of hot beverage perhaps
- Take stretch breaks, go pee, walk outside for a minute, take a break. Ask another vendor to keep an eye on your booth or call for a booth sitter (Ker 541-349-0595).
- Put space between your sessions so you have down time, and time to chat with folks passing by
- Wear comfortable clothing in layers so you can adjust for comfort during the day
- Bring a comfortable chair or cushion – you may be sitting a lot!

### **Booth etiquette suggestions**

- Try to stay present and available to anyone walking by, even if you don't have many people stop at your booth for a while. Consider it a meditative practice. If you are on your phone, overly engaged with friends or booth mates, or appear uninterested or unavailable, people will be less likely to approach you.
- Try to moderate your noise level so you are not disturbing anyone on either side of or behind you. We try to take potential sound levels into consideration when laying out the booths, so hopefully this will not be a concern. If another booth is consistently loud, ask them to lower their voices. If someone asks your booth to be quieter, please comply. Contact Ker 541-349-0595 if you are having any problems.
- This is a community event and we are all creating it together. Think about what kind of experience you want to have, and then do your best to create that atmosphere. There is plenty of everything for everyone to have their needs met. Our goal is that everyone – vendors, attendees, volunteers – have a relaxing and enjoyable time at the fair. Let's do it!

With love, respect and excitement,

Ker Cleary, producer

[ker@joyfulheartpsychicfair.com](mailto:ker@joyfulheartpsychicfair.com) 541-349-0595