

# DANE★HANDMADE

Important information to read before completing application form.

## WHAT IS DANE HANDMADE?

Dane Handmade was born the fall of 2016 when two DIY residents of Monona saw a need for a maker event in their community. Their inaugural show in the spring of 2017 was a huge success. It was very well-received by the Monona community and beyond.

## WHEN AND WHERE

Dane Handmade Fall 2017 will happen on November 4th, 2017 from 10-4 at the Monona Community Center. [mymonona.com/357/Community-Center](http://mymonona.com/357/Community-Center)

## TABLE SPACE

Each vendor will be supplied one table. 6' rectangle tables and two chairs. You can also provide your own set up that will fit in a 6-foot-wide space. If an electrical outlet is needed, please note that in your application.

## APPLICATION PROCESS ← NEW FOR FALL!

Each vendor is required to fill out a vendor application form. Our show was very successful last year and we had a lot of makers ask about being in our next show. For our fall show we decided to accept all applications and review them all before choosing our vendors. **We'll be marketing our show as a kickoff to holiday shopping.** We're looking for a wide range of gift items and holiday decor that will appeal to a broad range of shoppers.

## COMMITMENT

If you are chosen as a vendor we will give you instructions on how to pay for your spot. As soon as your table is paid for you'll be committed to being a vendor at the show. There will be no refunds for table rentals. If you need to back out, we ask that you do so no later than three weeks before the show.

## REQUIREMENTS

Since the name of our show is Dane Handmade your items must be handmade for the integrity of the show. Applicants must have an online presence such as Facebook, Instagram, Etsy or a website. We will highly recommend that you promote the show on social media so we reach as many people as possible.

## COST

The cost of one table is \$60 for our fall show. (Early bird discount is \$50.)

## DANE HANDMADE PROMISE

We are very proud at the success of our first show last spring and are determined to make this show even more successful. Our marketing plans include getting the word out on social media, local radio and good ol' fashioned flyers. We're also going to have sponsors that will promote the show, too, for a wider reach. We will ask that you promote the show as well using social media and the hashtag #danehandmade. We're excited to see meet even more vendors this year and can't wait to create another great show with talented makers!

# DANE★HANDMADE

Please follow these directions to submit your application:

Send an email to [danehandmade@gmail.com](mailto:danehandmade@gmail.com) with the subject reading: Dane Handmade Application

★ **Please include the following just like this:**

Your name

Your business name (if applicable)

Your email address

Your phone number

Links to social media (Facebook, Instagram), website or Etsy shop

Request for electrical outlet

Please do not apply in paragraph form. Please list it out, just like above.

★ **Then, please show us what you make!**

The items you choose to show us should be representative of the work you would like to sell at this show. Choose one of the following to show us:

3 - 5 images of the work you would like to sell at Dane Handmade. These images should be JPGs attached to your email. They should be small files. Remember: a well-styled photo will help sell us on your product..

Or, you can send us a link to an online store where your work is displayed, Instagram, Facebook, Etsy, or website, if applicable. Be sure your work is current because if you are chosen as a vendor we'll be using those photos for promoting your booth.

**Please apply by midnight on August 18th for the Early Bird Registration rate.  
All other applications due by midnight on August 31st.**

## **PAYMENT**

*\$50/table by August 18th • \$60/table August 19-31*

*You will receive a confirmation the week of September 4th.*

*This confirmation will contain payment details and  
all other vending information.*