



BRISTOL  
**RENAISSANCE**  
FAIRE®  
Where Fantasy Rules!

Re: Bristol Renaissance Faire Marketplace

Thank you for your interest in joining the Bristol Renaissance Faire Marketplace. I've enclosed a new merchant application and information pack for the 2017 season. Please fill out the application and return it to me along with an informal letter describing your product line.

We accept new artisans and merchants each year until each marketplace category is full.

#### QUALIFICATIONS FOR A BRISTOL RENAISSANCE FAIRE EXHIBITOR 2017

The dates of the 2017 Bristol Renaissance Faire are every Saturday and Sunday opening July 8 and closing Labor Day Monday September 4, 2017.

At this time there are **several product lines** that are closed out for the 2017 season. **Opportunities are only available if one of the merchants selling these products leaves the show. The areas are face painting, readers/psychics, traditional leather, pewter, and jewelry.**

The most necessary qualification for becoming a member of the village is the desire to meet and entertain guests of the Faire. It takes much energy and enthusiasm to meet and greet people for ten hours at a time for two days in a row. We typically have over 200,000 plus people in attendance over the 9 weekend Faire.

You are essentially on stage in an interactive show that has the audience right on stage with you. You need to learn to maintain character and compete for the attention of your customers.

All products to be sold at the Bristol Renaissance Faire must be approved by the Marketplace Office. Products are juried through the Marketplace office, and inquiries should be addressed to the attention of this office.

**The artist selling the products must design, produce and finish the products or the production and finishing must be under the clearly evident direct control of the artist.** We accept applications year round on an "until filled" basis. Applications received after the marketplace has been filled for the season will be placed on a waiting list if so requested by the artist.

Materials that are acceptable in the Bristol Renaissance Faire Marketplace include, but are not limited to, clay, fiber, glass, leather, metals, stone, wood, paper, flowers, herbals, ink, oils, paints, and waxes. Subject matter sometimes may create instances wherein resins, hydrostone, fimo, sculpty or other durable synthetic materials will be accepted. Findings may be used appropriately.

Products that are usually unacceptable in the Bristol Renaissance Faire Marketplace include imports, mass-produced or wholesale buy/sell items, any products made from kits, ceramic items made from commercially available molds, or kit products assembled by the artist and for sale to the customer. Occasionally, exceptions may be made, depending upon the nature of the product.

On exhibit and for sale on any given day our patrons will find products representative of the era, including clothing, footwear, leather goods, tableware, pottery, jewelry, household items, musical instruments, candles, fountains, sculpture, wall hangings, incense, perfumes, paintings, dried floral items, living plants, swords and functional

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armor. New and creative products or treatments of traditional materials are welcomed. You must have production and marketing experience to be able to keep stocked for a multi-weekend run, and to be able to successfully support the investment of doing the Faire.

Personal services such as caricatures, face painting, palm reading, tarot readings, hair braiding, henna tattoo and on-the-spot portraits also fall under the administration of the Marketplace Office. Food and games are not part of the Marketplace – for those please contact the faire office.

We have full run merchants and we have a Guest Artisan program for a shorter time. ***You must return the application with prints of your wares and complete display. Label the prints on the back with your name, date, and product. I must have printed photos, I will not have the time to look for them on the internet or via email. (They can be on plain paper, but the better the picture, the easier it is to jury the product/displays.)***

If you and your wares are chosen for participation in the Faire, you will be sent the Letter of Agreement to be completed and returned with the exhibitor fee. We can then discuss arrangements to obtain a shop be it building or tent which is really your stage. It is the performance area from which you entertain your guests while making sales. You, the artisan, must be at the show a minimum of five weekends to personally staff your shop and sell your wares, there are no exceptions to this rule and we prefer you be at the show full time. Our patrons want to talk to the person making the art! Merchants may rent tents, if available, for the season. **If you have your own tents/displays, please also include photos and sizes with them.** Note: tents must a certificate to prove it is fire-retardant and be period appropriate (no pop-ups).

Brief Fee Overview:

Bristol Artisans pay a fee according to how they are classified as sellers.

\*Most merchants pay an initial deposit of \$1500.00 to exhibit at the Bristol over the entire nine-weekend, 19-day run of the show. Once gross sales exceed \$15,000.00, then the merchant pays a 10-percent tally on the excess sales.

\*Historical demonstrators – merchants who demonstrate the making of their wares during show days and offer scheduled formal demonstrations of their craft – play a flat fee of \$1200.00. Demonstrator spots are currently limited and hard to obtain.

\*Personal service providers, merchants who make non-taxable sales, pay a flat fee of \$1500.00.

All retail merchants are required to have a Wisconsin Seller's permit *applied for* before opening day, and a copy of their application or their permit must be on file in the Marketplace Office. All merchants must carry 1 million insurance policy with Bristol Renaissance Faire listed as additionally insured.

All merchants and their employees must abide by the Rules and Regulations of the Faire, which include appropriate period clothing, period displays and a good attempt at period dialect for Artisan and all employees of the Artisan. A costume guide is on our website: <http://renfair.com/bristol/join/costuming.asp> modern clothing is not acceptable. There is very limited onsite living, it is best to arrange other accommodations. Bristol is a no pet show.

**The 2017 season of the Bristol Renaissance Faire begins on Saturday, July 8th, and runs every weekend through Labor Day, Monday, September 4th, rain or shine from 10:00 am – 7:00 pm.**

Thanks again for your interest in Bristol. I look forward to receiving your application.

# 2017 Bristol Renaissance Faire Application

**Show Dates: Saturdays and Sundays July 8 – September 4 (Labor Day Monday), 2017  
(9 Weekends – 10a to 7:00p)**

**DEADLINE: February 15<sup>th</sup>, 2017. Notifications will sent around May 10, 2017.**

*Applications are accepted until the Marketplace is full. Application must be submitted with photographs, examples, and/or supplemental materials that you feel will further assist us in thoroughly reviewing your products and/or services.*

**Note: Photos and/or samples of each item you wish to sell is required.**

**Artist Information**

<b>Business Owner's Name:</b>				<b>DATE:</b>			
Business Name							
Street Address							
City					State		Zip
Phone Home		Bus.		Cell			
WI Seller's Permit No.					(as listed on seller's permit)		
Business Address (If Different)							
City					State		Zip
Email Address				Website			

Show Information: (List shows/outlets where you have marketed your products and/or services.)

Name and location of show/outlet	Year started	Until

Please let us know information that you feel represents your shop and what you have to offer to the show:

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How did you hear about the Bristol Renaissance Faire:

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**Product information: List your products and/or services – include a photo or sample of each – do not email photos.**

Name and detailed description of EACH product	Type of Materials used in product	% of the product that is created by you	Price range

Please list any additional items on a separate sheet of paper.

Number of years making the above products/services: \_\_\_\_\_

Please include information and photos on how you plan to display your product, if available.

If the regular marketplace is full, do you wish to be put on our waiting list for:  
 Regular Merchant \_\_\_ Yes or \_\_\_ No / Guest Artisan \_\_\_ Yes or \_\_\_ No

# **BRISTOL RENAISSANCE FAIRE CUSTOMER SERVICE STATEMENT**

**BECAUSE THE GUEST IS THE CENTER OF THE BRISTOL RENAISSANCE FAIRE,  
THE GUEST IS THE REASON *YOU* ARE HERE.**

The ultimate goal of good customer service is maintaining and increasing business, be it for the ride you are working on, the food or beverage stand you are working in, or the merchant shop whose goods you are selling. Customer service applies to each of the *hundreds* of interactions you have with our guests each day of the Faire season.

The challenge facing every participant of the Bristol Renaissance Faire is to get the customer to love your products, services and people. How can we all achieve this and keep our guests coming back for more?

## ***Good customer service is about standards.***

1. Deliver your product or service reliably.
2. Meet your guests' expectations.
3. Take care of problems as they arise.

## ***Our guests are already charmed by our village. Let's keep them that way.***

1. Offer service with a smile, every day, in every way.
2. Run a pleasant and clean operation: counters clean and dry, display areas attractively displayed and dusted. Are your flowers tended, is your shop well stocked?
3. Stay consistent with and committed to the theme of the Faire. Wearing the appropriate costume and speaking the appropriate language maintains half the illusion. Good-natured friendliness and helpfulness takes care of the rest. Keep your cell phone/ipad hidden when not in use.

## ***Work to provide a good memorable experience, not a bad one.***

Memorable experiences in a park such as ours begin with the parking attendant, go on to the box office, to the grounds, to the participant selling a soda, to visiting the privies, and we have not even addressed the entertainment or shopping. We have just been presented with half a dozen opportunities to make our guests happy, *if* we have delivered what they expected. We also have had just as many opportunities to ***disappoint*** our guests, creating a memorable experience, but certainly not the one we want them to have.

## ***Five easy ways every Bristol Renaissance Faire participant can provide great customer service and help create a memorable experience for the guests.***

1. A Bristol guest asks you for directions. Don't just point; instead, have a program handy and point out the way on the map. If you can, escort the guest a bit of the way toward where they want to go.
2. Ask guests what they have seen today. Suggest a show or a favorite food to try.
3. Be willing to engage with playful guests.
4. Compliment costumed guests; you'll make their day!
5. Ask a guest, "How can I make this the best day you have ever had at the Faire?" You'll be surprised at the answers.

***Remember: You and your customer service skills are all that differentiate us from every other summertime entertainment attraction competing for our guests and their dollars.***