

Guidelines for Participation: Cocoa Village Art and Craft Fairs SCWG Tent

The Space Coast Writers Guild has been given the invaluable opportunity to host a free space at the Cocoa Village Art and Craft Fairs. To respect the privilege of this free space, the Board of Directors of SCWG has set forth the following guidelines and expectations for participants.

Guidelines

As a vendor at the event, participating SCWG authors will have the chance to display and sell their books.

The fair is held four times per year in the following months: March, May, October, and December. Each fair is held from 10:00 am to 5:00 pm on Saturday and 10:00 am to 4:00 pm on Sunday on the selected dates for each of the four months. The location of the booth space will be provided for the participants for each event (as the location may vary).

The following are provided by SCWG:

- The tent, size 10-feet by 10-feet
- Three 6-foot tables: two of the tables will be allocated to SCWG authors, and one table is reserved for SCWG.
- Table coverings

Vendors must bring their own chairs. It is recommended that participants bring approximately 10 or more copies of their books, business cards, and/or possible informational fliers/bookmarks/etc. to promote your books. It is always a good idea to have a candy dish (nothing that will melt), dog treats, free bookmarks, etc. to entice patrons to visit the booth. Weights may be necessary for loose items in your display. Bring change for your cash sales and a means for receiving electronic payment by credit card and/or cash transfer apps, for example Zelle, Square, Venmo, PayPal, etc. *SCWG will not process payments for SCWG author participants.*

Please consider various ways of displaying your books, especially for those who have multiple titles, for example use a short vertical bookshelf on top of the table. Also, use table stands for books (search on Amazon or find at dollar stores) to add dimension to your display.

For the website, please see [Cocoa Village Florida | Art & Craft Fairs](#) .

Expectations

NOTE: Because of road closures, limited parking, and traffic congestion, arrive early!

Selected vendors will be assigned to the morning or afternoon time slots. Vendors are expected to be dependable, helpful to each other, and on time. Morning vendors must arrive at least one hour prior to the scheduled times to assist with setting up the tent and tables and arranging the displays.

Saturday afternoon participants will be responsible for pushing the tables to the center and placing unsold anthologies in the storage bins. Place the bins on top of the tables and lower the tent over the tables.

Sunday afternoon participants will be responsible for the following:

- folding table coverings and placing them in the bins provided
- placing unsold anthologies in the bins
- taking down the tent
- taking the tent, tables, and bins to the vehicle that will be transporting the items for SCWG

Guidelines for Selection of Vendors

The selection of authors to participate in each of the four annual fairs will rotate according to the guidelines outlined below. A comprehensive list of interested participants will be monitored closely by the Table Space Crew.

Members **must** complete an application to participate. The application will be located on the SCWG website and may be submitted via email to Table Space Crew on the SCWG website or given to a member of the committee at a SCWG meeting.

Names of interested authors will be placed on a list. Once the author has participated in an event or has cancelled, the author's name is placed on the bottom of the list, and the author will wait until his/her name nears the top of the list to be contacted for the next available fair.

The fairs are in March, May, October, and December. The committee will contact the authors from the top of the list at least one month prior to each event to ensure that the booth is used at the maximum capacity.

Each participant will be assigned to a half-day. Half-days include one of the following:

- Saturday morning, 9:00 – 10:00 set up, 10:00 – 1:30 displaying and selling books
- Saturday afternoon, 1:30 – 5:00 displaying and selling books, 5:00 – 5:45 teardown
- Sunday morning, 9:00 – 10:00 set up, 10:00 – 1:00 displaying and selling books
- Sunday afternoon, 1:00 – 4:00 displaying and selling books, 4:00 – 4:45 teardown

Participants will have one-half of a table for their displays. This will allow eight authors to sell on Saturday and eight authors to sell on Sunday. One table is reserved for SCWG materials on both days. Please refer patrons who are interested in writing or membership to the Board of Directors member at the SCWG table. Be friendly and open to the visitors of the fair.

Here are some hints for conversation starters:

- Are you a reader?
- Are you a writer?
- What kinds of things do you like to read?
- Do you like short stories?
- Do you have little ones who like to read?

Selection of Authors

There is the opportunity for sixty-four authors per year to act as vendors at the SCWG tables. Therefore, it is expected that every interested member will have the chance to participate at least once annually. Authors who

express an interest in having a space at the SCWG booth will be determined in the following ways.

- Authors **must** be a member of SCWG.
- Authors must complete an application and email or present it to a Table Space Crew member at a SCWG meeting.
- Preference will be given to authors who have a new release in the last year. This preference will be given once for each new release. For example, if Joe is given preference in March for his book entitled Joe's House, he is not given the privilege of preference again for the same book.
- Preference will be given to authors from SCWG who have not participated in the event in the past. This preference will be a one-time, first-time participant privilege.
- One preference per year per member will be allowable.

Note: To secure our free booth space, SCWG has an annual volunteer commitment of 6 total hours for Cocoa Village events. Please inform the Table Space Crew of details if you volunteer, so we can monitor our commitment. Please use the Table Space Crew email link found on the SCWG website for all correspondence.

Please see link for volunteer opportunities:

<https://visitcocoavillage.com/volunteer-with-hcvms>

IMPORTANT: Read Cocoa Village Guidelines for Vendors:

[Cocoa Village Florida | Artist & Crafter Vendor Guidelines](#)