



## Exhibitor Manual

### The Kentucky Crafted Market

March 6 - 8, 2026

Kentucky Horse Park  
Alltech Arena  
4089 Iron Works Pike  
Lexington, KY 40511

[www.arts council.ky.gov](http://www.arts council.ky.gov)



*Produced by the Kentucky Arts Council*

## Table of Contents

Welcome	1
Show Hours	1
Exhibitor Hours	1
Passes and Badges	2
Information Desk	2
Load-In	2
Booth Setup	3
Load-Out	5
Hotels and Food	5
Wholesale Day	5
Retail Days	6
Out-of-State Exhibitors	7
Food Exhibitors	7
Security	7
Promotional Resources	7
Required Reporting	8
Cancellations	8
Staff Directory	9
Appendix	

## Welcome

Welcome to The Kentucky Crafted Market. Located in Lexington, this award-winning arts marketplace features exhibiting artists who have been adjudicated into the Kentucky Crafted program, invited book publishers, guest food exhibitors from the Kentucky Department of Agriculture's Kentucky Proud program and guest exhibitors from similar programs in other states. The three-day event also includes live stage performances by artists adjudicated into the Kentucky Performing Arts Directory, special exhibits and hands-on activities for children and adults provided by Kentucky arts organizations.

This manual contains the rules and regulations as well as additional information and resources to help you have a successful show. Please print out or save a copy of this manual and read it thoroughly. Keep it readily available leading up to and during the show.

By submitting your registration, you agree to abide by show rules and regulations and conduct business in a professional manner at all times. If you fail to comply, you will jeopardize your eligibility to participate in future Kentucky Crafted Market shows. If you are found to be in violation of any show rules, you will receive written notification.

The Kentucky Crafted Market is produced by the Kentucky Arts Council, a state agency in the Tourism, Arts and Heritage Cabinet. Support comes from the Kentucky General Assembly and the National Endowment for the Arts. Kentucky exhibitors, please remember to thank your legislators for making this event possible and for their continued support of the arts in the Commonwealth and the work of the Kentucky Arts Council.

Kentucky Arts Council  
500 Mero Street  
Fifth Floor  
Frankfort, KY 40601  
[www.artscouncil.ky.gov](http://www.artscouncil.ky.gov)  
[kyarts@ky.gov](mailto:kyarts@ky.gov)  
502-564-3757 or 888-833-2787

## Show Hours

### *Wholesale Day*

Friday, March 6: 10 a.m. – 5 p.m. Eastern

### *Public Days*

Saturday, March 7: 10 a.m. – 5 p.m. Eastern

Sunday, March 8: 11 a.m. – 4 p.m. Eastern

Exhibitors must participate during The Market's open hours on all three days with booths staffed at all times.

## Exhibitor Hours

### *Set Up Day*

- Thursday, March 5: 10 a.m. – 8 p.m. Eastern

Exhibitors will not be allowed in the building before 10 a.m. and exhibitors must leave the building by 8 p.m. The building will be secured at that time.

### *Wholesale Day*

- Friday, March 6: 10 a.m. – 5 p.m. Eastern

9:30 a.m. - Exhibitors are required to have their booth set up and ready to do business and are asked to attend a short welcome meeting.

### *Retail Days*

- Saturday, March 7: 10 a.m. – 5 p.m. Eastern

9 a.m. - Exhibitors may enter the building.

- Sunday, March 8: 11 a.m. – 4 p.m. Eastern

10 a.m. - Exhibitors may enter the building.

7 p.m. - Exhibitors must vacate the building.

## Passes and Badges

### *Name Badges*

**Exhibitor badges** are teal green. Upon check-in, you will receive name badges for you and the assistants you listed on your registration form. You are limited to six exhibitor badges per registration. These badges admit exhibitors to the exhibit hall and must be worn at all times. Anyone not wearing an authorized name badge will be escorted to the information desk by a security officer or staff member. You must leave badges for assistants who will be arriving during show hours at the information desk. They won't be admitted without them.

**Buyer badges** are magenta and are reserved for registered wholesale buyers. Wholesale buyers have stores, galleries, catalogs or other retail venues for selling work to the consumer. They are owners or employees who have the power to initiate purchasing commitments with an artist.

**Design Trade badges** are green and are reserved for businesses within the trade whose primary focus is not the retail of Kentucky-made products. This category includes architects, interior designers and landscape designers.

**Corporate Buyers badges** are gold. This category includes government and corporate executives and staff who are responsible for gift buying, commissions and other art purchases. They are not permitted to purchase for resale.

**Guest badges** are gray. Special guests may include state officials, students and others interested in the work of the Kentucky Arts Council and The Kentucky Crafted Market. Guests have the same buying privileges as the general public (retail prices).

**Media badges** are blue and will be in use on Friday, Saturday and Sunday. The media will be allowed in the venue with cameras and video cameras.

**Volunteer badges** are black and will be in use on Friday, Saturday and Sunday. Volunteer assignments are designated by staff.

**Kentucky Arts Council Staff badges** have a banner at the top with The Market graphics. Staff will be wearing badges from load-in through load-out.

### Information Desk

The information desk is located at the public entrance of the arena. This is where you will find:

- Exhibitor check-in
- Name badges
- Parking pass/vehicle I.D.
- Term card
- Sign up for volunteer booth sitters
- First-aid assistance
- Wheelchair loans

### Load-In

#### *Vehicle Identification*

Exhibitors will be provided one free parking pass/vehicle I.D. at check-in. You must display a copy in your vehicle for the duration of the show. You will not be permitted in the loading areas without this identification, which lists your booth number so that staff may locate you if any emergencies or issues arise during set up or tear down.

You must display your vehicle I.D./parking pass to access the Horse Park from Friday through Sunday, or you will be charged for parking. The arts council will not reimburse any parking charges.

## ***Loading Areas***

Lots A and B are the controlled loading areas and are located outside of the North Exhibit Hall. Trailers and large commercial vehicles should use Lot A when available. Smaller vehicles should use Lot B.

A detailed map of the load-in areas is included in the Appendix of this manual.

**IMPORTANT:** Vehicles parked in lots A or B during show hours will be TICKETED BY PARK POLICE.

## ***Check-In***

When you arrive at the Alltech Arena you must check in at the information desk prior to unloading. You will receive up to six name badges for you and the assistants you list on your registration form. If your assistants are not with you at the time of check-in, you may leave their badges at the information desk. Assistants must have badges to enter the arena.

## ***Unloading Vehicle***

Once you have checked in, you can unload your vehicle. **Moving carts or volunteers to help unload are NOT provided, so you should plan accordingly.** You must completely unload your vehicle and remove it from the loading area **BEFORE** you start setting up your booth.

## ***Parking***

Once unloaded, you may park your vehicle in the public parking lot. Keep your vehicle identification on your dashboard. If you have multiple vehicles you can request a copy at check-in.

## **Thursday Booth Setup**

### ***Timing***

Give yourself enough time to properly set up your booth. Exhibitors will not be allowed in the building before 10 a.m. and must vacate the building by 8 p.m. Load-in from 10 a.m. until noon is very busy. After that, the traffic is much lighter.

### ***Signage***

A sign with your business name, city, state and booth number is provided for every exhibitor. These signs will also have a logo designating your program affiliation (e.g., Kentucky Crafted, Kentucky Proud or out-of-state group). You may also use your own sign to establish your brand and identity. Signs in your booth announcing "end of show" sales or discounts are prohibited. If you wish to offer a discount to a customer, do so verbally on a case-by-case basis.

### ***Pipe and Drape***

Artists will receive 8' tall black drape. Corner booths will not have outside corner draping unless requested. All draping must remain in place; however you may attach "S" hooks to the horizontal poles to hang lightweight backdrops or signage. Items hanging from poles must not exceed a total weight of more than 10 pounds, must not interfere with adjacent booths and must not create a potential for hazard. Booth draping and pipes may not be used as supports for displaying merchandise. **DO NOT** rest or lean anything against the pipe at any time.

The pipe feet are positioned a specific way for stability, so do not move or adjust without help from the decorator. Exhibitors are responsible for any accidents and/or damage caused by moving pipe and drape without permission.

### ***Storage Area***

Storage is provided behind each booth and is shared with the exhibitor directly behind you. Storage size will vary according to width and placement of each booth.

## ***Decorator Services***

The decorator for the 2026 Market provides electricity, equipment rentals and set up of the arena. To order services, see the decorator kit link located on the exhibitor resource webpage.

The decorator will also have an on-site service desk available during load-in and wholesale day.

## ***Electricity***

Electrical services are available through the decorator. Rates will increase after their posted order deadline, so it is recommended to order services as soon as possible.

## ***Flooring***

Carpet is not required in your booth at the Alltech Arena. The concourse floors are smooth concrete and the North Hall is carpeted. If you choose to rent or bring your own flooring, it must be installed per the venue rules.

## ***Lighting***

While not required, supplemental ..... is highly recommended for booth presentation. DO NOT rely on the facility lighting to fully illuminate your booth, as the quality can vary by location. Be sure to choose the best type of lighting to showcase your merchandise and order electric service accordingly.

## ***Canopies***

Booths should not be covered by tent toppers or canopies.

## ***Flameproofing***

Treat highly flammable materials with a flame-retardant application. If the fire marshall inspects your booth and finds it hazardous, you may be asked to treat specific materials, or in extreme cases, shut down your booth. It is recommended to have no-burn fire retardant spray onhand in case of inspection.

## ***Internet Services***

The arts council has purchased Wi-Fi hot spot service for exhibitor use at no charge. Connection can vary based on your location within the facility, so a backup plan is recommended.

Exhibitors may also use their own data plan/hot spot for Wi-Fi.

## ***Insurance***

The Kentucky Horse Park employees and facility and the Commonwealth of Kentucky, the Tourism, Arts and Heritage Cabinet, the Kentucky Arts Council and its officers, agents, employees and volunteers are not liable for any claims for personal injury or property damages that may occur to you or to others in your booth space during The Market. Consult your insurance agency to review your business liability coverage for exhibiting at The Market and similar events.

## ***Facility Rules and Regulations***

See the Appendix section of this manual for rules and regulations specific to the Alltech Arena.

## ***Children***

Children under the age of 12 are not allowed in the arena exhibitor areas during load-in and load-out. Children who will be attending The Market with you may be in these areas during regular show hours. However, you must ensure that children remain in your booth or under direct adult supervision at all times. Children must wear name badges for identification.

## ***Animals***

Pets are prohibited in the Alltech Arena at any time. Service animals trained to aid a person with a disability are welcome. You are responsible for the good conduct and cleanup of any service animal that may accompany you.

## Load-Out

Vehicles parked in lots A or B during show hours without permission from the show producer will be TICKETED BY PARK POLICE.

### *Time*

The Market closes at 4 p.m. on Sunday. Any exhibitor who packs their booth or carries merchandise from the arena before the announcement of the show closing will not be allowed to exhibit at the 2027 Market. This rule is strictly enforced.

### *Loading Areas*

You may not park a vehicle in Lots A or B before 4 p.m. Vehicles parked in these loading areas before 4 p.m. will be towed at the owner's expense. You must pack your booth and be ready to load all your materials, equipment and remaining inventory before you bring a vehicle into the loading areas.

### *Admission to Loading Areas*

Once your booth is fully packed, ask a Kentucky Arts Council staff member to inspect it. If you are ready to load, the staff member will give you a color-coded ticket that will admit your vehicle into Lots A and B. Security will not allow any vehicle without this ticket to approach these loading areas. This system allows for a smooth and efficient load-out for all exhibitors. If you choose to load out via the public parking lot instead, there is an ADA accessible ramp located outside the public entrance.

## Accommodations

The following hotels offer special rates for exhibitors and buyers. Identify yourself as an exhibitor at The Kentucky Crafted Market when making your reservations.

To inquire about the Horse Park's campground call 800-678-8813.

## Hotels

Clarion Hotel, Lexington, \$95/night + tax  
859-233-0512

LaQuinta Inn, Lexington, \$89/night + tax  
859-231-7551

Residence Inn by Marriott, Lexington, \$109/night  
859-977-5870 + tax

## Food

Alltech Arena operates some concessions and there will be food trucks on site during the public days. There are also restaurants located offsite within a few miles of the venue.

## Wholesale Day

The Kentucky Crafted Market is a wholesale trade show and a retail market and as such you are required to make merchandise available to credentialed buyers at wholesale prices.

We invite special guests to attend The Market on wholesale day and they will be wearing a guest badge. You are under no obligation to sell to guests at wholesale prices. You may offer a discount at your discretion. We suggest that you establish a policy for handling requests for discounts prior to the show.

All merchandise should be marked with your retail price for all three days of the show.

### *Terms Card*

You will receive your terms card at show check-in. This card must be filled in with your terms for doing wholesale business, including your minimum order, and prominently displayed in your booth on wholesale day. Determine your terms PRIOR to the show. Additional copies will be available at the information desk.

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### ***Wholesale Price***

The industry standard for giftware is that retailers mark up items they purchase from you at 100 percent. This is called keystone. Since all items are marked at retail prices, you would typically mark your term card wholesale price as retail less 50 percent. There are exceptions to this pricing structure (e.g., furniture, one of a kind pieces, sculpture). You are not required to offer your entire retail product line at wholesale, so make it clear to buyers what is and is not being offered. If you have questions about pricing, call us in advance of the show.

### ***Payment Terms***

Establish payment terms for dealing with wholesale accounts. Typically, first orders require cash, check or credit card, and additional orders are offered at NET 30 with credit approval. Buyers often like to purchase merchandise with their company credit card to enhance their rewards and enable them to travel to multiple shows. If you have questions about terms, call us in advance of the show.

### ***Minimum Order***

Set your minimum order by dollar amount or number of pieces. Make it high enough to discourage personal buying and to ensure that you have enough of your work in a store or gallery to make a statement.

### ***Shipped Via***

If you have preferred carriers to ship your work, you should indicate that on your card. If not, you should indicate that it is the buyer's choice. Typically, the buyer pays the shipping costs.

### ***Lead Time***

You should keep a production calendar and bring it to the show to be sure that you can fill an order when

requested. On your terms card, list a typical lead time to fill an order. It can be a range, for example "2-3 weeks." Be sure to honor the ship date you have agreed upon with the buyer. If, for some reason, you cannot make it in that time frame, call the buyer and explain the situation as soon as possible.

### ***Printed Materials***

Copy services are not available at the arena or within walking distance from the arena. Come prepared with plenty of copies.

You must be prepared with duplicate copy order forms. These forms should clearly state your contact information and the terms you have agreed upon with the buyer.

You will also need a wholesale line sheet, catalog or price list. Buyers typically shop many shows and may want to consider their order-making after the show. Visual representation of your product is very important to help buyers make decisions.

### ***New Work of Kentucky Crafted Artists***

While we encourage new work, items you are offering cannot vary from the medium(s) and technique(s) that were accepted by the adjudication process of the Kentucky Crafted Program. If you have questions regarding new work, contact staff for advice prior to The Market.

### ***Retail Days***

Saturday crowds can be overwhelming. Be prepared to be able to talk with multiple customers at one time. Sunday is a bit more relaxed, but there can also be peak busy times.

Bring sufficient cash for making change. The arts council cannot assist you, and banks are closed on Saturday afternoon and all day Sunday. Be prepared to accept credit cards for sales. There will also be an ATM in the arena.

You are required to collect Kentucky sales tax on items sold at retail and pay according to the terms of the Kentucky Department of Revenue.

## **Out-of-State Exhibitors**

As guest exhibitors you are required to follow all show rules in this exhibitor manual.

The items on display in your booth must be consistent with work accepted by your sponsoring organization's jury process.

You are required to collect a 6 percent Kentucky sales tax on all retail sales. A reporting form will be given to you during the show by the Kentucky Department of Revenue.

## **Food Exhibitors**

As guest exhibitors you are required to follow all show rules in this exhibitor manual.

If you plan to cook a product onsite, you must obtain advance approval and adequate electricity from the decorator.

Businesses exhibiting under the umbrella of the Kentucky Proud program are only allowed to market approved food products. Craft or other items that are juried into the Kentucky Proud program are not allowed to be sold at The Kentucky Crafted Market, unless they have also been accepted into the Kentucky Crafted program.

## **Security**

Security services will be provided from 10 a.m. Thursday, through 7 p.m. Sunday.

## **Promotional Resources**

The Kentucky Arts Council advertises and actively promotes The Kentucky Crafted Market through radio, magazines, newspapers, the internet and social media sites.

In addition, we provide materials designed to help you promote your participation in the show, including an exhibitor resource webpage to access logos and customizable templates.

### ***Market Program***

The official market program is produced by the Kentucky Arts Council. Copies are given to registered buyers on wholesale day and general public on retail days. We also encourage you to share the e-program with your wholesale buyers and retail customers when it becomes available in February.

### ***Photo/Video Release***

By participating in the show you consent to give the Kentucky Arts Council, including its agents and employees, permission to use your Market booth still images, photographs and/or videos, without compensation, in its advertisements, print and electronic publications, promotional materials, and/or on the web to promote current and future Kentucky Crafted Markets.

### ***Your Website***

When mentioning The Kentucky Crafted Market, be sure to have show dates and times listed correctly. Please link back to [artscouncil.ky.gov](http://artscouncil.ky.gov) to ensure the most accurate and up-to-date information.

Use this language in your acknowledgement of the show: “The Kentucky Crafted Market is produced by the Kentucky Arts Council, a state agency in the Tourism, Arts and Heritage Cabinet.”

### ***Calendar Listings***

We request many calendar listings statewide but sometimes it is most effective when local artists request a listing in their local media and regional publications. Please use the following text when making a request: “The Kentucky Crafted Market 2026 – Kentucky Horse Park Alltech Arena, March 6 - 8. Kentucky’s largest showcase of traditional and contemporary fine art and craft, books and specialty food products. For more information, visit [artscouncil.ky.gov](http://artscouncil.ky.gov) or call 888-833-2787.”

### ***Social Media***

We encourage you to use social media to promote your participation in The Kentucky Crafted Market. To ensure accurate information, always include the link to the arts council’s event page, [artscouncil.ky.gov](http://artscouncil.ky.gov).

Photos of your work draw more attention than text alone. You can also post to the Kentucky Arts Council Facebook event page.

If you use Twitter, be sure to use the hashtag [kycrafted](#) and/or the handle [@KYArtsCouncil](#) and we will retweet.

### **Booth Awards**

Exhibitor booths will be judged and awards announced during the show. Award winners will receive a discounted booth space for The Market 2027.

**Best of Show** will be awarded to an exhibiting artist based on artistic excellence of product and booth presentation. The winner will receive a free 10’ x 10’ booth for The Market 2027.

**Best Booth Design** will be awarded to the exhibitor with the highest quality presentation and merchandise display. The winner will receive a 50 percent discount on a 10’ x 10’ booth for The Market 2027.

### **Required Reporting**

The **At-Market Sales Report** will be emailed to you immediately following the show. You must complete this exhibitor sales report by April 15, 2026.

If you fail to file this report with the arts council, you will not be invited to exhibit at the 2027 Market.

### **Cancellations**

If you cancel your participation in The Market after Feb. 1, 2026, you will have defaulted on the agreement you entered into by submitting your registration. Therefore, your booth fee will not be refunded.

For emergency situations that may require a last minute cancellation, contact the arts council directly.

## Staff Directory

Kentucky Arts Council staff members wear many hats in their everyday work and at The Market. For questions regarding specific areas of The Market, please contact the appropriate staff member through email or telephone at 502-564-3757. Most of the staff will be out of the office March 5 - 9.

**Chris Cathers**, Arts Council Executive Director: Special Guests, Exhibitor Assistance  
[christopher.cathers@ky.gov](mailto:christopher.cathers@ky.gov)

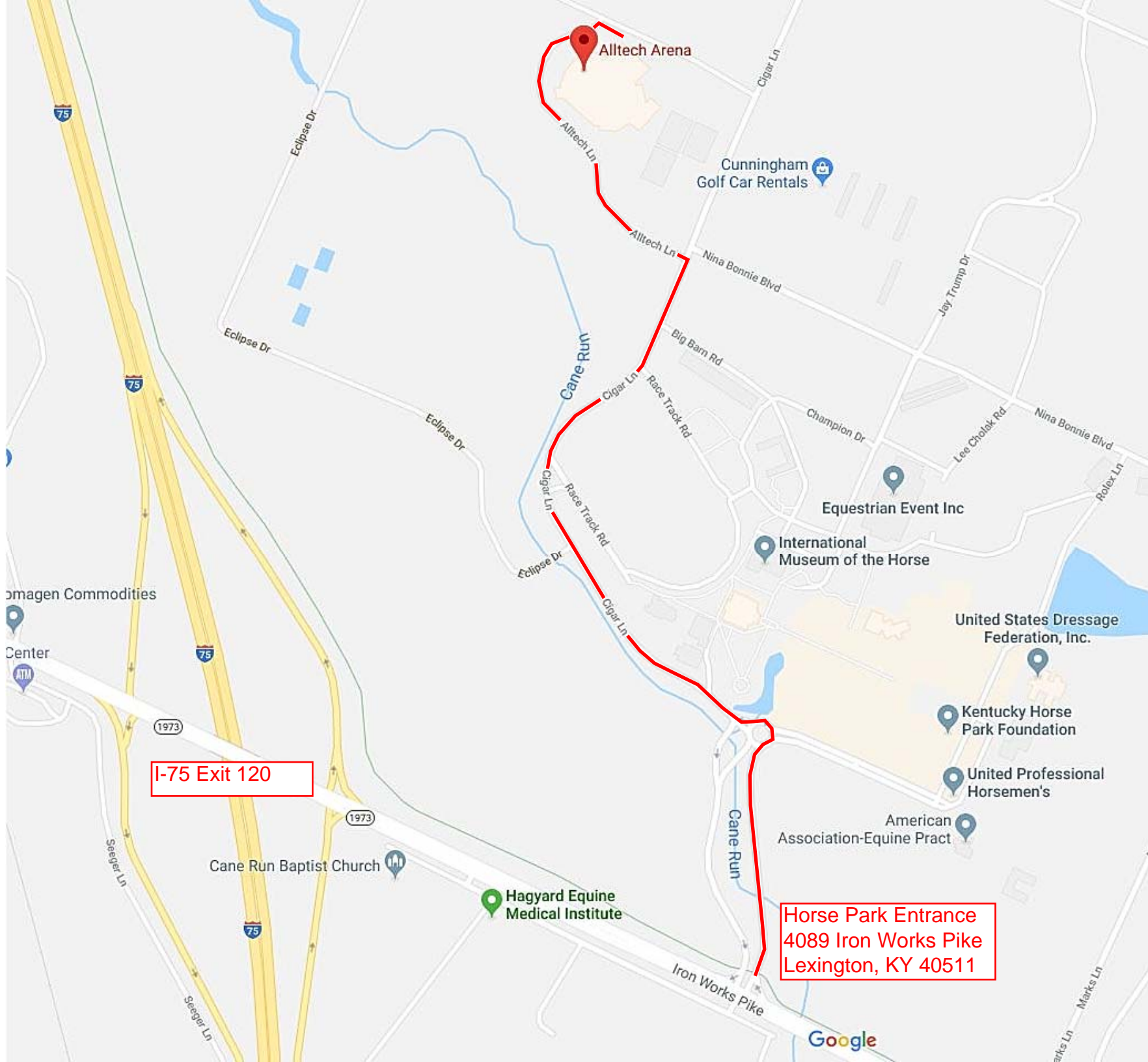
**Dave Blevins**, Producer and Show Manager, Show Setup, Exhibitor Assistance  
[david.blevins@ky.gov](mailto:david.blevins@ky.gov)

**Sarah Schmitt**, Exhibitor Check In, Badges, Information Desk, Accessibility Accommodations  
[sarahm.schmitt@ky.gov](mailto:sarahm.schmitt@ky.gov)

**Macie Lowe**, Buyers' Registration Desk  
[macie.lowe@ky.gov](mailto:macie.lowe@ky.gov)

**Brett Ratliff**, Volunteer Coordinator  
[brett.ratliff@ky.gov](mailto:brett.ratliff@ky.gov)

**Leeann Potter**, Media Contact, Media Spokesperson  
[leeann.potter@ky.gov](mailto:leeann.potter@ky.gov)



I-75 Exit 120

Horse Park Entrance  
4089 Iron Works Pike  
Lexington, KY 40511

Alltech Arena

Cunningham  
Golf Car Rentals

Equestrian Event Inc

International  
Museum of the Horse

United States Dressage  
Federation, Inc.

Kentucky Horse  
Park Foundation

United Professional  
Horsemen's

American  
Association-Equine Pract

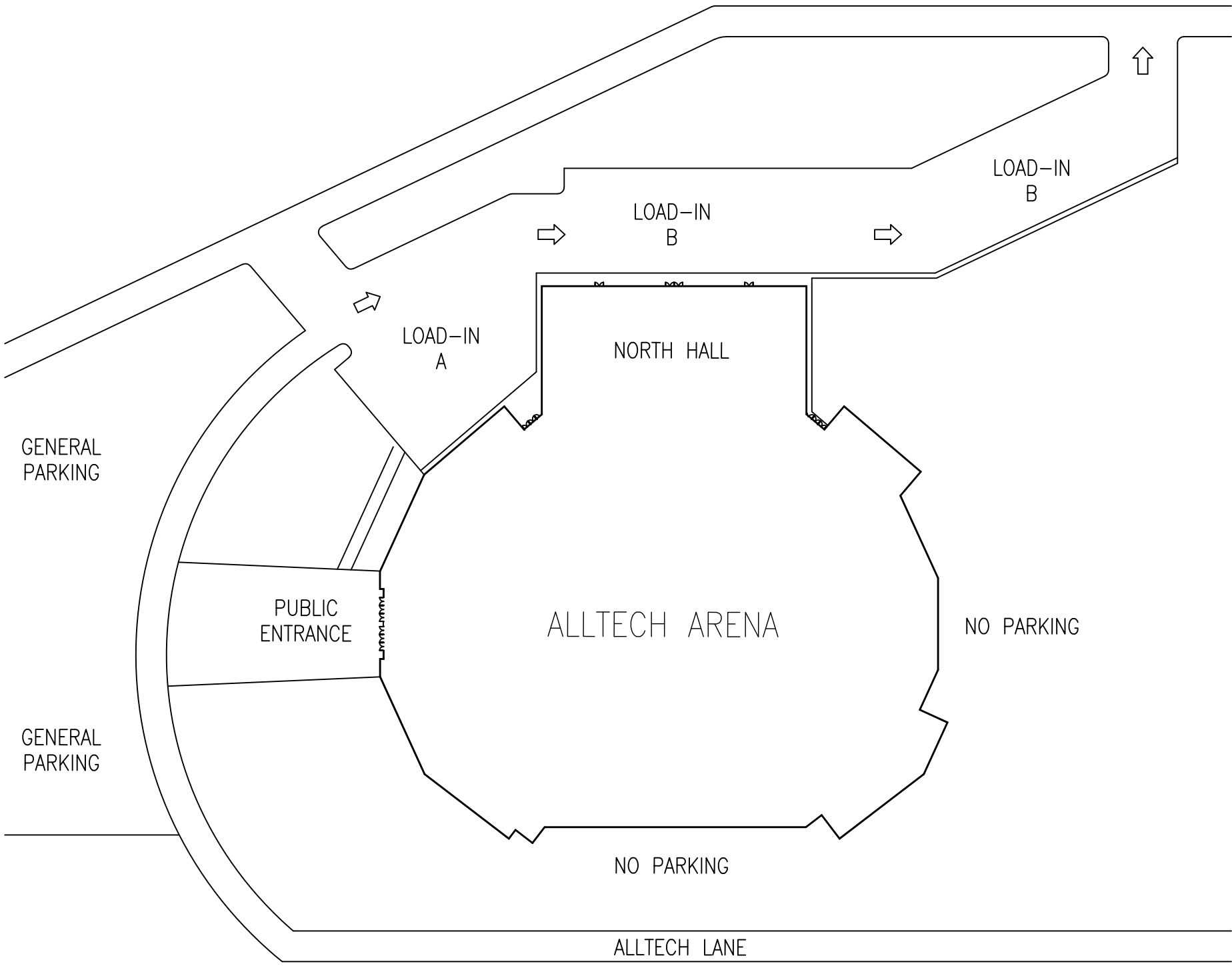
Hagyard Equine  
Medical Institute

Cane Run Baptist Church

Omagen Commodities

Center

Google



GENERAL PARKING

GENERAL PARKING

PUBLIC ENTRANCE

LOAD-IN A

NORTH HALL

LOAD-IN B

LOAD-IN B

ALLTECH ARENA

NO PARKING

NO PARKING

ALLTECH LANE