

Pay in full by Jan. 23, 2026 for one or more show(s) & take a \$30 discount per show & receive 10 free passes per show.

Join our team at the

2026 Old Deerfield Craft Fairs



P V M A



Voted

Top 50 in New England by Yankee Magazine

Top 200 in the Nation by Sunshine Artist Magazine

Spring Sampler
March 7 & 8, 2026
Indoor Show
ESE, W. Springfield

Fall Arts & Crafts Festival
Sept. 19 & 20, 2026
Outdoor Show
Old Deerfield

Holiday Sampler
Nov. 7 & 8, 2026
Indoor Show
ESE, W. Springfield

For more than 49 years, the Old Deerfield Craft Fairs (ODCF) has showcased some of the best craft shows in the market. The Fairs have earned both local and national recognition and praise from exhibitors. ODCF events are juried, featuring between 100-200 crafters per fair, with an attendance range of 3,500-8,000 patrons per show.

The outdoor Fall Festival takes place on Memorial Street off US Routes 5 and 10 in the historic village of Deerfield, Massachusetts, just six miles from Interstate 91. The two indoor shows, Spring and Holiday Samplers, are held at the Eastern States Exposition in West Springfield, Massachusetts, five miles from Interstate 91. All shows are open, rain or shine, including the outdoor show.

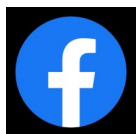
Admission fees will be reviewed in 2026, and run between \$6 and \$9. Children 12 and under are admitted for free.

Promotion

- Postcard mailings to over 17,000 households
- Opt-in email mailings to over 17,000 attendees
- FREE showcased profiles and products on coupons, postcards, websites, emails, and social media
- Print advertising with a circulation of 1.5 million plus in New England
- FREE links to your website from ours and social media
- Multiple social media outlets, with over 10,000 followers and interactivity
- Consistent sponsorship and support from corporations
- Vendor discounts for referrals and book and pay-in-full early year promotion

The Old Deerfield Craft Fairs has over 49 years of show experience. Participating in our Fairs can help boost your sales and give your work the recognition it deserves. Our advertising covers six New England states, guaranteeing a diverse audience of both locals and tourists. This ensures a vibrant and bustling fair atmosphere that you won't want to miss.

Mail your complete application packet to Old Deerfield Craft Fairs, PO Box 323, Deerfield, MA 01342-0323



Follow us on Facebook
@olddeerfieldcraftfairs

Phone: 413-774-7476, x 190 or x 170

Fax: 413-774-5400

craftfairteam@deerfieldmuseum.org

Website: www.deerfield-craft.org



@deerfield_craft_fairs
Follow us on Instagram

The proceeds from all the Fairs are used to help support the many historical and educational programs of the non-profit, Pocumtuck Valley Memorial Association, a tax exempt 501 (c)(3) membership organization. The Pocumtuck Valley Memorial Association, which operates Memorial Hall Museum and Indian House Memorial in Deerfield, Massachusetts, organizes the Old Deerfield Craft Fairs.

Spring Sampler
March 7 & 8, 2026

Fall Arts & Crafts Festival
September 19 & 20, 2026

Holiday Sampler
November 7 & 8, 2026

Old Deerfield Craft Fairs 2026 Exhibitor Application

Application Checklist

- ☐ Application is completely filled out, and signed, with partner information if applicable
- ☐ Check or credit card information included: fees are due at the time of the application
 - *Make checks out to Old Deerfield Craft Fairs
 - *\$50 minimum deposit, per show, is due at submission to hold your space
- ☐ Five photos of your work (4 of your craft, 1 of your display) included
- ☐ Please label each photo on the back with your name
 - *You can also choose to send us a web link with examples of your work. (website, Etsy, Facebook, Instagram, etc.)
 - *If you can, email high resolution images (300 dpi) if you would like for your work to be included in print publicity purposes. (jfay@deerfieldmuseum.org)
- ☐ A photocopy of your Massachusetts Sales Tax Certificate included (*See below)
- ☐ A photocopy of your tent's Certificate of Flame Resistance included (*See 'Exhibitors')
- ☐ License plate(s) state and numbers for the vehicles you will be parking during the shows included

MAIL TO:
Old Deerfield Craft Fairs
P.O. Box 323
Deerfield, MA 01342-0323

Failure to send all information or payment will result in delaying your acceptance to a show, and may be returned without being juried.

Massachusetts Sales Tax Certificate

A CURRENT Mass. Sales Tax Certificate is required. Please be sure it has your current name and/or business listed; otherwise, you will need to obtain a revised certificate.

Mass. Dept. of Revenue
P.O. Box 7022
Boston, MA 02204
1-800-392-6089 (out of state)
1-617-887-6367 (in state)

New applicants may apply online: mass.gov/dor (Log in/ Register, Web File for Business, Register Now, choose 'My Company Only--'.)

Exhibitor Responsibility

Exhibitors are expected to read all mailings promptly, and adhere to all rules and communications mailed to them by the Old Deerfield Craft Fairs office. Mailings will be directed to the registrant at the address and/or email address listed on the application. Communication between partners is the sole responsibility of the registrant and partner. **PLEASE REVIEW ALL INSTRUCTIONS BEFORE APPLYING AND AGAIN BEFORE ARRIVAL.** The interpretation of all fair rules by Fair officials shall be final.

Old Deerfield Craft Fairs



Application 2026

PO Box 323, Deerfield, MA 01342-0323

413-774-7476, x 190 or x 170

Fax: 413-774-5400

Coming in January 2026 - Apply online too!

craftfairteam@deerfieldmuseum.org

www.deerfield-craft.org

Jury Category

(Circle one):

Apparel
Baskets
Books
Dolls /
Soft Sculpture
Fiber
Fine Art
Floral
Glass
Home Décor
Jewelry
Leather
Metal / Sculpture
Mixed Media
Music
Other
Photography
Pottery
Soaps & Herbals
Specialty Food
Wood Working

Show(s) Applying to:

- ☐ Spring Sampler - March 7 & 8, 2026
- ☐ Fall Fair - September 19 & 20, 2026
- ☐ Holiday Sampler - November 7 & 8, 2026

PLEASE PRINT LEGIBLY and fill out COMPLETELY.

Check only ONE box below to indicate which name should appear on the show program.

- ☐ Registrant's Name: _____
- ☐ Partner's Name: _____
- ☐ Business Name: _____

Street: _____ Apt./Unit # _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Cell: _____

Email Address (required): _____

Website Address: _____

Etsy, or other, Address: _____

Instagram handle: _____ Facebook handle: _____

Description of Craft: _____

Briefly describe your process and medium: _____

Merchandise Price Range: \$_____ Describe weatherproof set-up for outdoor (Fall) show: _____

Names of Persons attending (for badges): _____

License plate (State): _____ License plate (Number) _____

Application Worksheet

Use to calculate total fees on page 3. Submit all pages to the Deerfield Craft Fairs Office

Application Fees (NON-REFUNDABLE). Fee Schedule is \$10 per show & is included in basic booth fee cost.

A \$25 additional late fee will be added to anyone applying within two weeks prior to the show date.

• Requesting the same space as last year or next to a specific crafter is an additional \$50 as a special space request.

Indoor Shows At the ESE in West Springfield Please refer to Young Building map for Spring Show & Better Living Center Map for Holiday Show at the end of the application.			2026 Fall Outdoor Show At Old Deerfield Please refer to Fall Map at end of application.			
Space	Spring 2026	Holiday 2026	We cannot guarantee accommodations at the Fall Outdoor Show if you do not accurately fill in your booth/tent and total measurement needs. The exact measures of my tent: front _____ sides _____ height _____ awnings/overhangs _____.			
A1 Space (8' front x 10' deep)	☐ \$270	N/A				
A Space (10' front x 10' deep)	☐ \$325	☐ \$375				
B Space (12' front x 10' deep)	☐ \$380	☐ \$450				
C Space (15' front x 10' deep)	☐ \$480	☐ \$550				
D Space (20' front x 10' deep)	☐ \$600	☐ \$700				
Basic Booth Fee Subtotal (use this total on next page)						
Location Add-Ons (Optional)	Spring 2026	Holiday 2026	Basic Booth Fee Subtotal (use this total on next page)			
* Special Space Request:	☐ \$50 *	☐ \$50 *				
List first 3 choices:	1st _____ 2nd _____ 3rd _____	_____				
Green Carpet (no corner)		☐ \$75				
Corners:						
Side Aisle	☐ \$50	☐ \$95				
Short Cross Carpet, Aisle	☐ \$100	☐ \$125				
Long Carpeted, Center Aisle	☐ \$150	☐ \$200				
Location Add-On Subtotal (use this total on next page)						
Decorator Add-Ons (Optional)	Spring 2026	Holiday 2026	Location Add-Ons (Optional)			
Electricity (20 amp.):	☐ \$30	☐ \$30	Special Sec on Request: _____ ☐ \$25			
6' Tables (\$30 per table)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____	Special Space Request *: _____ ☐ \$50 *			
8' Table (\$30 per table)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____	List first 3 choices: 1st: _____ 2nd: _____ 3rd: _____			
Table Drapes add (\$20) (if you plan on varying the number of tables you need for each show, call and discuss)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____	Deerfield Community Center ☐ \$100			
Booth Side Drapes (\$30 per drape)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____	Corner; See map. ☐ \$100			
Decorator Add-On Subtotal (use this total on next page)			Partial Corner; See map. ☐ \$65			
			<table border="1"> <tr> <td>Okay to set up on hardtop</td> <td>☐ Yes ☐ No</td> </tr> </table>		Okay to set up on hardtop	☐ Yes ☐ No
Okay to set up on hardtop	☐ Yes ☐ No					
			Location Add-On Subtotal (use this total on next page)			
Parking	Spring 2026	Holiday 2026	Parking			
Car/Van/SUV:	See ESE	See ESE	Fall 2026			
Camper & Motor Home	See ESE	See ESE	Camper & Motor Home ☐ \$40/Show			
Reserved Parking- near building	☐ \$25	☐ \$25	Utility Trailers ☐ \$10/Show			
Parking Fee Subtotal (use this total on next page)			Parking Fee Subtotal (use this total on next page)			

Old Deerfield Craft Fairs 2026 Payment Form

PO Box 323, Deerfield, MA, 01342-0323; Fax: 413-774-5400

We are offering those paying by credit card the option of paying your balance due in several payments. Those applying to more than one show must immediately remit a \$50 deposit per show. The balances will then be automatically charged to your credit card 10 days after notification of acceptance.

Craft Fairs	Basic Booth Fees	Location Add-Ons	Decorator Add-Ons	Parking	Application Fees (non-refundable)	Totals
SPRING March 7 & 8, 2026					Included in basic booth fee	
FALL Sept. 19 & 20, 2026			N/A		Included in basic booth fee	
HOLIDAY Nov. 7 & 8, 2026					Included in basic booth fee	

Scheduled hours and/or days of show operations are subject to change.

Any late application received within two weeks of that show date will be charged an additional processing fee of \$25. In addition, anyone applying within the last two weeks of a show date must make immediate payment in full by Visa or Mastercard.

New! Vendors will be notified of acceptance or wait list status for each show applied for approximately two weeks after receipt of completed application (see Application Checklist on page 2 of application).

Fee Total	
Deposit	
Balance Due @ Acceptance	
Ending Total	

Refunds: Space Fees are refundable by written cancellation request only. Cancellation requests received prior to jurying will have space fees refunded in full (application fees are nonrefundable.) Once accepted, refunds will be made according to the following schedule.

Refund Chart

	Show Date	Space Fee Minus \$100	NO REFUND
SPRING	March 7 & 8, 2026	Until Feb 1, 2026	After Feb 1, 2026
FALL	September 19 & 20, 2026	Until July 15, 2026	After July 15, 2026
HOLIDAY	November 7 & 8, 2026	Until Sept 1, 2026	After Sept 1, 2026

If you would like to charge show fees, please print the application prior to completing this section by hand, and mail or fax the completed application, with signature, to the number/addresses provided. The charge will appear on your credit card statement from "Pocumtuck Valley Memorial Association." **Emailing credit card information is a security risk.**

Coming in early January 2026: Online application and payment portal on our website, www.deerfield-craft.org.

Mastercard ☐ Visa ☐ \$_____ Deposit amount to be charged **OR** charge entire amount ☐

Expiration Date ____/____ CVV# (Last 3 digits in signature block): ____

Account Number: _____ - _____ - _____ - _____

Name on Card (Print): _____

Authorized Signature: _____

CREDIT CARD PAYMENT PLAN

☐ Check here to have your credit card balance automatically charged upon acceptance notification date.

You will not be notified prior to charge.

Please do not email any credit card information; call, fax, or send via US postal mail only.

Contract Agreement and Insurance Waiver

I hereby release the Pocumtuck Valley Memorial Association/Memorial Hall Museum from liability for refunds and of all liability for personal injury and for loss of property due to theft, fire, accident, or any act of God, war, or terrorism. In the event that it is necessary to change either the location or the dates of a Fair or Fairs, the liability of the Pocumtuck Valley Memorial Association/Memorial Hall Museum is limited to the refund of the Space Fees that have actually been paid by an exhibitor who does not attend as a result. Furthermore, the named registrant and partner understand that contact with them will be made at the address, email, and phone number provided above. Communication between partners is the responsibility of said partners. I (we) have read and agree to the above and all Fair rules and instructions, including the fact that all merchandise presented at show is handmade by me (us).

**APPLICATION WILL NOT BE PROCESSED WITH-
OUT YOUR SIGNATURE(S)!**

Signature _____ Date: _____

Partner's Signature: _____ Date: _____

Please photocopy this application for your files.

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Old Deerfield Craft Fairs

Rules & Regulations (Rev. 2026)

Artists, Crafters, Authors, Musicians & Specialty Food Makers:

All are invited to apply. Please read carefully.

To keep a well-balanced show, we strictly limit the number of exhibitors per category. Only top quality, made in USA items may be sold. All work must be made by the seller or partner.

Specialty Food Applicants:

All specialty foods MUST be made by the seller. All health codes apply. All licenses and food vendor permits must be displayed & obtained at your own expense. Applications must be made to the show first for acceptance, before applying to the Health Department. When accepted, ODCF will send you instructions and link to the Deerfield and/or West Springfield online health permit applications. Food vendors not obtaining health permit by specified dates, usually 45 days before the show, will forfeit their fees. All food booths are inspected by the town or city Health Department at each show.

Jurying:

New applicants must submit 5 images of their work and booth setup or provide images on a website. Items not included in jurying may not be added at the shows. Jury's decision is final, and failure to comply may result in expulsion from a show and/or exclusion from future shows.

Exhibitors:

Exhibitors may only sell their own creations. The following is not allowed: visible excess stock, more than one category per booth, **BUY/RE-SELL** (including silk flowers, ceramics from molds, rubber stamps, kits (without express permission), imports, supplies, "Seconds, Sale or Clearance" signage.

If in doubt, vendors may be asked to provide copies of material orders from suppliers or proof of handmade process.

Local Building Inspectors and Fire Marshals enforce the MA state law requiring tents, backdrops, table coverings, and awnings to be flame resistant. A photocopy is acceptable of your tent's documentation of fire resistance. If your tent does not have a tag, the manufacturer can provide you with necessary documentation.

All Applicants:

1. Are responsible for collecting and remitting all taxes (*see application checklist on page 2)
2. May not add non-juried items at shows, may not sell resale or parts
3. **Must be present for the entirety of the show: no late arrivals or early tear-down**
4. May not call out or "hawk" customers
5. May not sublet or share booth space
6. All tables must be covered to the floor on all sides with no visible boxes, back stock, dollies, etc.

Additional Rules or Terms:

1. A \$25.00 fee will be assessed to any check returned for insufficient funds.
2. No open flames are allowed at any show.
3. All items for sale must be priced.
4. **No consumption of alcoholic beverages is allowed by show participants.** Any exhibitor or parties from their group exhibiting signs of having consumed alcohol, or actively consuming alcohol, will be removed from the show grounds immediately.
5. There is no smoking inside any show building, or outside any show property, except in designated smoking areas outdoors.
6. The sale or consumption of any ingestible CBD products is strictly prohibited at the Fall Fair, and **all CBD** products are forbidden at the Spring and Holiday Fairs; anyone caught selling any CBD product will be removed from the property, and forfeit their booth fee and future participation.
7. Fair Management reserves the right to remove any offensive or non-juried product. They reserve the right, at their discretion, to close a booth down for non-compliance, belligerence, or failing to follow directives of the show and its management.
8. All shows are held regardless of the weather: in the event of state of emergency weather, event staff will notify participants of any planned changes. **Notification is done via Constant Contact emails for mass contact; exhibitors MUST remain on the email list. Please DO NOT UNSUBSCRIBE!**

9. Pets are not allowed at indoor shows, well-behaved pets on leashes are allowed at outdoor shows. Service animals with documentation are allowed at all shows.
10. Access to Wi-Fi or cellular service is never guaranteed.
11. Exhibitors are responsible for securing their tents after show hours; management of the shows is not responsible for loss, theft, or damage to exhibitors' products.
12. If, for any reason, you cannot make it to a show, please contact John O'Neill (x190) or Jennifer Fay Smith (x170) at 413-774-7476. Please read the dates regarding refunds on the payment page of your application.
13. Cancellation Policy: all cancellations must be in writing. Show deposits and fees are refundable per refund schedule (pages 5 & 8).
14. Parking is designated for shows (*see Logistics, Parking). Cars found parked outside of designated parking may be towed at the owner's expense.

Set-Ups:

1. All exhibitors shall be responsible for delivery, set up and removal of their own display and materials. Bring help if you require it, there is no staff available to assist exhibitors with set-up.
2. Display must be contained within your own booth space with no signage, chairs, racks, awnings or product in the aisle. NO EXCEPTIONS. Set-ups MUST fit within the space contracted.
3. A fire-resistant, waterproof tent or canopy must cover outdoor display areas. Shows go on rain or shine. Exhibitors at the Spring and Holiday shows must also bring spray retardant for table drapes.
4. Displays must be neat and professional: items found to be in poor taste, vulgar, or offensive will be brought to the vendor's attention for removal. Strongly scented products or displays may have to be removed or put in clear bags due to allergies or sensitivities of those around them.
5. All outdoor booths must be staked or weighted to prevent them from damaging other goods.
6. All booths must stay open and intact from show open to show close: vendors will be told when break down may begin.
7. Vendors who arrive less than one hour before the show on opening day are not guaranteed their location, and may have to accept an alternate location: no special request fee refunds will be made in these cases of late arrival.
8. Displays and products may be left up overnight at exhibitor's risk. There is limited on-site security.

Logistics

Exhibitor Display:

Fall Outdoor show – Exhibitors must provide tents, tables, chairs, shims, and other necessary equipment. Tents must be properly anchored/weighted, per the Town of Deerfield Building Inspector.

Spring and Holiday Indoor shows – Exhibitors have the option of renting tables, plain / draped / or extra side drapes, prices are listed on page 4 of the application. An 8' high back drape is always provided.

Electricity:

Fall Outdoor show – Electricity is very limited. No generators are allowed.

Spring and Holiday Indoor shows – Paid access to electricity is available, and may be purchased through the show management. Fee is listed on page 4 of the application.

Parking:

Fall Outdoor show – Parking is limited to **ONE** conventional-sized vehicle space per exhibitor. Additional vendor cars must park elsewhere. Parking for vehicles or trailers exceeding 14' is limited. Access to the exhibitor's lot is closed during the show until 30 minutes after show closing.

Spring and Holiday Indoor shows – There is no limitation to the number of vehicles a vendor may park during the indoor shows at designated parking. There are a limited number of Special Parking spaces available for a fee, these are usually for vendors with large/heavy items or mobility impairment.

***Motorhome Parking** (day/night) and **Trailer Parking** (day/night) are available at all shows for an additional fee.

Payment

1. Payment is due with the application. A \$50.00 deposit is required for each show; the application will not be processed without it.
2. Balance of show fees are due 10 days after notification of show acceptance. Alternate payment agreements must be pre-arranged by letter, fax, or email.
3. All fees are deposited upon receipt, and does not constitute acceptance to the Fair.
4. A \$25.00 service fee will be charged for checks returned for insufficient funds or stop payment.
5. Unpaid fees will be considered an incomplete application.
6. Exhibitors with an outstanding balance will not be allowed to exhibit at the show until the balance is paid in full.

Refund Policy

Space fees are refundable by **written cancellation request only**. Cancellation requests received prior to jurying are refunded in full, less the non-refundable application fee of \$10.00. Once juried, refunds will be made according to the following schedule:

	SHOW DATE	SPACE FEE - \$100	NO REFUND
Spring	March 7 & 8	Until 2/1/2026	After 2/1/2026
Fall	Sept 19 & 20	Until 7/15/2026	After 7/15/2026
Holiday	Nov 7 & 8	Until 9/1/2026	After 9/1/2026

Refund checks will be mailed with written notification. Waiting list applicants will be refunded upon written notice of withdrawal from the waiting list.

Partial Scholarships

A limited number of partial scholarships are available to artisans who provide craft demonstrations, wear period costumes, provide promotional opportunities, or are emerging artists. Also, scholarships are awarded to artisans with special financial needs. Please write to inquire at craftfairteam@deerfieldmuseum.org.

Recruiter Reward

Recruit a new artist and if they apply to any 2026 Old Deerfield Craft Fairs, we will present you with a \$25.00 refund for each artist that is accepted into one of our 2026 shows. Maximum referral refund to a crafter is \$75.00/yr. To refer an artist to the ODCF, download and fill out the form on our website and mail it to us. We will confirm each admission with an email or a card. Make your referrals early, preferably 60-90 days before the show.

Special Request Placement

Because we cannot guarantee placement, if an exhibitor wishes to be placed in a specific spot, area, or corner location, a special request should be made with the corresponding fee to secure it. In the event that the request cannot be honored, we will work with the vendor to find a suitable alternative, or refund the special request fee. Crafters who request their previous year's space have a special repeat option for that fee, if filed before the deadline with no balance remaining. Otherwise, requests are honored in the order in which they are received.

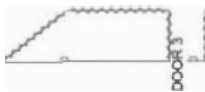
FALL SHOW	SPRING SHOW	HOLIDAY SHOW
Special Section Request (A-F) \$25	Special Space Request \$50	Special Request \$50
Special Space Request \$50	Side Aisle Corner \$50	Side Aisle Corner \$95
Community Center \$100	Short Carpet, Corner \$100	Short Carpet, Corner \$125
Full Corner \$100 (green)	Long Carpet, Corner \$150	Long Carpet, Corner \$200
Partial Corner \$65 (yellow)	Spec. Parking \$25 Doors #2, #4	Spec. Parking \$25 Doors #2, #4, #7, #9

DOOR 4

158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178

CONCESSION | ELECTRIC

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Fall, Sept. 19 & 20, 2026
Craft Fair, Deerfield, MA

A	C	F
B	E	
D.C.C	D	G

Y Space (10 x 10): A1-17, C1-6, B1-5, B9, B11-14, B20-23, C1-21, D1-18, D25-30, E2-19, E21-35, F1-7, F9, F12-14, F17-18, G1-24

ZL Spaces (15 x 15): B6-8, B10, E1, E20, F-8, F 10-11, F15-16, F19-21, F23



CHRISTMAS SAMPLER OLD DEERFIELD CRAFT FAIR

BETTER LIVING CENTER
EASTERN STATES EXPOSITION
WEST SPRINGFIELD, MA

