



WITCH FEST VENDOR
Welcome Packet

WELCOME,

Witch Fest Vendors

We're thrilled to welcome you as a vendor to this year's Witch Fest!! Thanks in part to your participation, this 2-day event hosted by real local Witches for magickally adept and curious folk, enthusiasts and allies is going to be full of magick and enchantment!



Twin Falls Fairgrounds

Pastor Event Center

Witch's Market

Friday, October 11th

10am-6pm

Saturday, October 12th

10am-4pm

Night Market (Witch's Ball)

Saturday, October 12th

7:30pm-11pm



Mission

**Hail and Welcome,
Enchanting Vendors!**

Our goal is to curate the most magickal Witches Market for our 2024 event. Alongside the Market, we are hosting classes, rituals, workshops, raffles, and various other activities. This year, we are excited to feature food vendors and children's activities on-site. We appreciate your participation and support in building this community event together!

TAKING CARE OF

Business

✓ SALES TAX COMPLIANCE

All sellers are responsible for documenting their sales and paying Idaho State Sales Tax.

As required by the Idaho State Tax Commission, all participants who do not already have a Seller's permit or other temporary seller's permit must fill out an [ST124 form](#) online. [Vendors must display their Seller's permit during the event.](#)

When completing this form, you will need the following registered Witch Fest event ID #: 1568276480

All vendors are responsible for complying with local and state regulations for sales tax and other fees.

A confirmation of your Temporary Seller's Permit will look something like this:

Thank you for submitting your Temporary Seller's Permit registration.

Your confirmation code is

You must prominently display your permit during the event.

Event Name: WITCH FEST
Start Date: October 11, 2024
End Date: October 12, 2024
Location: 215 FAIR AVE
 FILER, ID 83328-0000

If you have any questions, comments, or concerns, contact us:
Idaho State Tax Commission (208) 334-7660 or
PO Box 36 (800) 972-7660
Boise, ID 83722-0410 taxrep@tax.idaho.gov

TAKING CARE OF

Business

✓ VENDOR LIABILITY

Vendor Liability, Liability Insurance, and Release of Witch Fest Liability

You are responsible for the safe use of all your products. If you provide samples or testers, you must have the liability insurance to cover any claims should they arise.

Witch Fest is not responsible and will not be held liable for any attendee complaints or concerns over your products or services.

For the safety of attendees we ask that any sample or tester have a full list of ingredients visible for the attendee to read before they sample or test the product or engage in your services using a product.

Vendors are liable for personal injury, or lost/stolen/damaged goods. Vendors are financially liable for any damage caused to the venue property.

Vendors are responsible for meeting all city/state resale, licensing, and health department requirements. Vendors provide their own meals, snacks and beverages.

Witch Fest is not responsible for the safety of any vendor, it's property, employees, visitors or customers from theft, disappearance, injury, or damage by fire accident or any other cause and exhibitors assume sole liability for any losses resulting from such causes. No insurance is provided for the benefit of the vendors or their property.

Vendors shall indemnify and hold the Witch Fest event and its affiliates harmless from any damages, losses or liabilities resulting from any claims, demands, suits or other actions based on or arising out of the exhibitors' presence in the indoor or outdoor expo spaces or parking areas during the lease term of the show.

UNDERSTANDING OUR *Target Audience*

Our local visitors include a diverse group of individuals, such as practicing Witches, magickal practitioners, and a wide range of people who identify with various labels like Witch, Occultist, Pagan, Wiccan, Spiritual, Heathen, Queer-Witch, New-Age, Secular, Animist, and more, or even none at all!

Within this community, there are newcomers taking their first steps, occasional dabblers, and experienced practitioners with decades of experience. Some lean towards modern Witchcraft, while others prefer a vintage or traditional style, and many appreciate both. Easy-to-understand products tend to be more appealing and attract a wider audience.

Counted among the attendees drawn to our event are also individuals who are receptive to Witch-friendly themes without actively engaging in magickal traditions. Their interest may lie in the distinctive and specialized pop culture merchandise available at events like ours, featuring wearables, home decor, and collections of curiosities as well as novelty services such as readings or reiki.



EMBRACE THE

Weird

Exhibitors who welcome and accept diverse paths, beliefs, and practices without judgment will achieve the most success at our event.



VENDOR

Timeline

AUGUST 31ST

Deadline for advertising in this year's Witch Fest booklet or Witch's Ball program is approaching. Secure your ad space now. [Link to purchase.](#)

OCTOBER 1ST

The vendor map will be sent to you via email. It will provide details on your booth's exact location, orientation, and neighboring booths.

THURSDAY, OCTOBER 10TH

Daytime vendors set-up for Witch Fest between 12pm-5pm at the Twin Falls Fairgrounds Pastoor Event Center.

SATURDAY, OCTOBER 12TH

Day vendors will tear-down and vacate Witch Fest from 4pm to 6pm. The building will not be accessible to the public from 4:30pm to 7:30pm.

SATURDAY, OCTOBER 12TH

- 4pm-6pm Night Vendors set-up or transition from Witch Fest.
- 10pm-11pm Night Vendors tear-down, vacate by 11:30pm.

PACKING FOR WITCH FEST

Vendor Checklist

Have you ever done a vendor fair only to realize you forgot something crucial at home? Do you find yourself double and triple-checking while packing for a show, fearing you might overlook something important? Vendor fair anxiety be REAL. To ease your worries and help you stay organized and focused, make yourself a packing list. Everyone's list will be slightly different, but there are several common essentials most people will need to bring to a show.

CHECKLIST 1: DISPLAY

- folding tables ([rent extra tables here](#))
- table covers
- risers
- shelves, gridwall panels, slatwalls, or other large display furniture (make note of the specific large display furniture you use in your display)
- price tags or other method to mark prices (price everything before the show, but you may want to make some changes)
- mirrors
- business card holders
- clamps
- chair or stool ([rent extra chairs here](#))
- binder clips (these clips can be easily hidden and are great for holding fabric, such as table cloths, in place)
- lighting - lights, power bar, extension cords, extra batteries if you use any battery powered lights ([purchase electricity here](#)).
- small signs (i.e. signs that say you accept credit cards if you do, display signs about your product)
- large signs (with your business name and possibly photos of your work if appropriate)

PACKING FOR WITCH FEST

Vendor Checklist

CHECKLIST 2: PROMOTIONAL

- business cards
- portfolio of your work
- guest book
- raffle items for Witch Fest (if you are donating)

CHECKLIST 3: INVENTORY

- all items you intend to bring to sell at the show
- supplies and tools for polishing, cleaning or customizing your items
- tracking tool you use to track inventory sold
- order forms for custom and wholesale orders

CHECKLIST 4: SALES / PAYMENT

- cash (there will be an ATM onsite for this event)
 - cash apron, fanny pack or lock box
 - card reader / POS (square, paypal, etc.)
 - credit card authorization phone number and any other details you need to contact your service provider in case you have problems
 - QR code (in frame or on sign) for digital payments (venmo, cashapp, zelle, etc.)
 - smart phone or tablet, charging cord and extra battery pack
 - calculator (or use phone)
 - receipt book
-

PACKING FOR WITCH FEST

Vendor Checklist

CHECKLIST 5: PACKAGING

- bags and/or boxes
- tissue paper or filler
- stickers or labels
- tape (gift tape for small things, packing tape for heavy duty things, washi for decorative)

CHECKLIST 6: ADMIN SUPPLIES

- notepad / journal
- pens (all kinds- pencils, sharpies, highlighters, ink pens, etc.)
- payment or ticket receipt and any other correspondence from the show organizer
- vendor's seller's permit (permanent or temporary, must be displayed at your booth)

CHECKLIST 7: TOOLS

- you might find it easiest to just bring the whole tool box
- scissors
- string, cord or twine
- duct tape (solves a multitude of problems)
- containers to transport display and inventory
- tools and supplies to repair or alter your craft items in case someone makes a special request that you can easily accommodate
- smart phone or tablet, charging cord and extra battery pack
- dolly or utility cart to help you transport your display and inventory to and from your vehicle

PACKING FOR WITCH FEST

Vendor Checklist

CHECKLIST 8: FOOD

- snacks and meals for the day - food that's not too messy and can be eaten quickly and discreetly
- tissue paper or filler

CHECKLIST 9: PERSONAL ITEMS

- change of clothes (+ a sweater or layers to add/ remove when temperatures fluctuate)
- hygiene items & makeup if you wear it (to freshen up if needed)
- wet wipes
- breath mints
- reading glasses

CHECKLIST 10: MISC

- garbage bags
- paper towels
- low-scent all-purpose cleaning spray (for messes and to wipe down tables, displays or products)
- product testers
- camera (so you can take photos of your booth)
- certifications and credentials if you have them and/or want customers to see them or have access to them if your professional requires making them visible or available
- insurance
- necessary prescription medications, first-aid kit and OTC remedies (pain/headache pills, throat lozenges, eye drops, contact lens solution)

WITCH FEST VENDOR

Terms & Conditions

Description of the Booths & General Vendor Space

Witch Fest and the Witch's Market have a variety of booth sizes and pricing.

Booth spaces and parameters will be spaced approx. 18"-24" from walls and walkways allowing vendors to enter and exit from the front or back of their booth. Items and signage cannot impede walk through space.

The actual booth space depends on what size booth you purchased. Some are 10x20, some are 12x12, MOST are 10x10.

You cannot extend your booth products, displays, signage, etc. into the space between vendor tables, walkways or access aisles. If you need a bigger space, you must purchase two booths or a corner booth!

There is no skirting, pipe or drape.

Booth locations ARE NOT GUARANTEED and are first come first serve. We do our best to accommodate but we reserve the right to place you in any available booth.

If you have purchased electricity, you must bring your own electrical cords and power strip (outlets are shared).

We strongly advise vendors to practice their booth set-up at home within the measurements of their registered booth size. Marking off a floor in masking tape using a tape measure to achieve the correct dimensions can be especially useful. This will help set-up day go much faster, knowing your placements in advance, while also ensuring your tables and displays fit well with no surprises.

WITCH FEST VENDOR

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Day of Event Set Up and Break Down Guidelines

Setup commences at 12:00 pm on Thursday, October 10th, concluding at 5:00 pm. Vendors are required to have their booths fully set up by 5 pm.

The festival operates on Friday, October 11th, from 10 am to 6 pm, and on Saturday, October 12th, from 10 am to 4 pm.

Vendors can access the venue at 9 am on both Friday and Saturday, with the event opening to the public at 10 am.

Vendors must be prepared for business by 9:30 am on both festival days.

It is crucial to note that if vendors are not set up and ready by 9:30 am, their booth will be forfeited. No setup will be allowed after 9:30 am, and refunds will not be provided. This policy is non-negotiable, emphasizing the need for proactive planning to ensure timely arrival and setup.

Exhibitors must maintain their booths until 6:00 pm on Friday and 4:00 pm on Saturday. Those who begin dismantling before these times will not be considered for future events.

An opening circle will take place at 9:45 am for a blessing and connection before the event begins. Your participation in this circle is greatly appreciated as we unite as a commUNITY.

WITCH FEST VENDOR

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Day of Event Set-Up and Breakdown Instructions Continued...

Plan to arrive early to factor in unexpected issues like traffic, navigation challenges, technical glitches, oversleeping, lack of support, misplaced items, or missing essentials to ensure timely set-up.

It is advisable to bring a hand cart for easy transportation of your items, as carts will not be provided.

For liability reasons, event staff cannot assist with booth set-up, carrying items, or moving belongings. Kindly arrange for necessary help.

Park close to the entrance, swiftly unload your items to your booth, and promptly relocate your vehicle to the designated parking area to allow space for other vendors.

Upon arrival inside the event room, register at the table, locate your booth number by exploring the room, and then move your vehicle to the loading zone.

At the end of Saturday, dispose of your trash in the designated bins or wait for a volunteer to collect your trash bags.

The event doors will be locked at 7pm on Friday and 6pm on Saturday. Please exit the event area by these times.

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Vendor Donations for Raffles & Swag Bags

Raffles

While not required, to promote your business, we strongly recommend contributing raffle items to be auctioned, raffled or given away as prizes to Witch Fest event goers. What and how much you donate is completely up to you! Single items and smaller items may be combined into gift baskets with a variety of other products.

Raffles and auctions are highly popular activities at Witch Fest! Participants thoroughly enjoy this aspect of our event, and the greater the variety of items available, the more engaged they become. This segment not only encourages attendees to stay longer and explore more booths but also contributes to funding next year's event through raffle ticket proceeds.

When you arrive on Thursday, October 10th for the event set-up, you'll simply take those donation items to the front registration table and we'll take care of the rest. That's it!

Swag Bags

The first 100 attendees at the 10th annual Witch's Ball get a free Swag Bag with vendor and Sponsor goodies. In addition, every organizer contributes 110 items to the swag bags! This is a great way for vendors and businesses to get seen and have a memorable impact on event guests that extend beyond Witch Fest.

Swag bag items are requested by September 30th so organizers have time to add them to the bags before the event, however we are willing to accept late drop-offs if you need more time! To participate in the Swag bags, please [go here](#).

WITCH FEST VENDOR

Terms & Conditions

How to Promote the Event to Your Followers

By registering to become a vendor, you agree to take part in the promoting of the event to your followers, customers, clients, and general audience through social media, email, SMS, word of mouth, newsletters, etc...

This is because the success of the show relies on the cooperative effort of EVERYONE!

While we do a TON of advertising ourselves (Read "What We Do to Advertise You" later in this section), the magick happens when we work together to get the word out as a commUnity!

Now that you see WHY we need your help in promoting the event, here's some ideas on HOW to help:

Ways to Promote the Event:

Facebook

Visit <https://www.facebook.com/SageandCrow/events> and locate all the events you are attending or registered for.

- Click that you are "**GOING**".
- Then, share the event to your business Facebook page, and your personal profile.
- Then, "Add this event to your page".

If you have any questions on how to do this either Google it or email us. You can also create general posts on your page letting everyone know event details.

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Meet the Vendor Post

Weeks before the event, we will make a special "Meet the Vendor" post highlighting you and your products or services. If you have a Facebook business page listed in your application, we will link that post to your page.

When you see the post, like it, share it to your page and personal profile, then comment something nice like... "Can't wait to see everyone" or "Check out my show special", etc... This helps your Meet the Vendor post get seen by more people!

We also ask that you visit the Facebook event pages and like, comment and share other vendor's Meet the Vendor posts to help boost the event as well.

Email

Create and send an email to all your email subscribers a few weeks before the event, then again a few days before the event, letting them know that you'll be there offering your products or services. Make sure to include the date, location, and Facebook event link or website link: www.tfwitchfest.com to make it easy for them to share the event as well!

Instagram

Similar to the Facebook instructions, either share event posts to your feed or story, comment on our event and Meet the Vendor posts, and like our event posts. You can also create your own posts highlighting the event details to your followers.

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What We Do to Advertise You!

We believe in reciprocity and commUnity, which means, we're in this together!

Here are just a few ways we advertise for your success:

- Paid Social Media Ads
- Meet the Vendor Posts on Facebook
- Targeted website traffic
- Monthly event newsletters to subscribers
- Ads in the Times News
- Email Marketing to all Past Attendees
- Listings in multiple local tv, radio and event directories, classifieds and publications
- Word of Mouth (and trust me...word gets out!)
- Profound Social Media Sharing
- and so much more!

We also ask that you take part in advertising the event to your audience. Read "How to Promote the Event to My Followers" found earlier in this section.

Aggressive Sales

In addition, aggressive sales tactics are not allowed, meaning that vendors are not to pull people from the aisles or areas outside their booth with force. This is a fun, casual, and positive sales environment. Allow customers to come to you, then teach them about what you have to offer while encouraging a sale, not pressuring a sale.

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Vendor Interaction with Event Participants

How vendors present themselves, arrange their booths, and interact with attendees significantly impacts their event's success and reflects on both the event and its organizers.

Vendors are expected to treat all attendees and customers with fairness, equality, respect, professionalism, and courtesy.

If a situation arises with an attendee that becomes difficult to manage, we will provide assistance and intervene if needed, prioritizing safety above all else to ensure vendors are not put at risk. *There will be licensed security on-site.

Disruptive Attendees

Our event guests are historically very community oriented, lovely, friendly and well-behaved.

We will not tolerate abuse or disruptive behavior. Any attendees who fail to treat vendors, event staff, and volunteers with respect and courtesy will be escorted out or banned from the event. Please contact a *security person or event staff if you need assistance during the event.

Non-Discrimination

Discrimination based on race, color, religion, sex, national origin, disability, sexual orientation, or gender identity is illegal and will not be tolerated at our event.

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Day of Event Problems or Concerns

If you have a problem with a neighbor, your booth or any other problem, you must bring it to the attention of designated event staff (identified by name badges) or go directly to the registration table the day of the event so we can problem solve together. Waiting until after the show helps no one.

If you have a problem during the show, please contact event staff or a *security person. Event staff will not be reachable by phone or online but can be found at the registration table and near the main stage.

Minors

Vendors must not administer readings or Spiritual, metaphysical or hands-on services such as reiki, massage or tattoos to attendees who are minors by law or under 18 years of age without signed consent by a legal parent or guardian.

A SPOTLIGHT ON

Booth Readiness

01 Booth Appearance
Booths should be arranged in a manner that is both safe and visually appealing.

02 Ready for Business
Booths should be ready for business a 1/2 hour before the start of each festival day.

03 Cleanliness
Remove trash daily and keep booth looking clean at all times.

04 Tear Down
Remove all booth debris and trash thoroughly at the festival's close after tear-down.

05 Booth Boundaries
Banners, signs, tables, chairs, displays and products cannot interfere or be placed within the aisles, hallways, or other vendors' space. Please be mindful of traffic flow, safety and your neighbors at all times.

Communication

Contact Details

✉ tfwitchfest@gmail.com

👤 Solaris Moon

🌐 www.tfwitchfest.com

Twin Falls Fairgrounds

📞 (208) 326-4398

Witch Fest Response Time

🕒 24 - 48 hours except weekends

FREQUENTLY

Asked Questions

Am I able to leave my booth overnight?

Yes! Setting up booths for Witch Fest on Friday or Saturday is not feasible due to time constraints. Vendors must set up on Thursday from 12pm to 5pm and keep booths intact until the festival ends on Saturday at 4pm. Vendors should take earnings and valuables home daily or cover displays overnight for security.

Can I have a helper or assistant in the booth with me?

Yes! You can have up to two (2) distinct businesses operating within the same booth space. As long as you have enough room for multiple individuals, you can determine the number of helpers or staff members needed to manage your booth.

Should I do my own marketing to let people know I'll be a vendor?

YES! While Witch Fest does a ton of outside marketing, it is our expectation that all vendors will participate in promoting the event on social media at the very least.

Are tables and chairs provided?

Vendors provide all of their own furnishings for Witch Fest, including chairs and tables. Witch Fest offers extra chairs and tables, as well as electricity for a small fee. You can [purchase these here](#) anytime before the event.

WE'RE IN THIS TOGETHER!

Every year, our anticipation for this event grows stronger. Throughout the year, we receive messages from past attendees and those who missed out, expressing their excitement for the next one. We are dedicated to expanding Witch Fest, enhancing it gradually each year. Each event provides us with valuable lessons, guiding us on what works well and what doesn't. We have high hopes that this year's Witch Fest will surpass all previous ones. Your participation in the Vendor Feedback Survey post-event would greatly assist us in improving and understanding your experiences. Look for the survey in your email after the event and enjoy a discount for the 2025 event!

I am dedicated to ensuring that my vendors are always content and pleased with their experiences at my events. Feel free to contact me anytime with any questions, concerns, or suggestions. Remember, I am here to support you!

Solaris Moon



tfwitchfest@gmail.com

www.tfwitchfest.com



WHO WE ARE

Meet the Team



Solaris Moon

Founder and Event Weaver at Witch Fest

✉ tfwitchfest@gmail.com

Creatrix and owner of Sage & Crow School of Witchcraft, Root Witch Apothica` and full-time Witch

The 2024 Witch Fest event is organized by an all volunteer community group that does not benefit financially from ticket sales or vendor fees. This endeavor is a genuine labor of love that demands countless hours of dedication. Our commitment to the community and our deep passion for the event drive us. The 2024 organizers consist of Solaris Moon, Cheyenne Plew, Airey Nightwolf, Goddess Majandra, Corvessa, and Community Friends.



THERE'S MORE BELOW FOR OUR

Readers & Mediums

If you are a reader, medium or service provider at Witch Fest, or plan to provide any of these services at your booth, please continue reading for additional guidelines and standards.

WITCH FEST

Readers & Mediums

Readers & Mediums (Tarot, Bones, Auras, Palms, Charts, etc.)

All readers must clearly display their prices for attendees to view. In addition, all readers should follow a code of ethics that align with Witch Fest values.

What is an Ethical Reader?

We define an ethical reader as someone who:

- Cares for the well-being of their client
- Has clear personal boundaries – e.g. what topics will/won't be answered
- Has structures in place to ensure ethics are a core part of their service (e.g. a code of ethics and a confidentiality statement)

Avoiding Unethical Practices

It is crucial to communicate transparently and truthfully in your messages, refraining from employing manipulative scare tactics or making baseless claims about individuals having 'attachments', 'dark energy', or being 'cursed'. Such practices are considered deceitful and fraudulent, and any reader found using them will be removed without a refund.

***Minors**

Vendors must not administer readings or Spiritual, metaphysical or hands-on services such as reiki, massage or tattoos to attendees who are minors by law or under 18 years of age without signed consent by a legal parent or guardian.

WITCH FEST

Readers & Mediums

The American Tarot Association define ethical Tarot readers as:

- *People who help others better hear their own inner guides.*
 - *They empower clients to think through their options and come to decisions on their own...*
 - *[They] encourage clients to seek the licensed professional help of doctors, counsellors, accountants, and lawyers – especially in cases where the client's concern goes beyond the expertise of the reader.*
 - *They do not use the cards to identify “curses” or “bad energy” and then charge a fee to remove these ‘curses’ or ‘bad energy’.*
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WITCH FEST

Readers & Mediums

How to Be an Ethical Reader

So what does it take to be an ethical reader? Here are 8 ethical reading guidelines. These are geared toward Tarot readers but can be adapted and applied across all mediums.

1. Stick to Your Expertise

Chances are, you're not a medical specialist, a legal eagle or a financial advisor (if you are, more power to you!). So, please don't give medical, legal or financial advice. You are an amazing reader so stick to reading the cards, bones, etc.

If the reading is medical, legal or financial in nature, then refer your client to the appropriate professional.

In fact, in some countries and states, it is actually illegal to provide medical, financial or legal advice when you are not suitably qualified to do so. So save yourself an expensive court case and don't even go there.

2. Maintain Strict Client Confidentiality

As a reader, you are privy to some very sensitive and private information that your clients share with you on the assumption of strict confidentiality. It is essential that, as an ethical reader, you treat their information with the respect it deserves.

This means...

- NEVER sharing any detail of a client's reading without their express permission. Not to your partner, friends or family. And not to your client's partner, friends or family.
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WITCH FEST

Readers & Mediums

Maintain Strict Client Confidentiality *continued...*

- Storing client information securely.
- Using client information ONLY for the purpose of the Tarot reading, unless permission has been provided otherwise.
- While confidentiality is often implied, we recommend having a Privacy and Confidentiality Statement for your business to give your clients confidence that confidentiality is paramount. It doesn't need to be fancy, just a simple statement to cover the key points above.
- There are some exceptions to client confidentiality, however. This includes situations where the client intends to harm themselves or others, or where the client has committed a significant crime such as murder or rape. Under these circumstances, you are obliged to report them to the relevant authorities. I hope, though, you are never placed in this position.

3. Be Honest and Tell the Truth... with Compassion

Tell your client what you see in the cards, bones, etc. – don't hide negative messages or disappointing news. Be open and honest with the messages that you receive.

But also be careful of "telling it like it is". Treat your client with compassion, sensitivity and respect. Being brutally honest with no care for the client's feelings can be just as unethical as holding back information or sugar-coating a reading.

Ensure your client leaves the reading with a clear picture of the current state of events and a path forward to achieve the outcome they truly desire. Empowerment is key.

WITCH FEST

Readers & Mediums

4. Leave Your Judgements and Opinions at the Door

On the surface, it may seem easy to be non-judgmental, but trust us, sometimes it is really difficult! For example, your client tells you about a secret affair with a married man with young kids, and you can't help but feel for the wife and the children involved. Or, you watch as your client goes through messy break-up after messy break-up and you seriously question why he is putting himself through this every time.

As an ethical reader, it is important to remain as impartial and non-judgmental as possible. Your client is trusting you with their personal information, and whether or not you agree with what they are doing, you need to offer impartial advice and guidance.

Leave your personal opinions and judgements at the door, and go into your reading with objectivity.

5. Encourage Clients to Use Their Own Inner Guidance

There are going to be some clients who keep knocking at your door wanting more and more readings no matter how often you read for them. It would be easy to see this as 'easy money' and a recurring revenue stream. But don't.

Question the client who wants multiple readings on the same topic or who keeps returning day in and day out.

WITCH FEST

Readers & Mediums

Encourage Clients to Use Their Own Inner Guidance *continued...*

Readings are great for gaining insight on a difficult situation. However, there comes a point when one really needs to go within for the answer rather than constantly seeking other people's opinions on what to do.

As an ethical reader, you can give your client confidence that they already know what it is they need to do – they simply need to trust their intuition. Sure, you are there as a guide and a helping hand, but at the end of the day, it is up to the client to determine their future path.

6. Don't Up-Sell Dodgy Products or Services

Don't provide a reading with the requirement to buy a dodgy add-on product such as a spell to clear negative energy or remove a 'curse'.

Sadly there are still psychic scammers out there who scare or coerce individuals into making more and more purchases of what are essentially dodgy or fake products or services. It's worth repeating- we consider these practices to be dishonest and fraudulent and will remove anyone at our event who engages in these practices without a refund.

Of course, if you are a talented Witch or spell-crafter, work your magick, but do it in a way that is professional and that is not going to scare your client into doing what you have suggested.

WITCH FEST

Readers & Mediums

6. Don't Tell Your Client What to Do

Sometimes, a client will come to you wanting you to provide a specific answer. Should I quit my job? Should I leave my husband? What career path should I take?

This can put you in a difficult position. On the one hand, you want to provide a specific answer to their specific question. But on the other hand, you do not want to take away their free will and their personal power to choose.

The last thing you want is for your client to come back to you months or years later saying, "I did what you told me, and it failed miserably." Your role is not to tell your client what to do, but to coach, to counsel and to guide. Remind your client that they always maintain free will and the responsibility of choosing their own path.

7. Have a Code of Ethics

This is probably the most important of them all. Have a code of ethics.

To become a Certified Professional Tarot Reader (CPTTR) with the Tarot Certification Board, for example, you must prepare a code of ethics. And to be a member of the American Tarot Association, you must abide by their code.

This is to protect your clients, you as a Tarot reader, and the Tarot community as a whole.

As part of the code of ethics, you might include your position on:

- Reading for minors or young people
 - Reading for third parties
 - What topics you will and won't read on
 - How you will treat your clients
 - What you will do with client information
 - Free will and empowering the client
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WITCH FEST

Readers & Mediums

The American Tarot Association's Code of Ethics is:

- 1. I will serve the best interests of my clients, conducting my professional activities without causing or intending to cause harm.*
 - 2. I will treat all my clients with equal respect, regardless of their origin, race, religion, gender, age, or sexual preference.*
 - 3. I will represent honestly my Tarot qualifications, including educational credentials, levels of certification and experience.*
 - 4. I will keep confidential the names of clients and all information shared or discussed during readings, unless otherwise requested by the client or required by a court of law.*
 - 5. I will recommend clients consult a licensed professional for advice of a legal, financial, medical, or psychological nature that I am not qualified to provide. If trained in one of these areas, I will clearly differentiate between the tarot reading and any professional advice additionally provided.*
 - 6. I will respect my clients' right to refuse or terminate their reading at any time, regardless of prior consent.*
 - 7. I recognize that all ATA members have the same rights and obligations, and I will always respect and honor my co-members.*
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Readers & Mediums

The International Tarot Foundation's Code of Ethics:

Read with Good Intent and Purpose

- Tarot is a wonderful divination tool when used wisely and skillfully
- The benefits of a Tarot reading can be life changing, it is our responsibility to ensure the best experience possible for the questioner and at all times place the welfare of the client as a priority.
- We cannot make decisions for the questioner. A Tarot reading can assist the questioner in what path or direction to take by showing them the options available to them.
- If a questioner is seeking out a health reading due to a health concern they should be advised to consult a medical expert.
- It is appropriate to give guidance with a tarot reading from insight shown in the cards but unless qualified as a professional counselors we cannot 'counsel' our clients.
- It is not appropriate to instill fear in the questioner, there is never a good reason to do so. Predicting fearful news is without good purpose.
- Define your own principles of good practice before you begin reading for others. These can also be stated to your questioner/client.

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Readers & Mediums

The International Tarot Foundation's Code of Ethics *continued...*

Uphold the Tradition of Tarot Reading

- The art of Tarot reading goes back through centuries of history. Passed down along family lines of ancestors who upheld the mysteries of The Tarot.
- Tarot reading is an art, even though we live in a technical age, nothing can replace the process of card laying and traditional reading.
- When a client comes to you for a reading, they come for the 'experience' also. Consider this aspect when you are setting up a Face to Face reading.
- Remember clients come for the reading and not a tarot lesson, they do not need to know how Tarot 'works', after all, the mystery is the appeal.

Respect Client Confidentiality

- Client confidentiality is an essential aspect of Tarot ethics and the responsibility of the Tarot reader.
- You are trusted with sensitive and personal information, which should never be divulged to anyone.
- Reassure your client prior to the reading that you maintain confidentiality as a principle of good practice.

Be Non-Judgmental

- It is essential that as a Tarot reader, we reserve any judgement or opinion on our clients and information that may show up during a reading session.
 - We must always reflect a non-discriminating attitude.
 - Remember, we are each responsible for representing the tens of thousands of Tarot readers around the world, be the good example.
 - Respect your fellow Tarot reader
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Readers & Mediums

Sample Code of Ethics & Liability Disclaimer

As a professional <Tarot> reader I follow this Code of Ethics:

1. The purpose of my readings is to empower the client.

I don't believe that we all live our lives on a fixed path. Although there are some aspects of our lives that we just can't change, we can direct the path that our life takes by the decisions that we make. The Tarot is a powerful tool in this respect. The cards can show us things that we don't know about ourselves, or things that we know but don't want to see. The cards can help us to understand ourselves, they are a mirror that can help us see what we really want and what will really make us happy, and how to make that happen. The Tarot can help to free you from limiting patterns of behavior. The Tarot can show you what your future may be like as a result of your decisions and your current actions and attitudes, not because we are bound by fate. If you are seeking a purely predictive Tarot reading, you may wish to contact a different style of reader.

2. I will read the cards to the best of my ability, I will conduct the reading with honesty and openness, and if I cannot interpret the cards clearly I will tell you that.

3. I will keep everything a client tells me and everything that is revealed in a reading confidential, unless the situation is possibly life-threatening.

4. My readings are non-judgmental, and I welcome clients of all cultures, religions, spiritual paths, sexual orientations and gender identity.

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Readers & Mediums

Sample Code of Ethics & Liability Disclaimer *continued...*

5. I will not do a reading to see what someone other than my client is doing or feeling (aka third-party readings), nor will I do a reading for anyone under 18 years old without the permission of a parent or guardian.
6. I will strive to give my client positive direction and guidance, to help them to find practical and empowering courses of action.
7. I will not give advice in areas for which I am not qualified. If the client needs a physician, psychologist, lawyer, financial advisor, accountant, or any other professional service for which I am not qualified, I will encourage them to seek such service from someone who is qualified in that area.
8. I will constantly strive to improve my Tarot reading skills, and to always be learning and growing.
9. My intention when doing a reading is to serve the best interests of the client and all concerned without causing harm or wishing to deceive.
10. I reserve the right to refuse to do a reading for a question that I feel I cannot answer, or one that goes against my code of ethics.

SAMPLE Liability Disclaimer *(these statements have not been reviewed by an attorney)*

<Name/Business> makes no representation or warranty, express or implied, as to the information, content, materials, accuracy or services offered by their <Tarot> readers. By booking <Name/Business>'s services, you explicitly acknowledge that all <Tarot> readings and advice arising therefrom are provided and intended for the sole purpose of entertainment.

