



on of a kind

WELCOME OOAK  
ARTISTS!

# MEET THE TEAM

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# AGENDA

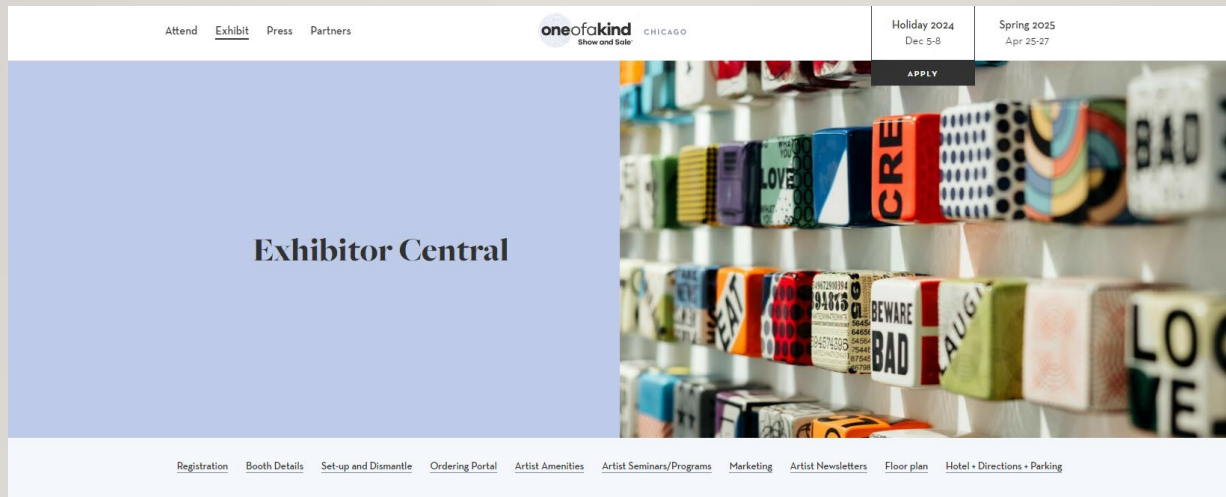
- Duration - 1 hour
- Registration/Artist Profile
- Move-In
- Set Up/Tear Down
- Booth Design
- Final Checklist
- Questions



ONE OF A KIND  
ARTIST INSIGHT  
VIDEO

# EXHIBITOR CENTRAL

- [Exhibitor Central](#) is your one stop shop for all show prep information!



The background image shows an art fair booth. On the left, a woman with long blonde hair wearing a floral patterned shirt is looking towards the right. In the center, two women are looking at a smartphone together. The booth is filled with stacks of art prints on a table in the foreground. The walls are covered with various framed artworks, including paintings and prints. A sign with the word 'ART-WORDS' is visible on the wall to the right.

# SHOW HOURS AND ACCESS

- Thursday, 12/5 10am-7pm
- Friday, 12/6 10am-7pm
- Saturday, 12/7 10am-7pm
- Sunday, 12/8 10am-5pm
- Artist Access will be at 8am every day

## PRIOR TO THE SHOW: ARTIST REGISTRATION

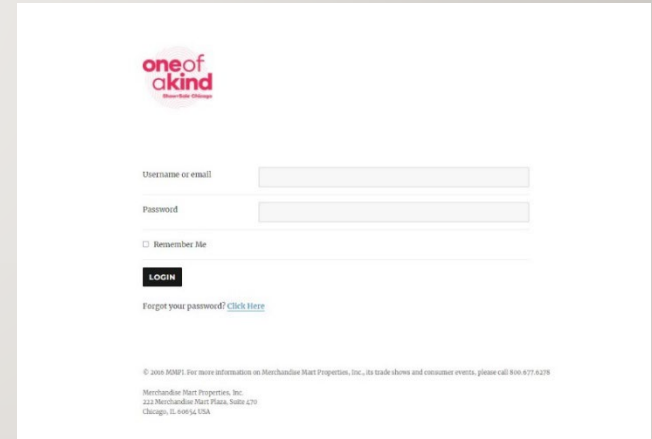
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- Register you and your team online prior to your arrival
- [Link](#) and information is on Exhibitor Central
- Located in Main Lobby
- Receive your Welcome Packet & Exhibitor Badge onsite

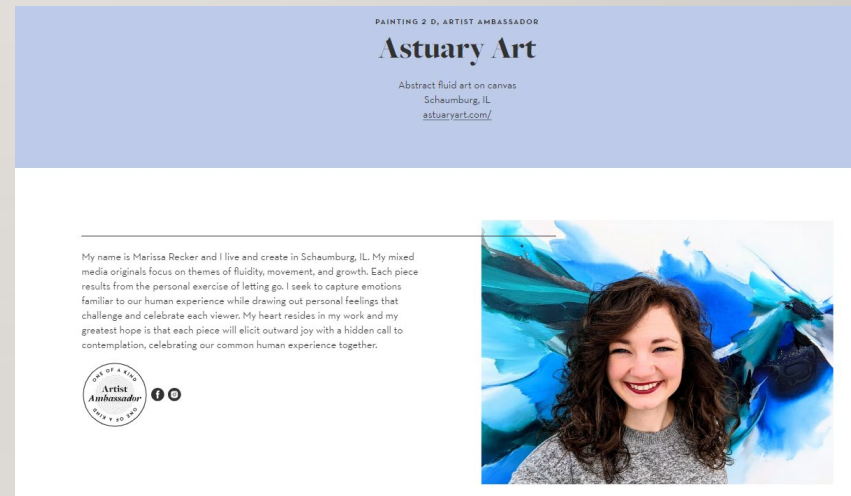


# PRIOR TO THE SHOW: ONLINE ARTIST PROFILE

- Personalize your **Artist Profile**:
- Allows customers to find you before & after show
- Used for our Printed Directory
- Online Shopping Feature
- Access login from **Exhibitor Central**



The screenshot shows the login interface for 'one of a kind Exhibitor Central'. At the top left is the logo. Below it are two input fields: 'Username or email' and 'Password'. There is a 'Remember Me' checkbox and a 'LOGIN' button. A link for 'Forgot your password? Click Here' is located below the login button. At the bottom, there is a copyright notice for 2016 MMP, Inc. and the address: Merchandise Mart Properties, Inc., 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, USA.



The screenshot displays an artist profile for 'Astuary Art'. The header includes the text 'PAINTING 2 D, ARTIST AMBASSADOR' and the artist's name 'Astuary Art'. Below the name is the description: 'Abstract fluid art on canvas, Schaumburg, IL, [astuaryart.com/](http://astuaryart.com/)'. A bio paragraph follows: 'My name is Marissa Recker and I live and create in Schaumburg, IL. My mixed media originals focus on themes of fluidity, movement, and growth. Each piece results from the personal exercise of letting go. I seek to capture emotions familiar to our human experience while drawing out personal feelings that challenge and celebrate each viewer. My heart resides in my work and my greatest hope is that each piece will elicit outward joy with a hidden call to contemplation, celebrating our common human experience together.' To the right of the bio is a portrait of Marissa Recker, a woman with dark hair, smiling, with a blue and white abstract painting behind her. At the bottom left is a circular logo for 'one of a kind Artist Ambassador' with the date '2016 + 2017' and social media icons for Facebook and Instagram.



# PRIOR TO THE SHOW: MARKETING RESOURCES

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## **Complimentary marketing materials**

- Artist Web Banner Ads
- PR opportunities (Heron)
- Artist Facebook Group
- Complimentary ticket

## **Promote Yourself!**

- Advertise on social media
- Social Media Guide
- Tag us on Instagram, Facebook, and LinkedIn
- @oakchicago
- Use #OOAKChicago

# ADDITIONAL PROMOTION

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- Fine Art Gallery – apply HERE
  - You will receive a tag with all price details, display podiums, etc.
- Patron's Choice
- Artist Interview Form
- Media opportunities from **The Gauge Collective**
- PR & Marketing from **Heron Agency**



ONSITE  
PROCEDURES:  
MOVE-IN



# MOVE IN: SET-UP HOURS

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## Tuesday, December 3<sup>rd</sup>

- Loading dock 8am – 3pm
- Set-up 8am – 4pm

## Wednesday, December 4<sup>th</sup>

- Loading dock 8am – 3pm
- Set-up 8am – 7pm

Complete our move-in survey arrival time form [HERE](#)

Please note: Set-up will NOT be permitted Thursday morning (12/5)

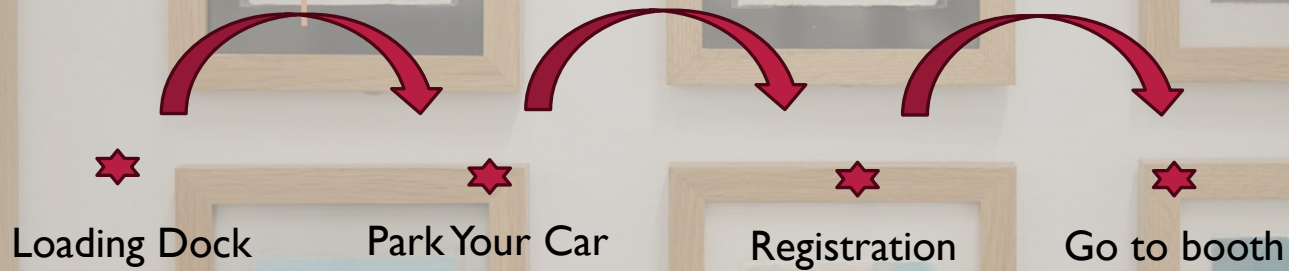
# MOVE-IN: SHIPPED ITEMS

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- Label all your shipped packages with **7-booth number**, and your **full name**
- Ship to THE MART address
- Items must arrive either Tuesday, 12/3 OR Wednesday, 12/4



# MOVE IN: LOADING DOCK DETAILS



Drayage: our team will deliver items to your booth

## MOVE-IN: PERSONALLY TRANSPORTING WORK

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- If you are not coming through the dock, all items must be hand-carried through the freight elevators
- Dollies are not allowed when hand transporting your work
- Passenger Elevator Use document on the Ordering Portal

A woman with long dark hair, wearing a black beret, glasses, and a light blue denim jacket over a black top, is looking at her phone. She is holding a white tote bag with a yellow floral pattern. In the background, another woman in a floral dress is visible, and there are wooden shelves with various items on display.

## MOVE-IN: LOADING DOCK REMINDERS

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- Drayage “material handling” is included in your booth fee
- Label all packages with your name & booth number
- Consolidate your belongings
- Additional Fees: Any one package over 2000 lbs will have an overage fee added on



A woman with dark hair is looking at a piece of jewelry in a store. The store is filled with various items, including necklaces, earrings, and small figurines. The background is slightly blurred, showing other people and store displays.

## MOVE-IN: PARKING

- We partner with Spot Hero for discounted parking
- More information on Exhibitor Central

# SHOW TIME: ARTIST AMENITIES

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- Pre-show Artist Toast event Wednesday 12/4
- Artist Lounge
- Artist food ordering app
- Artist coat check
- \$ Change available
- Booth sitter/sales staff (available for hire)



# SHOW FLOOR

- Cafes and bars are located throughout the show
- Customers enter through elevators along the 6000 and 7000 rows
- Artist lounge – located behind 5125
- Service desk & Show office is on the southwest side of the show floor
- Stage is in the center cafe
- Fine Art Gallery in the center
- Gourmet Market / Emerging Market
- A map of the floor on [Exhibitor Central](#)

# HOLIDAY One of a Kind

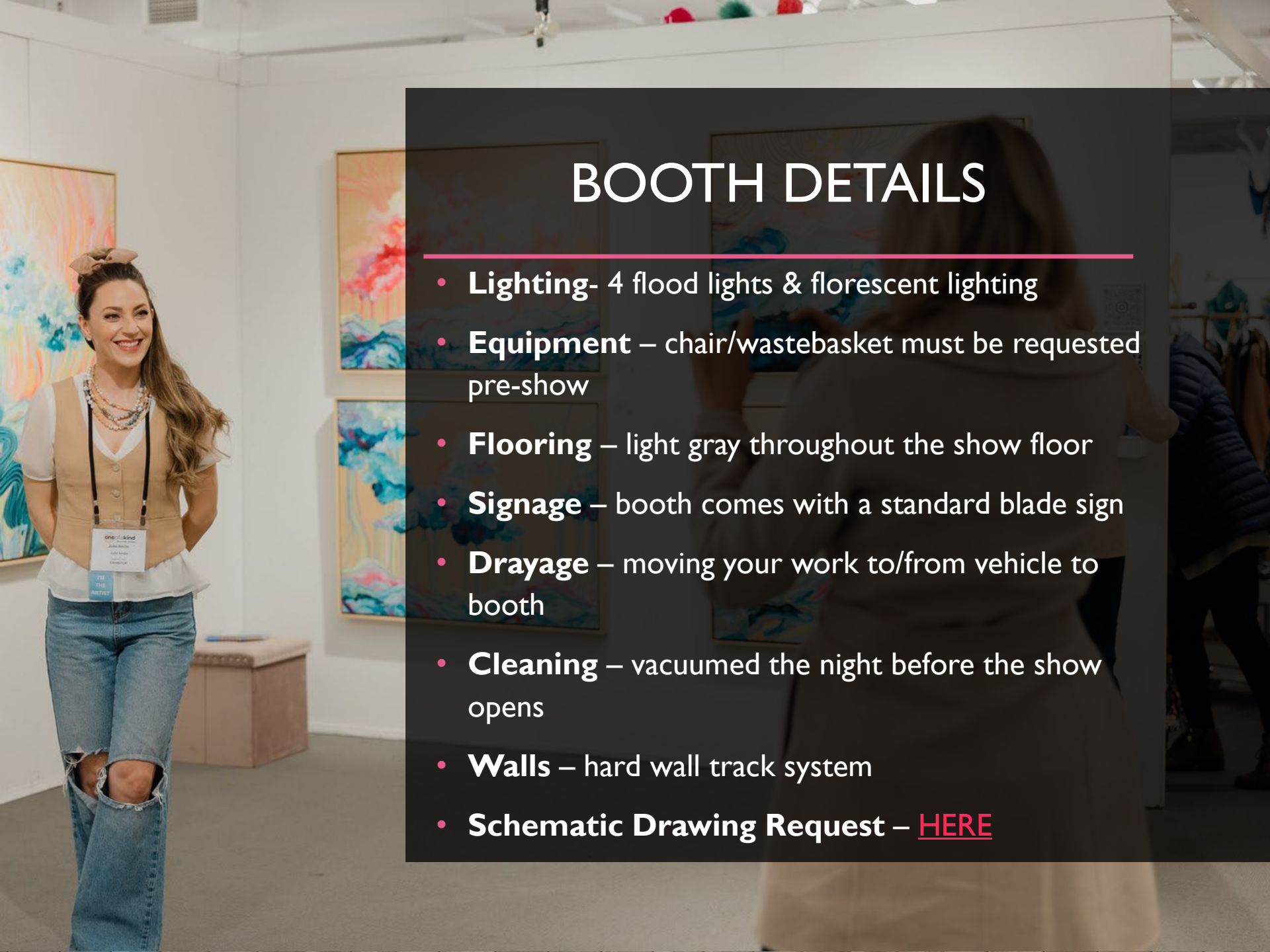
2024



- Booth Assignments are based on category distribution, booth structure needs and seniority.
- Black Cubes represent permanent pillars which are part of the building and cannot be removed.
- Fire alarms/extinguishers are located on the outside of some pillars approximately every 40 ft.

# BOOTH DETAILS

- **Lighting**- 4 flood lights & florescent lighting
- **Equipment** – chair/wastebasket must be requested pre-show
- **Flooring** – light gray throughout the show floor
- **Signage** – booth comes with a standard blade sign
- **Drayage** – moving your work to/from vehicle to booth
- **Cleaning** – vacuumed the night before the show opens
- **Walls** – hard wall track system
- **Schematic Drawing Request** – [HERE](#)





# BOOTH DETAILS: WALLS

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- Walls are painted white – you cannot paint it yourself
- Walls are 1-inch solid wood, each nail will hold approx. 30pds.
- You may nail and screw into the walls
- No need to patch small nail holes after show
- Power tools are not permitted
- A standard inline booth has 3 walls / corner booth has 2 walls
- Paper covering options are available for purchase



## BOOTH DETAILS: LIGHTING & ELECTRIC

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- 4 flood lights are included with your booth
- Outside lights may not be attached to the tracks
- Lamps and other non-track lights are permitted
- 150-watt standard duplex outlet is included with your booth fee, if you need additional wattage there is a charge
- Every artist gets a 15 min free light adjustment (order this on-site at the service desk)



# BOOTH DESIGN: SIGNAGE

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- A noticeable sign or product photography will help customers find you in a crowd
- Leave room for customers to walk through your booth
- Show your story with a bio
- Make your space inviting
- Have business cards, take-away samples or materials



**DELANEY AND BLM**  
HANDMADE FOR HAPPY SURVIVAL

**DELANEY AND BLM**  
HANDMADE FOR HAPPY SURVIVAL

**DELANEY AND BLM**  
HANDMADE FOR HAPPY SURVIVAL



ASHLEYBUCHANANJEWELRY



ASHLEYBUCHANANJEWELRY



kiera  
HANDMADE JEWELRY



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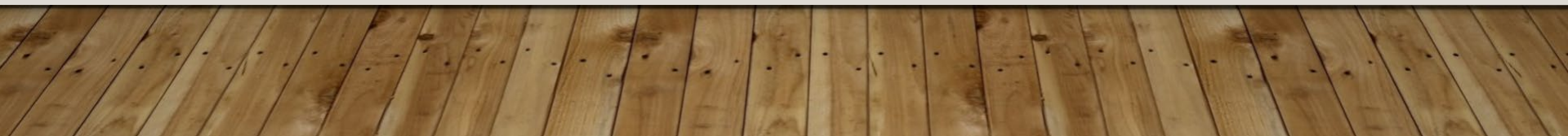
# ERICA MILLS



# EMERGING MARKET: BOOTH DETAILS

- Booths are roughly 5 x 10
- 3 flood lights & signage included
- The area is set up “market” style
- No side walls, just 1 back wall (approx. 8ft high)
- Emerging Gourmet







BEADED SEED  
by RENE  
HANDMADE POLYMER CLAY JEWELRY

Clay Earring  
Workshop



BY BEADED SEED BY RENE

BUY 2 GET  
3RD HALF  
OFF







# GOURMET MARKET: BOOTH DETAILS

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- Booths are approx. 5 x 20
- 4 flood lights included
- Signage included
- May bring in replenishments throughout the show
- Sampling is allowed



MIXTY

oneofakind  
Leah Isaacson  
Mixty Beverage Co.  
I'M THE ARTIST

oneofakind  
Megan Barber  
Mixty Beverage Co.  
I'M THE ARTIST

MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY

IMPLY.

soups \$9

ungarian  
mushroom  
(V, GF)  
chicken  
astina (DF)  
picy red  
entil  
(VG, DF, GF)



# saucier

zen soups & sauces

saucier \$9

- vodka (V, GF)
- tikka masala (V, GF)
- marinara (VG, DF, GF)
- sesame ginger (VG, DF, GF)



saucier  
FROZEN SOUPS & SAUCES

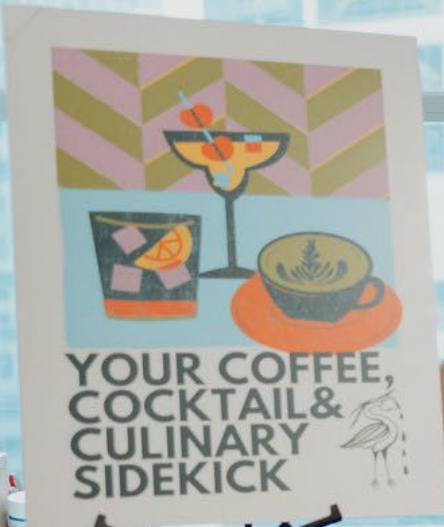


# HATCHERY VENDORS

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- Located in the emerging section on the southeast side of the show floor
- Table, chair and green linen provided
- Sampling is allowed
- OOAK team will coordinate move-out process with Hatchery organizers





# HONEY MONK FRUIT MAPLE SYRUP



coffee  
lemonade  
matcha  
brew  
cocoa  
mils

cooking  
baking  
pancakes  
waffles  
desserts  
oatmeal  
parfaits  
charcuterie

# ORDERING PORTAL

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- An email was sent with a password to access the ordering portal last week
- This portal gives you access to booth services and order forms
- Pre-order date for discounted services is 11/8
- Labor, material handling, electric services, house keeping, furniture rental, booth sitters, etc.
- Reach out to [Tradeshow\\_Operations@themart.com](mailto:Tradeshow_Operations@themart.com) for any questions
- [HERE](#) is the Ordering Portal link



# STORAGE: 2 TYPES

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## ACCESSIBLE STORAGE

- Inventory Storage for replenishment
- Located on the 4<sup>th</sup> floor
- \$150 for 5x5 space
- To reserve a spot, please visit this link [HERE](#)

## INACCESSIBLE STORAGE

- Empty Box/Container Storage
- Complimentary



# ACCESSIBLE STORAGE

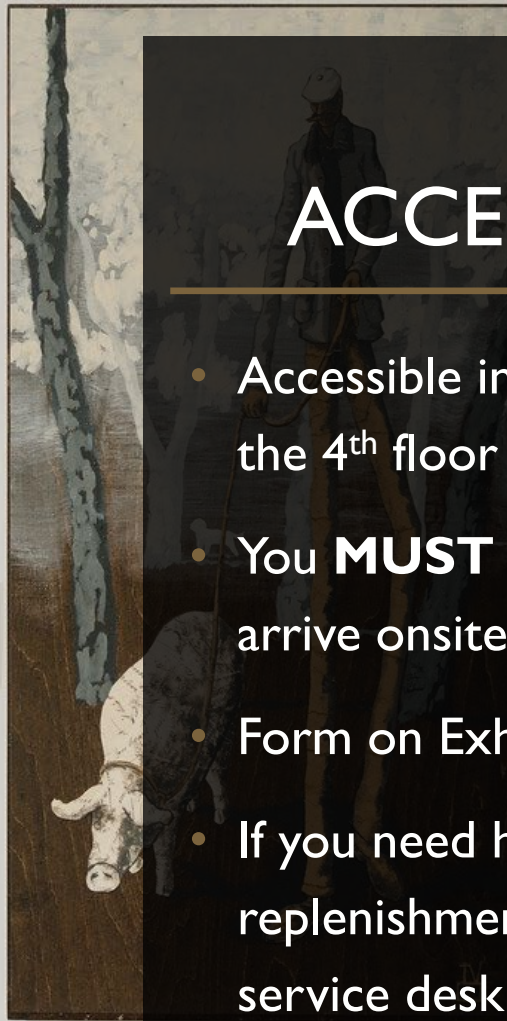
- Accessible inventory storage is available on the 4<sup>th</sup> floor
- You **MUST** reserve storage before you arrive onsite if you need it
- Form on Exhibitor Central - \$150 per space
- If you need help with large stock replenishment, you may put in an order at the service desk – no charge



THE CLOSER II  
The Series of Investigator Series  
REPRODUCTION: 2016, 2017, 2018, 2019  
2016  
TYLER VOORHEES ART  
TYLERVOORHEESART.COM



THE LAMPLIGHTER XXI  
The Series of Investigator Series  
REPRODUCTION: 2016, 2017, 2018, 2019  
2016  
TYLER VOORHEES ART  
TYLERVOORHEESART.COM



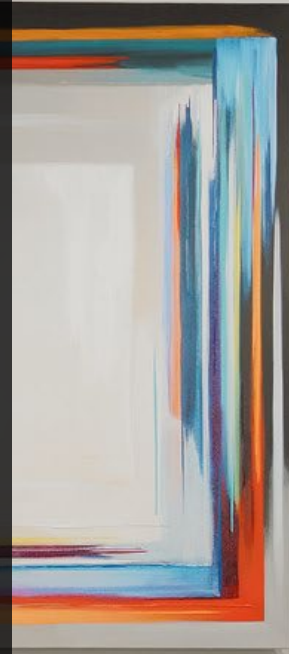
THE TRUFFLE HUNTER I  
The Series of Investigator Series  
REPRODUCTION: 2016, 2017, 2018, 2019  
2016  
TYLER VOORHEES ART  
TYLERVOORHEESART.COM



# INACCESSIBLE STORAGE

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- Empty packing boxes need to be stored in **Inaccessible Storage**
- They will be picked up after setup & returned to you at the end of the show
- You must **label your empties** with a special “empty” sticker available at the service desk
- Union workers will pick up your empties pre-show
- No access during the show





# COMPLIMENTARY TICKETS

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- Your personalized comp code will be emailed to you tomorrow 10/18
- Max of 100 uses
- Holiday Printed Post Card Tickets are still available! Order [here](#).

A woman in a black top is smiling and holding up a pair of glasses. She is in a clothing store with other people and clothing items visible in the background. The text 'ADDITIONAL INFO' is overlaid on the image.

# ADDITIONAL INFO

- Wireless internet is provided
- Central Cashier is an optional service used primarily by International exhibitors
- Fed-Ex on the 2<sup>nd</sup> floor and an on-site shipper for customers at Service Desk
- Large sold items (furniture, paintings, etc.) that need to be removed through the dock, can be arranged at service desk
- Artists receive 20% off at the cafés on the show floor

# END OF THE SHOW

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- Tear down begins at 5pm on Sunday
- Dismantle & Load-out Hours:

Sunday, 12/8	5pm – 11pm
Monday, 12/9	8am – 12pm
- The loading of POV's will begin upon the completion of the return of empties

## MOVE-OUT: ONSITE PROCEDURES

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- Pre-show email with move-out details will be sent via email
- All empties will be delivered to your booth for packing after show
- Pick up your items in Accessible Storage
- Union workers will come to your booth when it's your turn to move out





# POST SHOW

- Follow up with show leads for additional sales
- Post show survey sent via email – Please complete to help us improve future shows!
- File your Sales Tax Form found on Exhibitor Central or in your Artist Packet
- A resource for insurance can be found on the [ACT Insurance](#) website



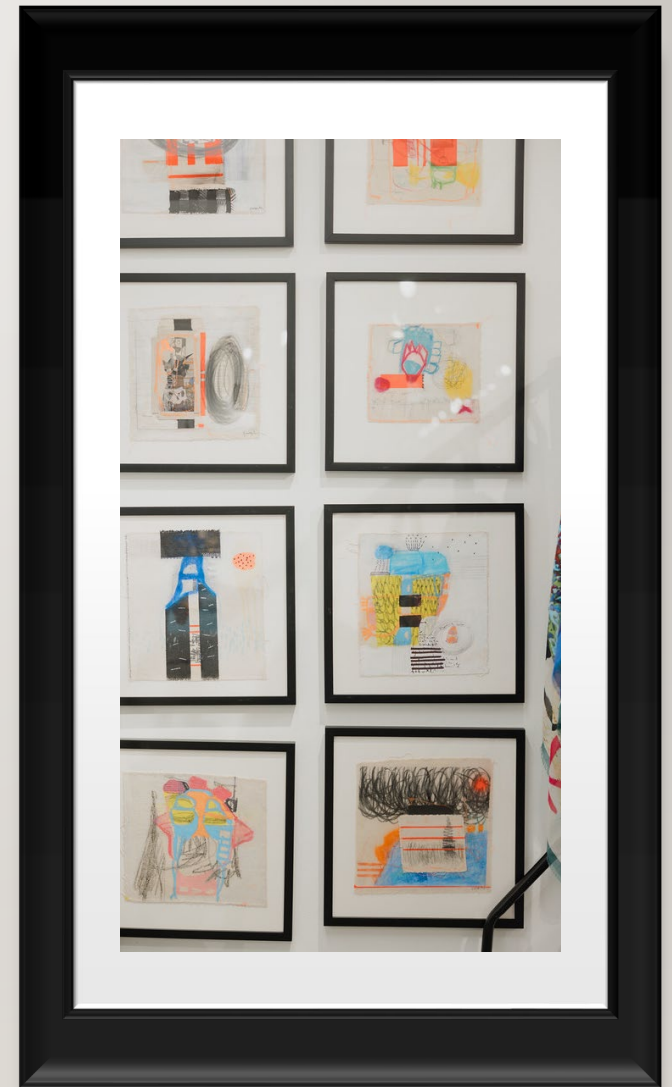
**SAVE  
THE  
DATE**

**December 4-7<sup>th</sup>  
2025**


# FINAL CHECK LIST

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- Complete your Artist Profile
- Review [Exhibitor Central](#)
- Plan your booth layout
- Order equipment or services through the Ordering Portal
- Consider signing up for an Accessible Storage space
- Read Monthly [Artist Newsletters](#)
- Join the [Facebook Group](#)







Thank you!  
Questions?