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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
- Questions



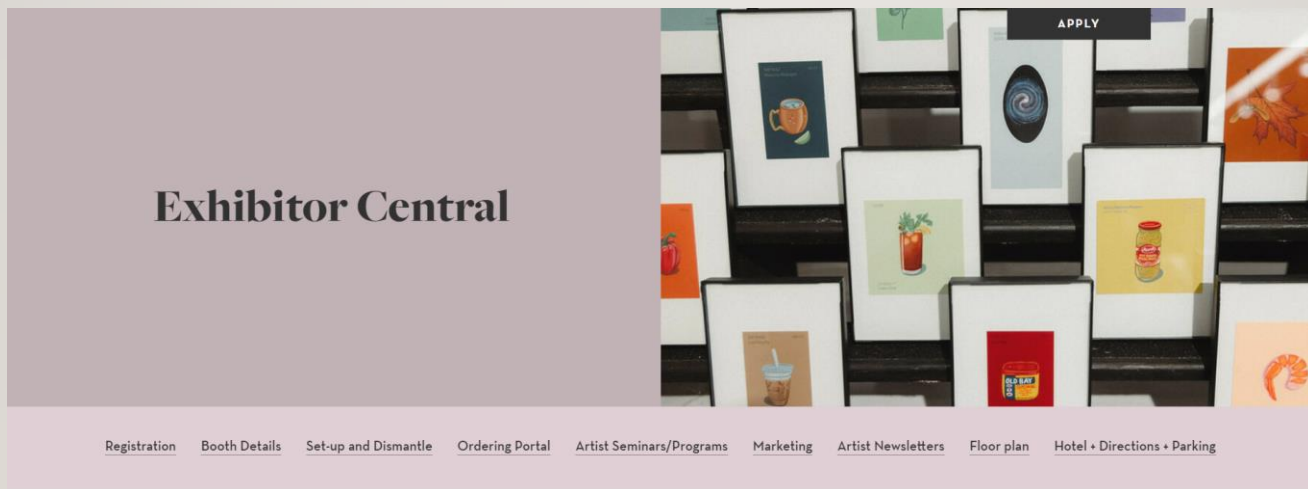
# ONE OF A KIND ARTIST INSIGHT



# EXHIBITOR CENTRAL

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- Exhibitor Central is your one stop shop for all show prep information!





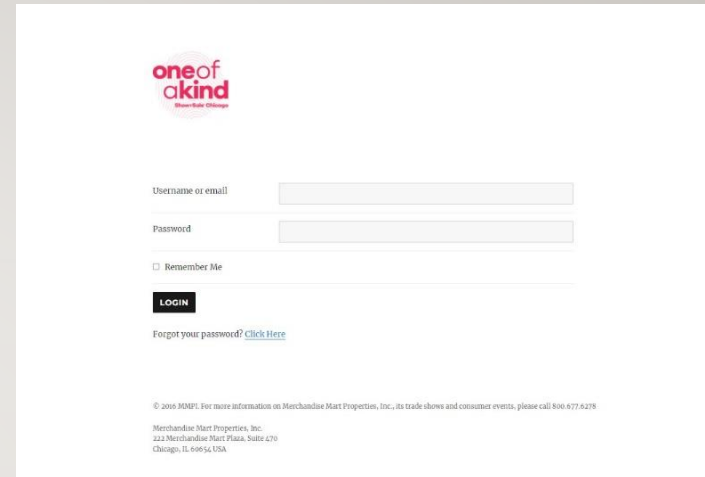
## PRIOR TO THE SHOW: ARTIST REGISTRATION

- Register you and your team online prior to your arrival
- Photo ID is required
- Must always wear badge



# PRIOR TO THE SHOW: ONLINE ARTIST PROFILE

- Personalize your **Artist Profile**:
- Allows customers to find you before & after show
- Customization
- Used for our Printed Directory
- Online Shopping Feature
- Access login from **Exhibitor Central**
- New Categories: LGBTQ, BIPOC, Woman Owned, Wholesale Available



oneofakind  
Show and Sale Chicago

Username or email

Password

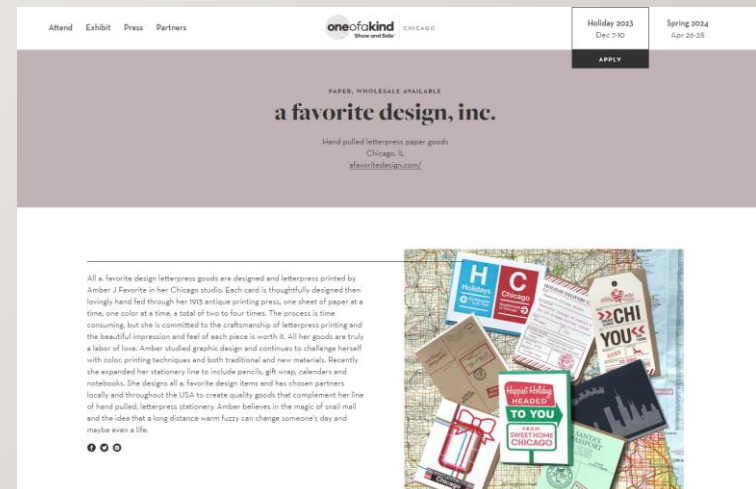
☐ Remember Me

**LOGIN**

Forgot your password? [Click Here](#)

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Merchandise Mart Properties, Inc.  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654, USA



Attend Exhibit Press Partners

oneofakind CHICAGO  
Show and Sale

Holiday 2023  
Dec 7-10

Spring 2024  
Apr 29-28

**APPLY**


PAPER, WHOLESALE AVAILABLE

**a favorite design, inc.**

Hand pulled letterpress paper goods  
Chicago, IL  
[afavoritedesign.com/](http://afavoritedesign.com/)

All a favorite design letterpress goods are designed and letterpress printed by Amber J Favorite in her Chicago studio. Each card is thoughtfully designed then lovingly hand fed through her 1913 antique printing press, one sheet of paper at a time, one color at a time, a total of two to four times. The process is time consuming, but she is committed to the craftsmanship of letterpress printing and the beautiful impression and feel of each piece is worth it. All her goods are truly a labor of love. Amber studied graphic design and continues to challenge herself with color, printing techniques and both traditional and new materials. Recently she expanded her stationery line to include pencils, gift wrap, calendars and notecards. She designs all a favorite design items and has chosen partners locally and throughout the USA to create quality goods that complement her line of hand pulled, letterpress stationery. Amber believes in the magic of snail mail and the idea that a long distance warm fuzzy can change someone's day and maybe even a life.

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# PRIOR TO THE SHOW: MARKETING RESOURCES

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**Complimentary marketing materials created for you**

- **Artist Web Banner Ads**
- **PR opportunities**
- **Complimentary ticket**



**Promote Yourself!**

- **Advertise on social media**
- **Tag us on Instagram, Facebook, and LinkedIn @oakchicago**
- **Use #OOAKCHICAGO**



# ADDITIONAL PROMOTION

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- Fine Art Gallery
- Ambassador Program
- Best in Show – Patron's Choice
- Artist Interview Form



# ONSITE PROCEDURES: MOVE-IN



# MOVE IN: SETUP HOURS & DOCK ACCESS

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## Setup Hours

Tuesday,  
December 5<sup>th</sup>  
8am-4pm

Wednesday,  
December 6<sup>th</sup>  
8am-7pm

## Dock Access

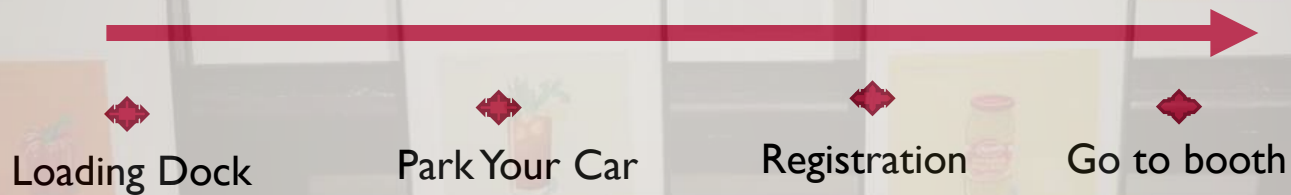
Tuesday,  
December 5<sup>th</sup>  
8am-3pm

Wednesday,  
December 6<sup>th</sup>  
8am-3pm



# Move In:

## Loading Dock Details



Drayage: our team will deliver items to your booth

## MOVE-IN: LOADING DOCK REMINDERS

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- Drayage “materials handling” is included in your booth fee
- Label all packages with your name and booth number
- Package your work well, packaging is not provided
- Consolidate your belongings
- Additional Fees: Any one package over 2000 lbs will have an overage fee added on

The background of the slide is a close-up photograph of numerous wooden clothespins. Each clothespin is clipped onto a small, flat, geometric object. These objects include squares, diamonds, and semi-circles in a variety of colors such as yellow, brown, green, purple, orange, black, and grey. The clothespins are arranged in a somewhat grid-like pattern, though slightly offset. The lighting is soft, creating gentle shadows.

## MOVE-IN: PARKING

- We recommend the [Spot Hero](#) app to find parking for both standard and large vehicles



# MOVE- IN: SHIPPED ITEMS

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- If you shipped items, they will be in your booth
- Label all shipped packages as 7-booth number; with your full name
- Items must arrive either Tuesday, December 5<sup>th</sup> OR Wednesday, December 6<sup>th</sup>



## MOVE-IN: PERSONALLY TRANSPORTING WORK

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- All items must be hand-carried through freight elevators
- Dollies are **not allowed** when hand transporting your work



# MOVE-IN: ARTIST REGISTRATION

- After you have parked, head to the registration desk in main lobby
- You will receive your welcome packet and exhibitor badge
- Wear your badge at all times



# SHOW TIME: ARTIST AMENITIES

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- Pre-show happy hour event
- Artist lounge
- Artist Food Ordering App
- Artist coat check
- \$ Change available
- Booth Sitter/Sales Staff (available for hire)



The background image shows a social gathering, likely a trade show or conference, with people seated at tables. Warm string lights are strung across the ceiling, creating a bokeh effect. The scene is dimly lit, with the primary light source being the overhead string lights.

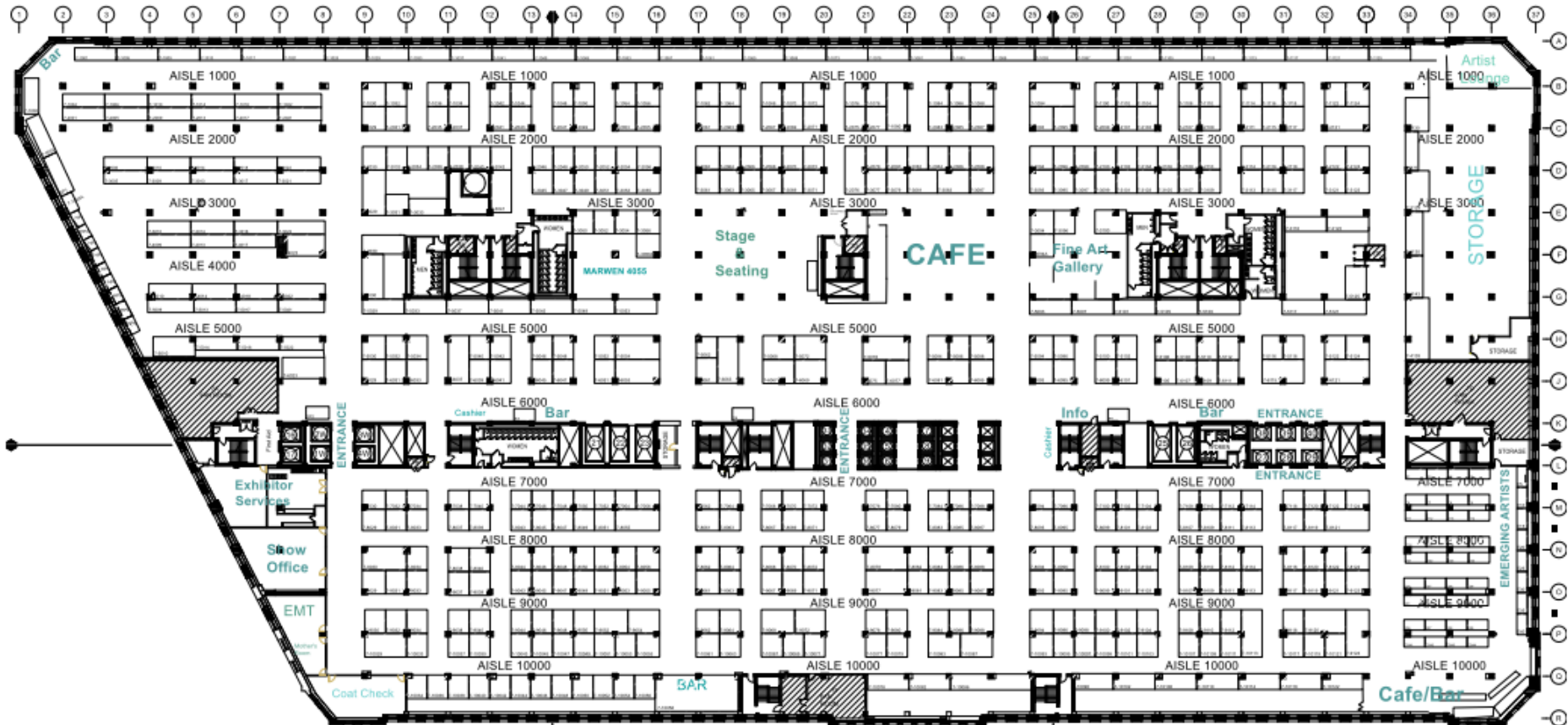
# SHOW FLOOR

- Cafes are located throughout the show as well as bars with beverages and light snacks.
- Artists will receive 20% off at Foodstuffs with Reg badge
- Customers enter through elevators along the 6000 and 7000 rows
- A map of the floor on Exhibitor Central



# HOLIDAY One of a Kind

2023



- 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. You are able to use these cubes as additional display space for flat items.





## BOOTH DETAILS

- **Cleaning** – vacuumed the night before the show opens
- **Drayage** – moving your work to/from vehicle to booth
- **Equipment** – chair/wastebasket must be requested pre-show
- **Flooring** – light gray throughout the show floor
- **Signage** – booth comes with a standard blade sign
- **Lighting**- 4 flood lights & florescent lighting



# ASTUARY ART

BY MARISSA KECKER

Astuary Art  
10082









# BOOTH DETAILS: WALLS

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- Walls are painted white
- Paper covering options are available for purchase
- You may nail and screw into the walls- just remove at the end of show
- No need to patch holes
- Power tools are not permitted
- Walls are 1-inch solid wood, each nail will hold approx. 30pds.
- A standard booth has 3 walls / corner booth has 2 walls
- Multiple booth configurations





The background image shows an art gallery setting. On the left, two women are looking at a wall of art. One woman has dark hair and is wearing a black jacket, while the other has blonde hair and is wearing a blue shirt. In the center, a woman with dark hair is looking down at a table. The table is covered with a white cloth and has various items on it, including a small white container and some papers. The background is a light-colored wall with some art pieces hanging on it.

## BOOTH DETAILS: LIGHTING & ELECTRIC

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- 4 flood lights are included with your booth
- Outside lights must be approved by operations pre-show
- Lamps and other non-track lights are permitted
- 150 watts of electric are included with your booth fee, if you go beyond that there is a charge.
- The flood lights that are included with your booth are NOT part of the 150 watts
- Go to the service desk for lights – an electrician will be sent to you to do a light adjustment – included with booth fee
- Every artist gets a 15 min free light adjustment







The background image shows an art market booth. On the left, a woman in a denim jacket looks at products on a wooden stand. The stand holds various jars and bottles, some labeled 'RAISIN'. In the foreground, there are yellow tulips. The booth has a black metal frame and a back wall. Other people are visible in the background, and the floor is covered with a light-colored rug.

# EMERGING MARKET: BOOTH DETAILS

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- For new artists, 3 years of experience or less
- Booths are roughly 5 x 10 ft
- The area is set up “market” style
- No side walls, just 1 back wall
- Emerging Gourmet







# STORAGE: 2 TYPES

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## ACCESSIBLE STORAGE

- Inventory Storage for replenishment
- To reserve a spot, please visit this link

[HERE](#)

## INACCESSIBLE STORAGE

- Empty Box/Container Storage



# STORAGE: ACCESSIBLE INVENTORY

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- Accessible inventory storage is available on the show 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







## STORAGE: INACCESSIBLE STORAGE

- Empty packing boxes need to be stored in **Empty Box Storage**
- They will be picked up after setup and returned to you at the end of the show
- You must **label your empties** with a special “empty” sticker
- Available at service desk

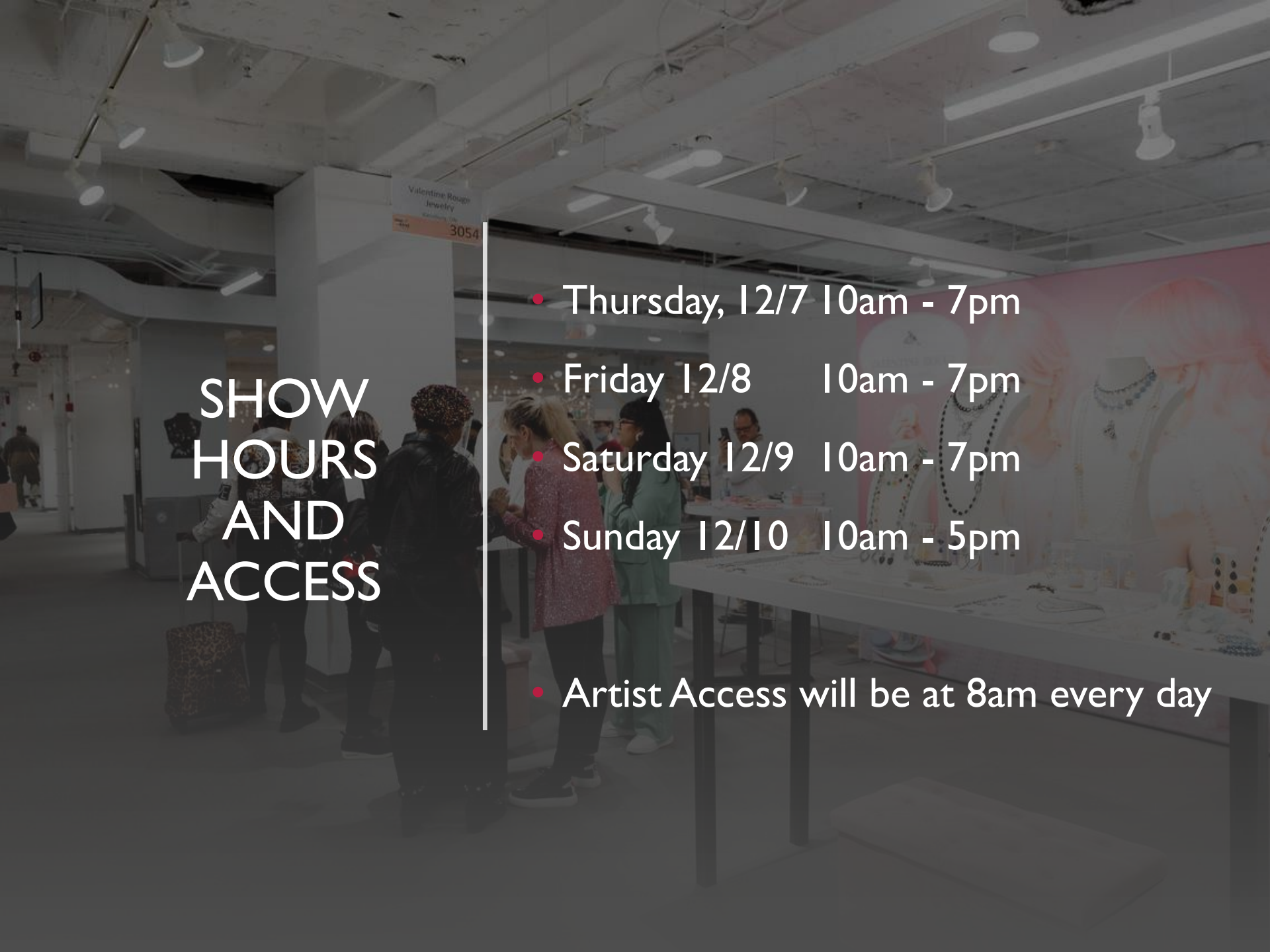


# MOVE-IN: SET UP TIPS

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- Order your supplies ahead of time through the Exhibiting Ordering Portal
- Display cases, tables, chairs etc
- If you happen to need any services or rentals onsite, you may order at the service desk
- If you have any customized wall plans, you must submit a booth customization form prior to the show





# SHOW HOURS AND ACCESS

- Thursday, 12/7 10am - 7pm
- Friday 12/8 10am - 7pm
- Saturday 12/9 10am - 7pm
- Sunday 12/10 10am - 5pm
- Artist Access will be at 8am every day





# SHOWTIME: ADDITIONAL INFO

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- Wireless internet is provided
- Central cashier is an optional service used primarily by Canadian exhibitors
- Fed-Ex on the 2<sup>nd</sup> floor and an on-site shipper for customers in the show office
- Artist coat check on the show floor
- Large sold items (furniture, paintings, etc) that need to be removed through the dock, can be arranged at service desk

# BOOTH DESIGN: LAYOUT

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- Don't trap the customer
- Make a clear entrance/exit
- Remember to consider your checkout setup, allow for there to be a line without blocking the entrance to your booth
- Inviting, memorable and viewable





## BOOTH DESIGN: SIGNAGE

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- A noticeable sign or product photography will help customers find you in a crowd
- Create a sense of discovery in your booth
- Show your story with a bio
- Have business cards, take-away samples or materials









# END OF THE SHOW

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- Tear down begins at 5pm on Sunday. If you decide to tear down early, you will be charged a fee
- Dismantle & Load-out Hours:

Sunday, 12/10	5pm – 11pm
Monday, 12/11	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 will be sent in November allowing you to sign up for a move out time on Sunday or Monday
- After the show closes, all empties will be delivered to your booth for packing, as will anything you have left in accessible storage
- Union workers will then move your items to the dock and load them in your car when it is your turn



# POST SHOW

- Follow up with show leads for additional sales
- Update your Artist Profile with new items, remove sold ones
- File your Sales Tax Form found on Exhibitor Central or in your Artist Packet
- Complete Artist Survey once sent out
- Reach out immediately if you left something on the show floor



A man with a beard and a baseball cap, and a woman with blonde hair, are looking at a piece of art in a gallery. The man is holding a small book or portfolio. The woman is smiling. In the background, there are other people and art pieces.

# RE-SIGN FOR 2024

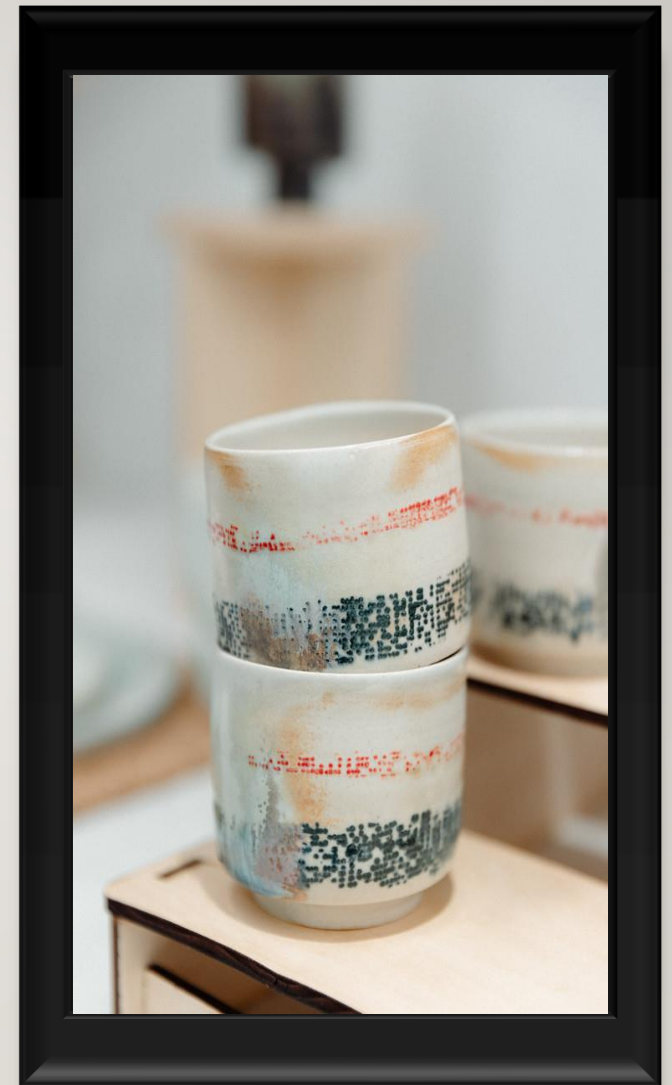
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- An opportunity to re-sign for the 2024 Holiday show on-site at a discounted rate with priority placement
- The digital contract will be emailed to you during show
- This must be completed by the end of the show to get the re-sign rate
- A Booth Request form will also be sent offering your priority placement for 2024
- Ambassador Program sign up

# FINAL CHECK LIST

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- Complete your Artist Profile
- Know your booth number
- Complete the PR questionnaire by Oct. 23<sup>rd</sup>
- Review [Exhibitor Central](#)
- Plan your booth layout
- Order equipment or services through the Ordering Portal
- Consider an Accessible Inventory Storage space
- Read Monthly [Artist Newsletters](#)
- Join the [Facebook Group](#)





A photograph of two women sitting on a white bench, smiling and talking. They are in front of a wall with a mural of various colored umbrellas (blue, orange, pink, yellow) and falling rain. The woman on the left is wearing a dark jacket and blue jeans, and the woman on the right is wearing a dark jacket and blue jeans. There are two white shopping bags on the floor next to the bench. The text 'Be one of a kind' is visible on the mural.

Be one of a kind

# Thank you!

Questions?