

# Welcome OOAK Artists!



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# Agenda

- \* Duration - 1 hour
- \* Online Resources
- \* Pre-show Prep
- \* On-site Procedures
- \* Booth Details
- \* End of Show
- \* Booth Design
- \* Selling Tips
- \* Questions

# Set Up Video



# Online Resources Website

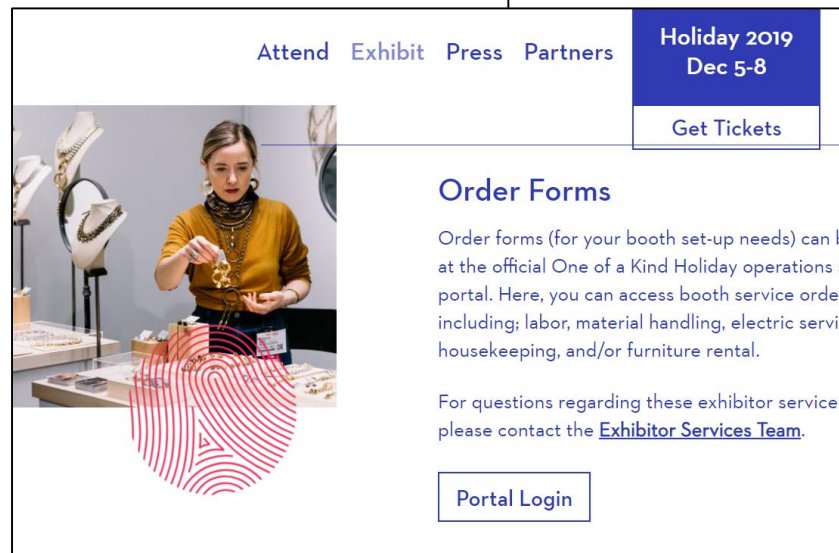
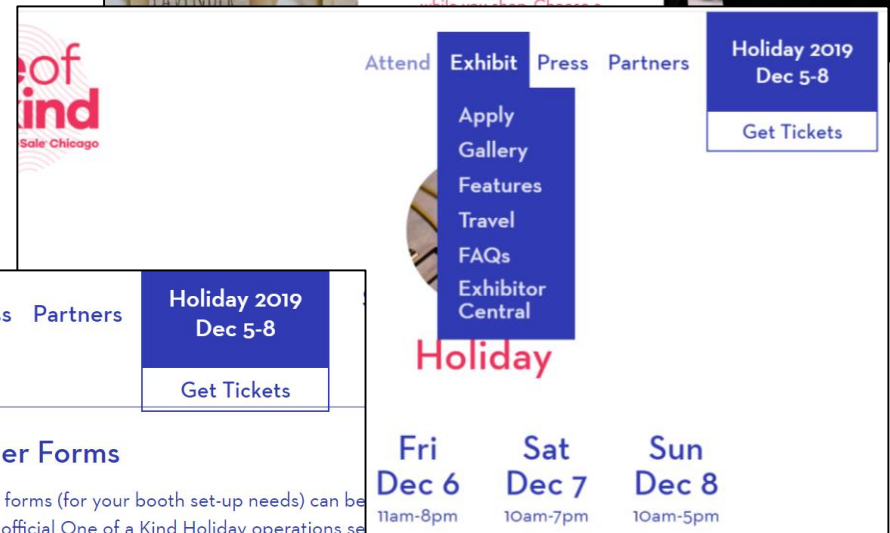
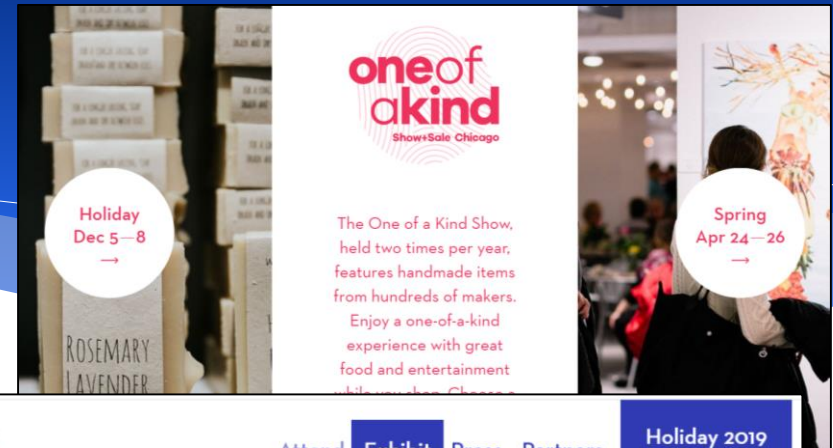
- \* Main Website-

- \* [www.oneofakindshowchicago.com](http://www.oneofakindshowchicago.com)

- \* Exhibitor Central

- \* Operations Ordering Portal

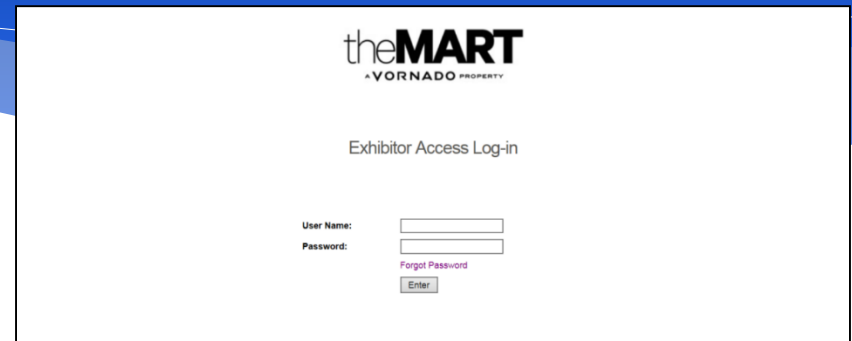
- \* Artist Profile



# Online Resources

## Online Artist Profile

- \* Personalize and Update your **Artist Profile**
- \* This allows customers to find you **before & after** the show
- \* Information displayed on your Artist Profile will be used in the printed directory
- \* If you need this link re-sent to you, please let us know



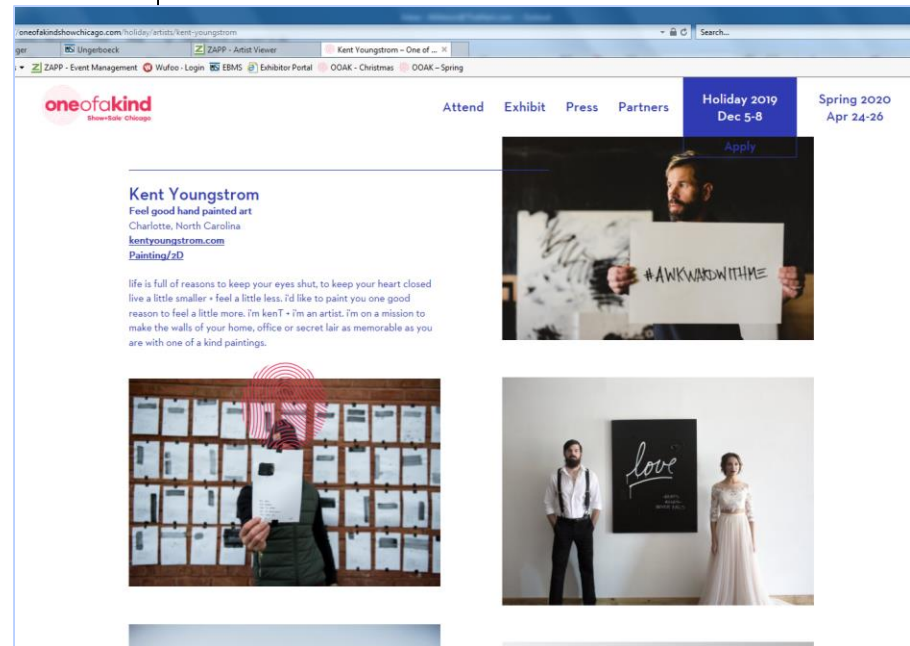
theMART  
A VORNADO PROPERTY

Exhibitor Access Log-in

User Name:

Password:

[Forgot Password](#)





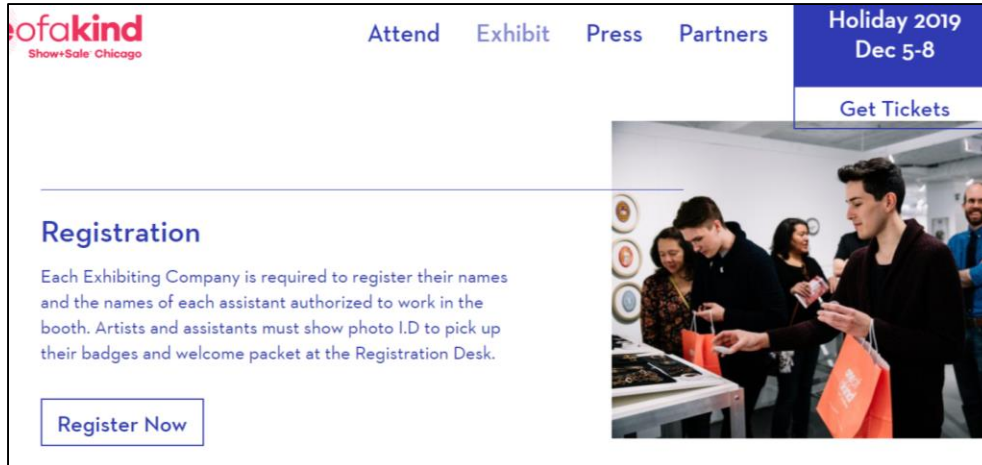
# Prior to the Show

## Marketing Resources

- \* Complimentary marketing materials created for you
  - \* **Artist Web Banner Ads** use on your website, emails or email signatures to promote your participation
  - \* **Artist Stickers** sticker templates offer complimentary admission to your clients and can be attached to your own marketing materials
  - \* **Paper comp tickets** have been mailed to you to share with your clients
  - \* **Emailed comp ticket** will be sent your way the beginning of November
- \* Promote Yourself!
  - \* Advertise your participation on social media. Don't forget to use the official hashtag, #OOAKCHICAGO and tag us in your post. Please note that if you tag our page, we may repost your image to our social media feed.

# Prior to the Show

## Badge Registration



The screenshot shows the 'ofakind' website with the 'Show+Sale Chicago' logo. The navigation bar includes 'Attend', 'Exhibit', 'Press', and 'Partners'. A blue box on the right indicates 'Holiday 2019 Dec 5-8' with a 'Get Tickets' button. The main content area is titled 'Registration' and contains the following text: 'Each Exhibiting Company is required to register their names and the names of each assistant authorized to work in the booth. Artists and assistants must show photo I.D to pick up their badges and welcome packet at the Registration Desk.' Below this text is a 'Register Now' button. To the right of the text is a photograph of a group of people at a registration desk, with one person holding an orange bag.

ofakind  
Show+Sale Chicago

Attend Exhibit Press Partners

Holiday 2019  
Dec 5-8

Get Tickets

### Registration

Each Exhibiting Company is required to register their names and the names of each assistant authorized to work in the booth. Artists and assistants must show photo I.D to pick up their badges and welcome packet at the Registration Desk.

[Register Now](#)

- \* Register you and your team prior to your arrival to help speed-up the registration process.
- \* Photo ID is required
- \* Badges must be worn at all times on the show floor
- \* This link can be found on the website under Exhibitor Central



# On-site Procedures



# Move-In

## Setup Hours & Dock Access

### Setup Hours:

**12/03, Tuesday**                      **8am – 4pm**

**12/04, Wednesday**                **8am – 7pm**

\*Loading Dock closes at **3pm** on both days.



# Move-In

## Shipped Items

- \* If you have shipped any items to the Mart your belongings will be waiting for you in your booth
- \* To ensure that your items are delivered correctly, label all shipped packages with **7-your booth number**, as well as your name
  - \* The **7** denotes what floor of the Mart the package is going to.

# Move In

## Personally delivering product to dock

- \* Pull into the loading dock – give the dock your booth number and our union team will deliver your items to your booth. This service “drayage” is complimentary.



# Move-In

## Hand Carrying Work

If you do decide to move-in your work or specific pieces without the help of a Union Team Member, all items must be hand-carried and taken in through the buildings freight elevators. Dollies are **not allowed** when hand transporting your work.

# Move-In

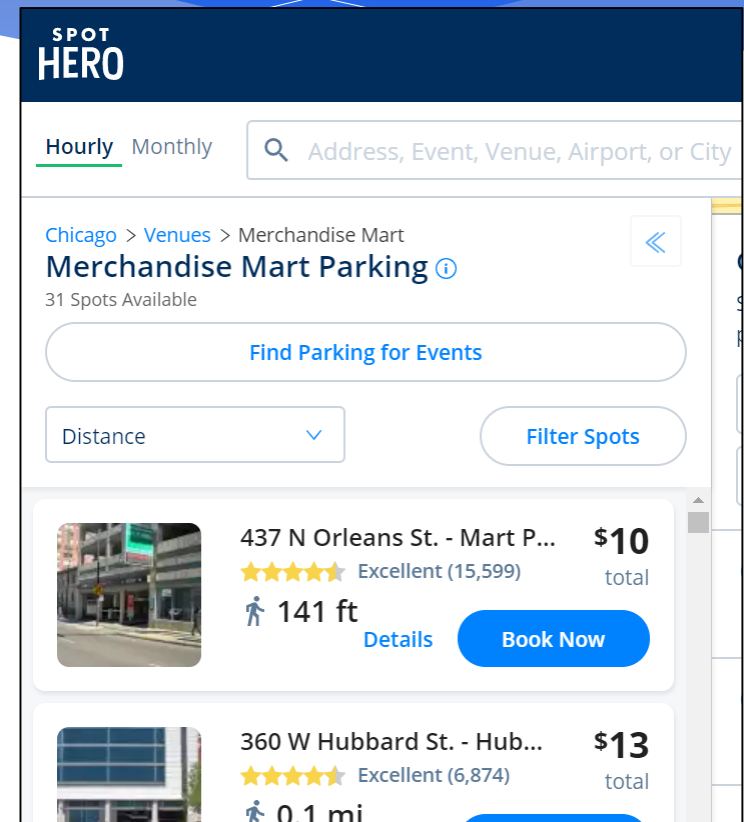
## Loading Dock Reminders

- \* **Label** all packages with your name and booth number
- \* **Package your work** well for protection during transport
- \* For faster move-in try to **consolidate** your items
- \* **Additional Fees:**
  - \* Arriving after dock closes, 3pm, will incur a fee
  - \* Any one package over 2000 lbs will have an overage fee



# Move-In Parking

- \* Once your items have been unloaded from your vehicle, plan to park your car.
- \* We recommend the **Spot Hero** app to find parking for both standard and large vehicles. A one-time use discount code is provided to OOAK artists.
- \* Additional **large vehicle parking** is available at McCormick Place
- \* Details regarding parking information are available on the Exhibitor Central webpage



# Move-In

## Artist Registration

- \* After you have parked your vehicle make your way to the Show Office located on the 7<sup>th</sup> floor. Our team will provide you with your welcome packet and exhibitor badge.
- \* Artist & assistant must always wear their badge in order to remain on the show floor



# Booth Details

- \* Cleaning – vacuumed the night before the show opens
- \* Equipment – chair/wastebasket must be requested pre-show
- \* Flooring – light gray throughout the show floor
- \* Signage – booth comes with a standard blade sign
- \* **Walls, Lighting and Storage - greater detail to follow**

# Booth Details

## Walls

- \* Walls are painted white – if you'd like for them to be a different color, paper covering options are available for purchase. The union workers must do this ahead of time. Order forms and costs are in the Operations Portal. You may also hang paper yourself.
- \* You may nail and screw into the walls, as well as cover them with decals as long as everything can be removed at the end of the show. You do not need to patch holes in the walls, just remove hardware at the end of the show. **Power tools are not permitted.**
- \* Walls are 1-inch solid wood, each nail will hold approx. 30pds.
- \* A standard booth has three walls. A corner has two. Walls are approx. 10 ft long and 8 ft high.

# Booth Details

## Lights and Electric

- \* 6 flood lights are included with your booth and additional lights may be ordered. Outside lights may NOT be attached to the tracks however, 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.
- \* When you are ready to have the flood lights above your booth adjusted, go to the service desk – an electrician will be sent to you to do a light adjustment - 15 minutes with an electrician for light adjustment is included with your booth fee.
  - \* You do not need to be present

# Lighting





# Storage

\* 2 types of storage at the show

- \* **Accessible Storage**- Inventory Storage for replenishment
- \* **Inaccessible Storage** - Empty Box/Container Storage

# Storage

## Accessible Inventory Storage

**Accessible inventory storage** for replenishment is available in the building. You **MUST** reserve storage before you arrive onsite if you need it. The request form can be found on the Exhibitor Central webpage under Booth Details/Storage. The spaces are limited and offered on a first come first serve basis and has a \$175 fee for a 5ft x 5ft space.

If you need help with large stock replenishment, you may put in an order at the service desk for workers to move stock to your booth pre-show hours (there is no charge for this).

# Storage

## Inaccessible Empty Box Storage

- \* Empty packing boxes need to be stored in **Empty Box Storage**. They will be picked up after setup (leave them outside your booth) and returned to you at the end of the show. You must **label your empties** with a special “empty” sticker. These stickers are available at the **service desk** – also located in the show office



# Storage (alternative)

## Extra Dock Hours for Inventory Replenishment

- \* 2 hours prior to the show's open each day you will be able to **drive extra inventory into the dock** for stock replenishment. You may also hand carry your additional stock to your booth each morning
- \* Labor for inventory that comes through the dock is provided **free of charge**. The union will move your work from your car to your booth.

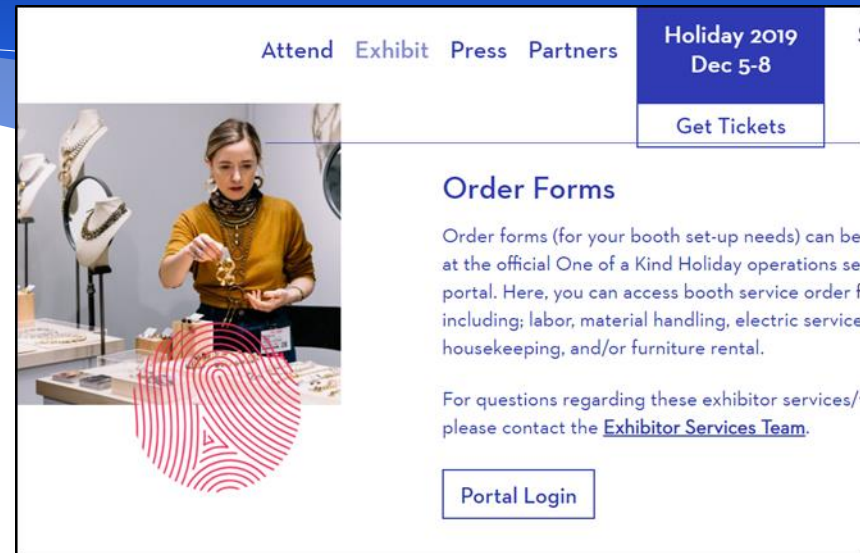
# Set Up Tips

- \* A variety of display cases and items are available for rent through both the building and preferred outside vendors – these must be ordered ahead of time, the forms to do so are on the **Ordering Portal** under **Exhibitor Central**. Anything you order will be in your booth when you arrive.

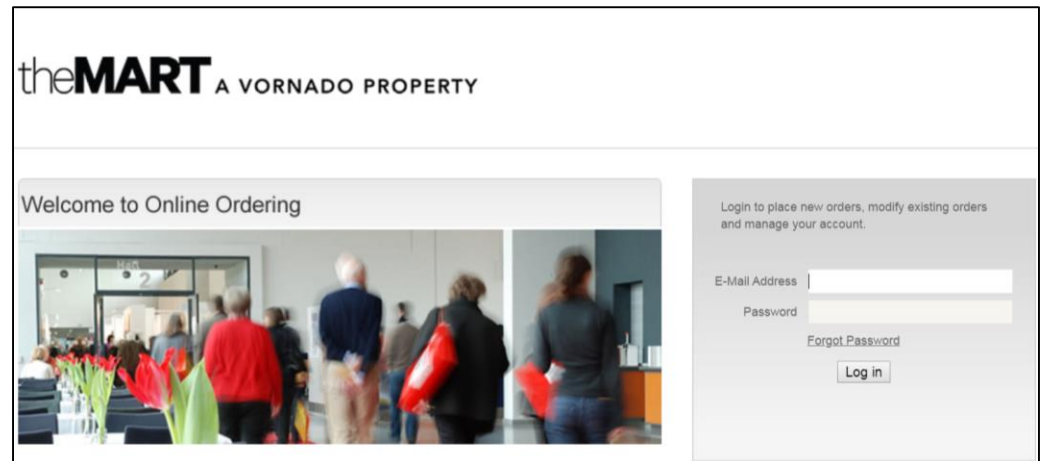
- \* If you need any services or rentals onsite, you may order at the **Exhibitor Service Desk**.

- \* If you need a **chair or a waste bin**, you may order one free of charge through the order forms portal in Exhibitor Central.

- \* If you have any customized wall plans, you must request a quote by submitting a **booth customization** form prior to the show.



The screenshot shows the 'Exhibitor Central' portal. At the top, there are navigation links: 'Attend', 'Exhibit', 'Press', and 'Partners'. On the right, a blue box indicates the event is 'Holiday 2019 Dec 5-8' with a 'Get Tickets' button. The main content area features a photo of a woman at a jewelry booth. Below the photo is a large red fingerprint graphic. To the right of the photo, the heading 'Order Forms' is followed by text explaining that order forms for booth set-up needs (labor, material handling, electric service, housekeeping, and furniture rental) can be accessed here. A link to the 'Exhibitor Services Team' is provided for questions. At the bottom right, there is a 'Portal Login' button.



The screenshot shows the 'theMART A VORNADO PROPERTY' online ordering portal. The header includes the logo and the text 'A VORNADO PROPERTY'. Below the header, a banner reads 'Welcome to Online Ordering' above a photo of people at a trade show. On the right side, there is a login section with the text 'Login to place new orders, modify existing orders and manage your account.' It includes input fields for 'E-Mail Address' and 'Password', a 'Forgot Password' link, and a 'Log in' button.

# Showtime





# Showtime

## Show Hours and Access

### Show Hours:

Thursday, 12/5

10 am – 8 pm

Friday, 12/6

11 am – 8 pm

Saturday, 12/7

10 am – 7 pm

Sunday, 12/8

10 am – 5 pm

### Artist Access:

8 am

9 am

8 am

8 am

# Showtime

## Tips

- \* **Wireless internet** is provided through the Mart free of charge during show hours. The password is **themart60654**. Instructions to access can be found in your Welcome Folder given at the Registrations desk onsite.
- \* **Central cashier** is an optional service used primarily by Canadian exhibitors who cannot make transactions on American soil. The central cashier handles sales and the artist is paid out after the show. More information on this service is on Exhibitor Central.
- \* **Shipping services** for sold work are available: there is a Fed-Ex on the 2<sup>nd</sup> floor, Post Office on the 1<sup>st</sup> floor, and an on-site shipper for customers in the show office.
- \* If you sell any large items that a customer needs to remove through the dock, you may arrange for an **pick-up assistance** at the service desk.

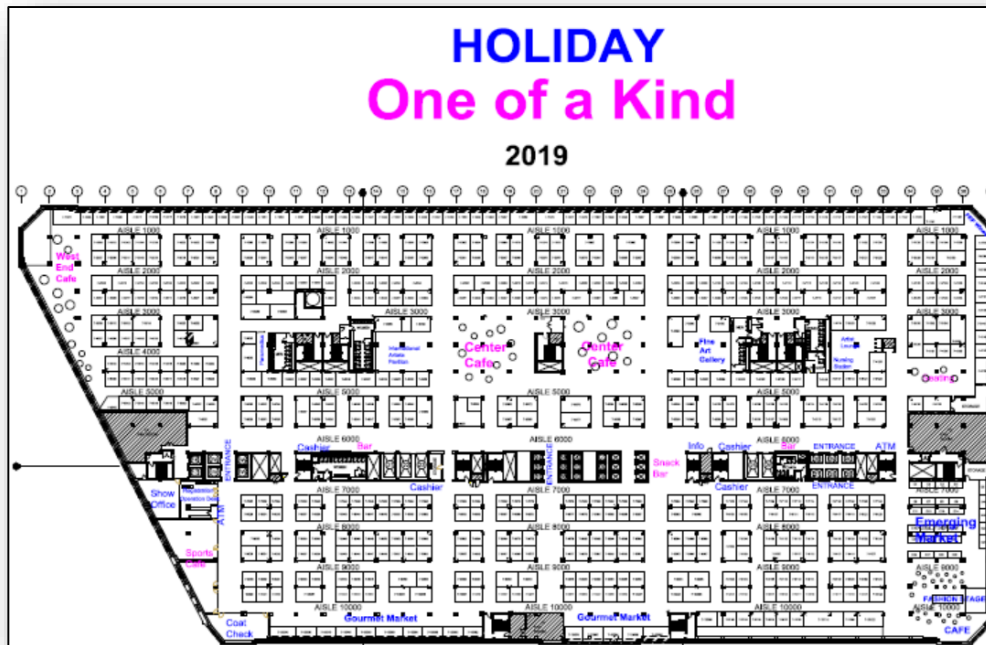
# Showtime

## Artist Amenities

- \* **Pre-show party**
- \* **Artist lounge**
- \* **Artist grab n' go food**
- \* **Artist coat check**
- \* **\$ Change available**
- \* **Coffee and water**

# Showtime

## Show layout details



- \* Cafes are located throughout the show as well as bars with beverages and light snacks.
- \* Customers enter through elevators along the 6000 and 7000 rows
- \* Fine Art Gallery in the center
- \* Fashion shows in the Fashion District
- \* Emerging Market
- \* A map of the floor is on the Exhibitor Central

# End of Show

## Tear Down

- \* **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, 12/08\*\*

5pm – 10pm

Monday, 12/09

9am – noon

\*\*The loading of POV's will begin upon the completion of the return of empties.

# End of Show

## Move-out

- \* After show close, all **empties will be delivered to your booth** for packing, as will anything you have left in accessible storage.
- \* Once you have dismantled and completely packed your booth, proceed to the Freight Desk (location TBD).
- \* From here you will receive a load out number and estimated wait time. When it is your turn Union Workers will come by your booth and tell you to go pull your car up to the dock. They will then move your items to the dock and load them in your car.

Please Note: all move-out/load-out information will be provided again, on site



# End of show

## Re-sign for 2020

There will be an opportunity to re-sign for the **2020 December show** on-site at a discounted rate with priority booth placement; the contract link will be emailed to you during the show and must be completed by the end of the show.

**SAVE THE  
DATE  
Dec. 3-6  
2020**

# End of show

## Post show Forms

- \* Make sure you look out for our **post-show survey** in your email, please fill it out - it helps us know what to change for the next show.
- \* File your **sales tax, a tax form** can be found on the Exhibitor Central and will also be available on site, in the show office.

# Booth Design



# Booth Design

## Design with a Purpose



*Be memorable, findable  
and viewable.*

Merchandising is important. Your work will not sell itself. The way in which you setup your booth and present your items plays a very important part in every sale.

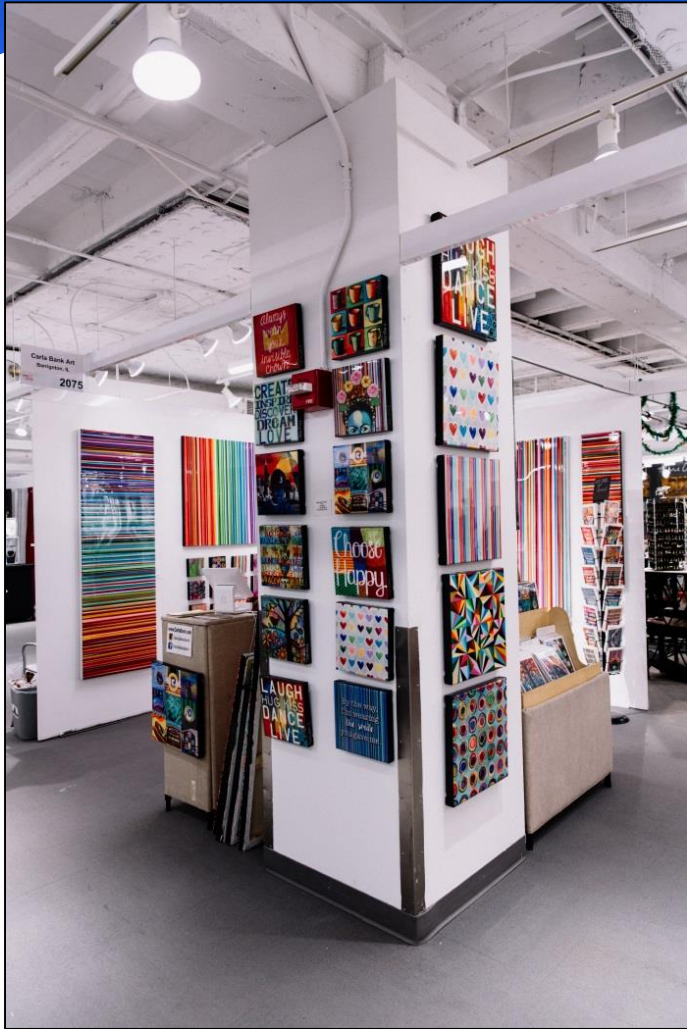
# Booth Design Layout

- \* **Don't trap the customer** – they have a lot to see and will not be as inclined to come into your booth if there is not a clear entrance/exit
- \* Remember to **consider your checkout setup**, allow for there to be a line without blocking the entrance to your booth





# Use your Columns



# Booth Design

## Signage

Make sure people remember your name. A **noticeable sign** or product photography will help customers find you in a crowd. If someone can't find you, they can't buy from you.

**\*Blade Sign is the  
ONLY signage provided**





# Booth Design

## Clean and Organized

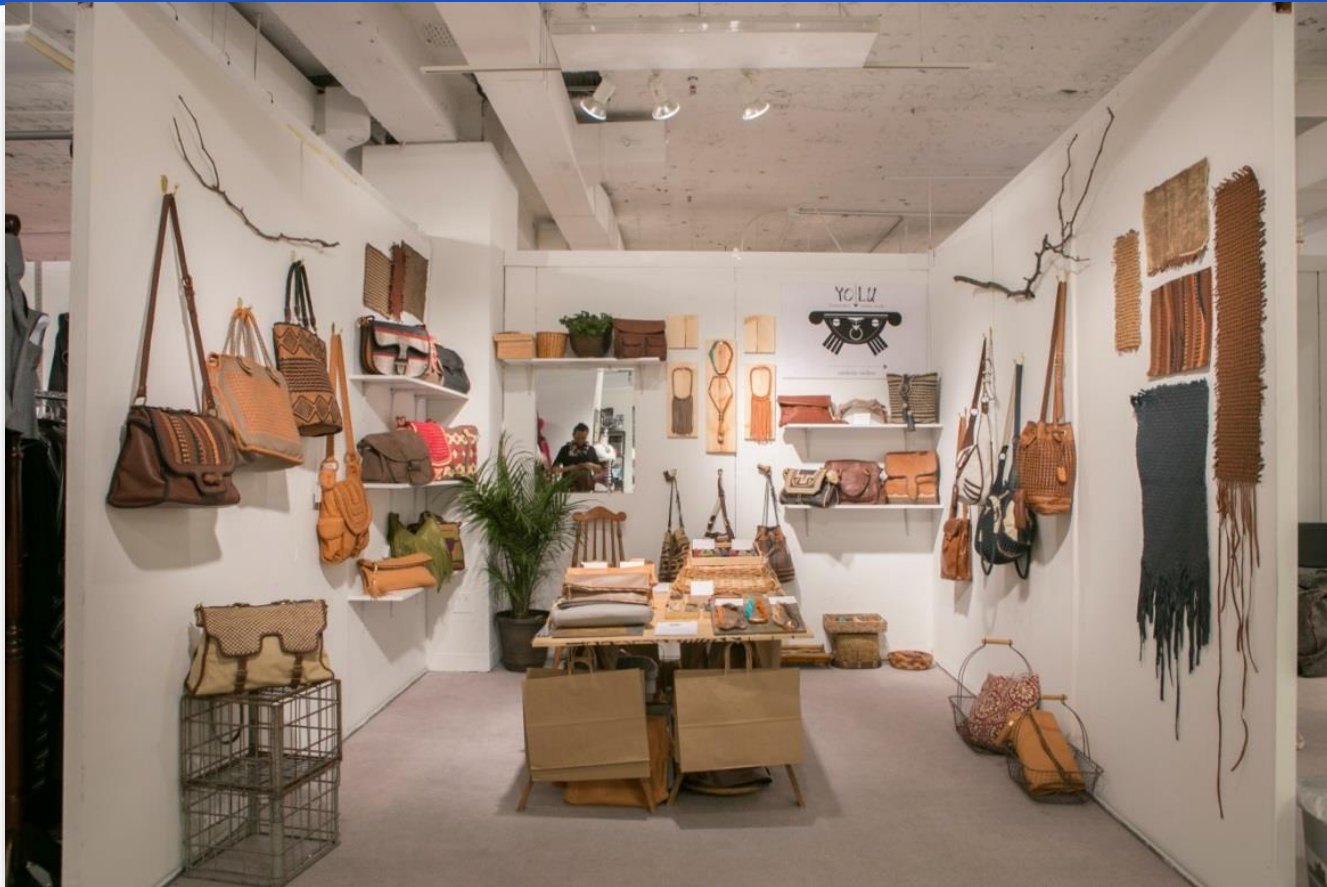
With over 600 artist and 70,000 shoppers, the show can be overwhelming.

If you have too much clutter it will be hard for a customer to perceive your work and you will get lost in the crowd.



# Booth Design

## Arrange by Colors or Sets



This helps customers take in your offerings and it creates visual interest

# Booth Design

## Tactile Experience

Engage the customers in a **sensory experience**.

If your work cannot be touched have sample materials on display.



# Booth Design

## Use Levels

- \* Have some displays at eye level, it will help engage customers with your work and make perceiving your work manageable during busy times
- \* **Vary some levels** to create visual interest





# Booth Design

## Display Your Story



- \* Have your story visible for a customer to experience without you having to tell it – it creates a sense of discovery in your booth.
- \* Examples:
  - \* Hang a printed bio
  - \* Lay out sample materials
  - \* Have a story board explaining your process

# Booth Design

## Branding

**Professional and consistent branding elevates the perceived value of your work and helps the customer remember you.**

*Get high quality tags and packaging, invest in a sign or photography.*



# Selling



# Selling Tips

- \* **Sell your story** – this is what sets you apart and helps create a connection with the customer for future purchases/collections
- \* **Don't be over aggressive** – greet customers when they come into your booth but let them ask questions to keep conversation natural
- \* **Be passionate about your work** – instead of telling someone why they should buy something, explain why you love it
- \* **Body language matters** – use open movements, it will help you engage with the customer; try not to stand with your arms crossed
- \* **Encourage customers to buy sets** or give incentives for purchasing multiples - especially if you are working in a gift price point. While a certain segment of buyers will not purchase an item over a certain amount, they may be willing to buy multiple items. 2D artists can also benefit from this approach by selling small paintings as part of a triptych or diptych.
- \* **Play with your price points** – if you have high end work, bring your show stopping pieces but also have some lower price points that will help you cultivate future collectors.
- \* Don't forget to **follow up!** Capture names and emails and send a follow up message. There are tons of post show sales that happen throughout the year. Don't miss out!





**Questions?**

# Spring 2020 Application Deadline

- \* **April 24-26, 2020**
- \* If you are interested in applying to the Spring 2020 show, the deadline to apply is tonight at midnight.
- \* The application link is on the One of a Kind website under Apply