

2017 Christmas Arts & Crafts Emporium



WEBB'S CONSULTING & MANAGEMENT SERVICES, INC.

SATURDAY, NOVEMBER 18 FROM 10AM — 6PM

SUNDAY, NOVEMBER 19 FROM 11AM — 5PM

First Floor Idughet Exhibit Hall Move In Schedule

Time To Move In Saturday	If Booth Ends In (West Side of Row / East Side of Row)	Row Number
8AM — 9AM	Trailers	
9AM — 10AM	01 or 02 or 03 / 51 or 52 or 53	1 & 2 & 3
10AM — 11AM	04 or 05 or 06 or 07 / 54 or 55 or 56 or 57	4 & 5 & 6 & 7
11AM — 12PM	08 or 09 or 10 / 58 or 59 or 60	8 & 9 & 10
12PM — 1PM	Trailers	
2PM — 3PM	11 or 12 or 13 or 14 / 61 or 62 or 63 or 64	11 & 12 & 13 & 14
3PM — 7PM	All Booths May Enter	1 to 14
7AM — 9AM	Use 8th Avenue Overhead Door Entry	Saturday All

Please remember the following for everyone's safety and comfort:

- **Turn off headlights so our staff can see. (Check your owner's manual if you don't know how!)**
- Make sure that your front windshield is clear of dirt and snow so you can see.
- Roll down your driver's side window before entering the Exhibit Hall so you can hear.
- **Hang up your cell phone** and do not use it as long as you are in your vehicle so you can concentrate on not killing our Happy Helpers.
- Do not back up unless told to do so by one of our Managers — hopefully a knowledgeable one.
- Turn off your engine as soon as you have stopped in your assigned bay.
- Remove your vehicle from the Exhibit Hall **IMMEDIATELY** after items are removed from your vehicle; go park your vehicle and then return to setup your booth.
- If you need to load empty boxes into your vehicle, move your vehicle to temporary parking and reenter the Exhibit Hall when

Shows at the Dena'ina Center are best because vendors have the ability to drive into the Idlughet Exhibit Hall to unload their merchandise and equipment. However, in order to be safe and efficient for all vendors, this does require organization and cooperation.

We have assigned times, as detailed to the right, for each of the 14 rows to enter the Exhibit Hall and unload on Friday, November 17th. **Vendors should please make every effort to unload at their scheduled time.**

If your assigned time does not work for you, plan on unloading between 3PM and 7PM on Friday. You can still drive in, but only until 7PM. Or, you can unload and carry or cart in your things on Saturday from 7AM to 9AM via the 8th Avenue doors only. The Exhibit Hall's East doors will remain locked from Friday at 7PM until Sunday at 5PM...no entry or exit is permitted during those times.

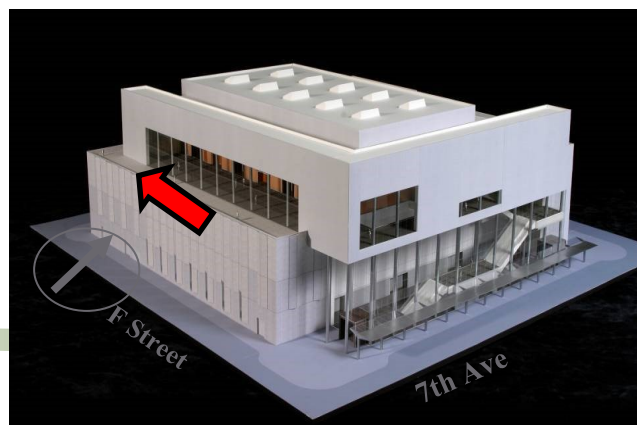
Included in this mailing is your vendor pass allowing you to enter at the above times. You may NOT enter earlier than your scheduled time without permission. Call us @ 272-5634 if you have special circumstances. We will do our best to accommodate your needs.

The vendor entrance is on F Street and you must be going south on F Street to enter. **If a line forms, please do not idle anywhere except the F Street loading zone by the Dena'ina, unless directed by our staff.**

If you have a trailer the will fit through the 10" door, please unload during the scheduled trailer loading times (8AM-9AM; 12PM-1PM). If those times won't work for you, plan on unloading at the back door (8th Avenue)

Should you have a truck or trailer that is taller than the 10' door, you will not be able to enter through the East door on F Street. Call us to schedule a time and place to unload. The back door (8th Avenue) is 16' tall and there are docks available with high ramps and doors.

When you enter the Exhibit Hall you will be greeted by one of our staff who will direct you to a parking bay. Please go to the bay assigned. It is not necessary that this bay be aligned with your booth's aisle as we will have Happy Helpers and carts to assist you in moving all of your items to your booth.



NOW ONLINE!

⇒ As we catch up with the modern world we are becoming more electronic. You can now find most forms included in this mailing online at: <http://anchoragemarkets.com/aceforms> (www.anchoragemarkets.com, select “Events” then “Arts & Crafts Emporium”). At the bottom of the website page you will find a clickable link that will take you to most of these documents and forms!

In this mailing you will find...

- **Alaska Event Services (AES) order form** — **NOW ONLINE** — you should order any item of booth furnishings you will need from AES and they will have it in your booth, ready-to-go, when you arrive. 1750 watts of electricity is available at no charge (you should bring a 25' electrical cord). Additional chairs will be made available by the Dena'ina Center at 8-9:30am on Saturday and you should help yourself to them at no charge. The aisles will be carpeted, but your booth is not. We do not provide tables, backdrop or side-rails; these should be brought by you or ordered from AES if needed — in advance is cheaper.
- **Name Tag Order Form** — **NOW ONLINE** — fill out the form and submit it as soon as you know the names of everyone who will be working in your booth at the Arts & Crafts Emporium. First names are all that are necessary or usually desired. We will be making nametags at the show but hope you get the order to us early — Friday would be best. They will be made on a “when we have time” basis.
- **Door Prize Donation Form** — **NOW ONLINE** — prizes will be drawn every half hour and announcements made for winner to pick them up at your booth. Your booth and address will be mentioned at least twice.
- **Vehicle/Check-In Pass with map on back** — this pass tells you what day and time you will be allowed in the exhibit hall to set up. We also have “open” periods when anyone can set-up. Give the upper part of the pass to a member of Webb's Consulting & Management Services, Inc. staff to let us know that you are here...you are now checked in.
- **8 Post Cards for YOU to mail** — **NOW ONLINE** — send these post cards to your best customers and let them know you will be at the Arts & Crafts Emporium. This is very effective for you and your fellow vendors. If you have a color printer, you can print them online!

Waiting for YOU...

When you arrive at the Dena'ina Center to set-up your booth, you will find the following:

Your booth sign with company name and booth number. Please hang your sign in your booth to enable people to find you. We will have booth maps in the lobby and online.

The name tags you ordered. We suggest you pre-order nametags for everyone in your booth. No cost to you. Nametags “break the ice” with customers and make buying from you a more enjoyable, personal and memorable experience. We can make more at the last minute — check with office manager. Again, this is on a “when we have time” basis.

A bundle of Arts & Crafts Emporium T-shirt size imprinted bags. Should you need more bags, they are stocked in the manager's office about mid-way on the North wall of the exhibit hall. \$8 per bundle of 100 bags. Each day use one bag to cleanup your booth of all trash. Leave bag in the aisle before you leave; janitors will not enter your booth to take a bag—it must be in the aisle.

You should first unload and take your vehicle out of the hall and park it... Then return to the show and set up your booth. When finished, we suggest you cover your merchandise with sheets or other cloth and use clamps to hold the coverings in place. There will be security officers on duty at all times while the Exhibit Hall is unlocked.



Safety...

Each of us is responsible for the safety of this show. No smoking is allowed in the Dena'ina Center and should be restricted to the outside designated smoking areas where ashtrays are available. Children are very welcome, but must be under the supervision of a responsible adult at all times. Decorations used in your booth should be fire resistant and so marked. We will likely have a fire marshal inspection prior to opening. Food vendors will enjoy special scrutiny from the fire marshal, as they should, and should be prepared. Check with our management or the Fire Marshal @ 267-4970 if you do not know what is required and expected.

Security...

The Dena'ina Center will have uniformed security guards available at all times the hall is open. Should you need a guard, contact them by calling 263-2833 or contact a member of show management @ 272-5634 as security will monitor our radios. The back side of your name tag will contain show management, security and other emergency numbers.

DO NOT OPEN THE E STREET SIDE DOORS TO THE EXHIBIT HALL FROM 7:00PM FRIDAY TO 5PM SUNDAY. THIS WILL SERIOUSLY COMPROMISE OUR SHOW SECURITY. Help stop a thief! It will also mess with the room's temperature setting.

Should we have a lost child we will announce child's description over the public address system and ask vendors' help in finding that child. Look around your booth area and if you see the child make sure our staff or security is immediately notified.

THE Exit Plan and other Fairy tales...

Some experienced vendors would welcome a heart attack rather than exiting from a show, for good reason.

- We will have Happy Helpers and carts to assist vendors to their vehicles. Our Happy Helpers are grossly outnumbered by anxious vendors who will never forgive us if they cannot exit within 2 1/2 minutes. If you want the use of a Happy Helper AND cart—they come together as a package and can not be separated, imagine a car without an engine—you will probably have to wait a few more minutes. This is a good time to count the fortunes you made in the last 2 days.
- Three doors are available for exit – the entry door in the southeast corner of the room (F Street side); the exit door on the south end of the room by the docks (8th Avenue) and the door in the southwest corner of the hall (G Street) that leads to a sidewalk only. Warning – G Street is a main street and no vehicles may legally “stand” on G Street.
- **NO ONE may exit via the North end of the building, though the lobby, no one!**
- Vehicles may not enter the hall to load until after all other booths are gone and Show Manager determines no risk is present... most likely this will be after 8pm.
- If vendors park their vehicles in the holding zones on the North, East or South sides of the Dena’ina Center and are not actively loading, we will ask you to leave the area; if vehicle is still there in 10 minutes, you may be towed, or worse, bad mouthed by your friends. (If towed, nothing personal, just fair to those who did pack, followed the rules and respected the other vendors.)
- There is a bar across the street from the Dena’ina Center. Please drink responsibly.
- The basic plan is to get everything packed, call on one of our managers to assign you a helper with cart, load up cart, get your vehicle and pull into one of the holding areas along the North, East or South sides of the Dena’ina, load up vehicle and safely go home. It actually will work well if vendors do not untimely block the loading zones. But, in realism, it simply takes two to three hours to exit vendors that took fifteen hours or more to enter. Everyone should be out by 9pm or so. Plan on the “mess” and enjoy it. Should you have a better plan, WRITE IT DOWN and we will sincerely consider using it if it is truly better, more efficient & SAFE. Please do not tell us at 7:50 PM Sunday what we ought to be doing. **NOW** is the time to submit those brilliant ideas.

Santa’s HERE...

Alaska’s #1 Santa and his elf will be in the lobby both days of the Christmas Arts & Crafts Emporium to allow your customers to take photos with their own cameras and create great Christmas cards, gifts and memories. There is no charge. Bring your little ones and join in the fun.



This N’ That...

- FREE coffee & tea will be available in the Exhibit Hall for vendors from 8AM to 3PM on Friday, Saturday, and Sunday. It is located mid-way on the South wall in the alcove.
- ATMs are located on both ends of the lobby
- Shipping directly to the Dena’ina Center is **not** allowed. Vendors with product to ship should make arrangements with Lynden Transport at 249-4141 for pick up and delivery to show on setup day or AES at 345-8789 for receiving at their office and delivery to show on setup day. AES will also supply labor should you need assistance in setup or teardown of your booth., special lighting needs or other assistance.

The hotel of choice this year is the **Aviator Hotel** located at: 239 W 4th Ave, Anchorage, AK 99501

The rate for this hotel is **\$69.95** per night +tax.

Breakfast is optional at the time of booking.

To reserve a room please contact the Aviator Hotel: (907) 793-5555 Vendor discount code: “Anchorage Markets”



Gingerbread SHOWCASE

This year, the Christmas Arts & Crafts Emporium is hosting Habitat for Humanity’s Gingerbread Showcase in the show lobby. The Showcase brings together professional and amateur bakers from Anchorage and highlights their creativity, while supporting the work of Habitat for Humanity. The gingerbread houses, all designed to fit the CELEBRATING ALASKA theme, will be on display and open for public vote through donation during the hours of Christmas Arts & Crafts Emporium. 100% of the proceeds will benefit Habitat for Humanity’s mission of providing decent, affordable homeownership for local families in need.



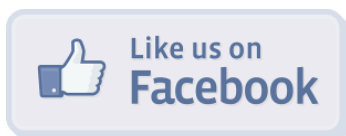
We again welcome Toys for Tots and Bean’s Café/Children’s Lunchbox to Arts & Crafts Emporium as our guests. We hope all vendors will bring food, gifts or donations to help these great folks in their mission of bringing food and joy to our Alaska children in need. Merry Christmas to ALL of Alaska’s little ones and their caring helpers. Their booths are located in the lobby.

Vendor Parking

It's everywhere now. The Pacillo garage is right across the street from the Dena'ina Center and is available at \$1.25 per hour. The JC Penny garage is just 2 blocks from the Dena'ina Center and costs \$1.25 per hour. The 6th & 7th Avenue Garage is between 6th and 7th Avenues and G and H Streets about a block from the Dena'ina Center with rates of \$1.25 per hour.

The area around the Dena'ina Center is heavy with meter parking. Some eight hour meters (red tops) are available to the South and East of the center. Meters are free (for now at least) on weekends, with the 2 hour limit enforced. Rates vary during weekdays depending on how long meter allows, i.e. 2 hours, 5 hours, 8 hours. Several surface lots are in the downtown area and Muni owned lots are all \$1.25 per hour maximum. Meters must be paid from 9AM to 6PM and are checked frequently.

Vendors may park FREE on Saturday and Sunday **ONLY** in the Atwood Building lot located between 8th Avenue and 9th Avenue; D Street and E Street.



Advertising gone wild...

We have a very aggressive advertising campaign ready for the Arts & Crafts Emporium. Television ads will be on KTUU-Channel 2 News. This IS the top (and the most expensive) television programming in our market. We will reach ... well ... everyone in Anchorage that we want to.

Look for ads on early (5:28-9AM); 5 O'clock (4:58-5:30PM); 6 O'clock News Hour (5:58-7:00PM) and 10pm News Hour. We have a big presence on KTUU.com.

Radio will be on KLEF-FM Classical.

We will have daily ads in the Alaska Dispatch newspaper and a very strong presence on the Alaska Dispatch website. Facebook, Twitter, Instagram & Google+ will all feature our input and paid ads to reach our thousands of followers.



Alaska Dispatch News



Christmas
Arts & Crafts Emporium

Last show of the season!
Biggest Shopping Day



Scheduled for the Saturday before Christmas

Booth Spaces Available!

Saturday, December 16th
10AM-6PM
Dena'ina Center Exhibit Hall
Register for a booth online at
www.anchoragemarkets.com



Contact Information: Phone: 272-5634
Fax: 272-5635

Website: www.anchoragemarkets.com
Office Address: 741 E. 13th Ave., Anchorage AK 99501
E-mail: info@anchoragemarkets.com
Facebook: [@AnchorageMarket](https://www.facebook.com/AnchorageMarket)