



HOLIDAY FOOD & GIFT FESTIVAL 2017 VENDOR NEWSLETTER

November 4th & 5th, 2017 at the Dena'ina Civic and Convention Center

Move In – Friday from 1PM – 8PM

One of the biggest advantages of the Dena'ina Center is the vendors ability to drive into the Edlughet Exhibit Hall to unload their merchandise and equipment. However, to be most efficient for all vendors this does require organization and cooperation. We will assign times, as detailed below, for each of the 14 rows (North to South) to enter the Exhibit Hall and unload on Friday, November 3rd. Vendors should make every effort to unload at their assigned time. If your assigned does not work for you, plan on unloading between 4PM and 7PM on Friday...You can still drive in until 7PM. Those with small loads may unload from 7am to 9am on **Saturday**...vendors may **NOT** drive into the building for any reason and must use the 8th Ave. overhead doors. East door remains locked from Friday at 7:00PM until end of show.



First Floor Edlughet Exhibit Hall		
Row Number	If Booth Ends In (West Side / East Side)	Time to Move In Friday
1 & 2 & 3 & 4	01 or 02 or 03 or 04/ 51 or 52 or 53 or 54	1PM - 2PM
5 & 6 & 7 & 8 & 9	05 or 06 or 07 or 08 or 09/ 55 or 56 or 57 or 58 or 59	2PM - 3PM
10 & 11 & 12 & 13 & 14	10 or 11 or 12 or 13 or 14 / 60 or 61 or 62 or 63 or 64	3PM - 4PM
All rows & Trailers	Any Booth	4PM - 7:00PM

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 but can not guarantee your needs will be met.

The vendor entrance is on F Street and you **must** be going south on F Street to enter. Should you have a truck or trailer that is taller than the 10' door it 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 drive into 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. Remember the following things for everyone's safety and comfort:

- Roll down your driver's side window before entering the Exhibit Hall so you can hear.
- Make sure that your front windshield is clear of dirt and snow...so you can see.
- **Turn off your headlights so our staff can see. (Learn how to do this!)**
- Hang up your cell phone and do not use it as long as you are in your vehicle so you can hear, see and think.
- Do not back up unless told to do so by one of our managers.
- 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 you are ready to leave and load boxes at that time. Our Happy Helpers will be happy to assist.



Upon On Arrival



Show Hours:

Saturday

10am – 6pm

Sunday

11am – 5pm



When you arrive at the Dena'ina Center to set-up your booth, your booth sign will be hung in the center of the back wall. You are welcome to move or remove the sign. We will have booth maps in the lobby and recommend you place your sign so people can easily find you. You will also find two chairs (put unwanted chairs in middle of aisle and our elves will remove them) and the following items in your booth:

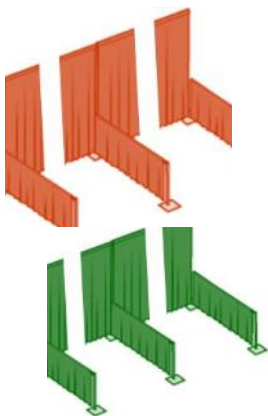
The name tags you ordered. We suggest you order nametags for everyone in your booth. First names are all that are necessary or usually desired. No cost to you. Nametags “break the ice” with customers and makes buying from you a more enjoyable, personal and memorable experience they will cherish for 5 seconds.

100 Holiday Food & Gift Festival 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 100 bags. Use one bag each day for trash and leave it in the carpeted aisle for pickup each night by the janitorial staff.

You should first unload and park your vehicle. Then return 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.

Booth Colors

Holiday food & Gift Manager will provide a 10' wide x 8' tall Backdrop, two 10' wide x 3' tall side rails, electricity, and two chairs for each booth. Green and Red will be the primary colors of the backdrops and side rails. Each 1/2 row is assigned a primary color either green or red. Each backdrop will be accented with white, as shown below.



Vendor Parking

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 are available to the south and east of the center. Meters are free on Sundays and rates vary during weekdays from 9AM to 6PM pay time depending on how long meter allows, i.e. 2 hours, 5 hours, 8 hours. Several surface lots in the downtown area and Muni owned lots are all \$1.25 hour.

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.

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](tel:(907)793-5555)

Vendor Discount Code:
“Anchorage Markets”



Bean's Café
Feeding the hungry, and sheltering those in need since 1979

We again welcome Toys for Tots and Bean's Café/Children's Lunchbox to Holiday Food & Gift Festival 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 fellow Alaskans in need.



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: www.anchoragemarkets.com/food-festival (www.anchoramarkets.com, select “Events” then “Holiday Food & Gift Festival”). At the bottom of the page you will find clickable links to most forms included in this mailing for your convenience!

In this mailing you will find...

- **Alaska Event Services (AES) order form – NOW ONLINE!** – you should order any booth furnishings you will need from AES and they will have them in your booth, ready-to-go when you arrive. 1750 watts of electricity is available at no charge and ready to go in your booth (you should bring a 15’ electrical cord). Two chairs are in your booth on arrival and additional chairs will be made available by the Dena’ina Center. The aisles will be carpeted, but your booth is not. We WILL provide a 8’ tall back drop (pipe & drape) and 3’ tall side rails. We do not provide tables or any other furnishings, including lights. If needed, these should be brought by you or ordered from AES. AES will have a table and staff on Friday and Saturday so you may order then. We highly recommend ordering in advance as a **discount** applies to early orders.
- **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 Holiday Food & Gift Festival.
- **Door Prize Donor Form – NOW ONLINE!** – prizes will be drawn every hour and announcements made for winner to pick them up at the donor’s booth. Your booth and address will be mentioned at least twice during the announcement. Prizes must have a retail value of at least \$25.
- **Vehicle/Check-In Pass with map on back** – this pass tells you what day and time you will be automatically 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 eight post cards to your best customers and let them know you will be at the Holiday Food & Gift Festival. This is very effective for you and your fellow vendors. Should you need more post cards, just let us know. If you have a color printer you can print them online!

NEW THIS YEAR!

Let's cover Anchorage with posters!

Help us, help you, help everyone!

We have included 2 posters in this mailing; please hang them everywhere!

Going Shopping? Hang 1 on the store bulletin board.

Going to school? Hang 1 on the school bulletin board.

Visiting family? Plaster them to the house!

Have a dog? Add 1 to your dog's collar.

Need more posters? We can mail or email them to you; or, stop by our office.



Alaska's #1 Santa and his one of his elves will be at the Holiday Food & Gift Festival each day in Santa Land.

Here, families can use their own cameras to photograph their little ones with Santa and listen in on the conversation so they know what is wanted for Christmas. We expect this to again be a great hit with the public and we invite our vendors to bring their children, grandchildren, great grandchildren, etc. etc. to participate. Free.

No puppies.
Bah Humbug.

Santa's Here



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 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 @ 267-4968 if you do not know what is required and expected.

Security – The Dena'ina Center will have uniformed security guards available at all times. Should you need a guard, contact them in their booth or contact a member of show management 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 7PM ON FRIDAY TO 5PM ON SUNDAY. OPENING THE DOORS WILL SERIOUSLY BREECH OUR SHOW SECURITY;** it will also totally screw up the room's temperature setting...

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 in 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 deliver 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. Heavy items must be in booth before carpet is put down.

Advertising



Television ads will be on KTUU-Channel 2 News. This IS the top television programming (and the most expensive) 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.

We have a very aggressive advertising campaign ready for the Holiday Food & Gift Festival. Radio will be on KLEF-FM Classical.

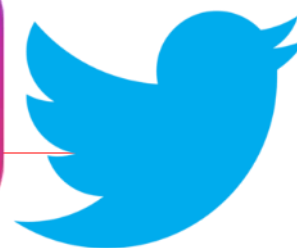
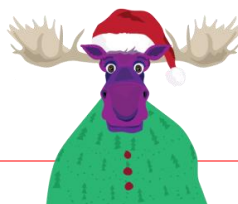


We will have daily ads in the Alaska Dispatch newspaper and a very strong presence on the Alaska Dispatch website.

Facebook, twitter, Instagram & google+ will all feature our input and paid ads to reach our thousands of followers.



Alaska Dispatch
News and voices from the Last Frontier



Contact Information



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