



VENDOR NEWSLETTER

2017 Christmas Village, December 16th
10AM – 6PM at the Dena'ina Center

One of the biggest advantages of the Dena'ina Center is the ability of vendors to drive into the Idlughet Exhibit Hall to unload their merchandise and equipment. However, to be most efficient for all vendors this does require organization and cooperation. We have assigned times, as detailed below, for each of the 14 rows to enter the Exhibit Hall and unload on Friday, December 15th. **We ask that all trailers arrive during the trailer entry times listed below for YOUR convenience.**

If for any reason your assigned time does not work for you, plan on unloading between **2PM and 5PM** on Friday...you can still drive in, but only until 5PM. Or, you can unload on Saturday from 7AM to 9AM via the 8th Avenue doors only. The show's East door on F Street must remain locked from Friday at 5PM until Saturday at 6PM...no entry or exit. Use 8th Avenue Entry.

Included in this mailing is your vendor pass which allows you to enter at the above times. You may NOT enter earlier than your scheduled time without approval from the show manager. 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. Should you have a truck or trailer that is taller than 10'; 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 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. 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.
- **Turn off your headlights.**
- Make sure that your front windshield is clear of dirt and snow...so you can see.
- Hang up your cell phone and do not use it as long as you are in your vehicle so you can concentrate on not causing serious property damage or death of a helper.
- Do not back up unless told to do so by one of our Managers.
- Turn off your engine as soon as you have stopped at your assigned bay.
- Remove your vehicle from the Exhibit Hall **IMMEDIATELY** after all 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

Move In Schedule

First Floor Idlughet Exhibit Hall

Row Number	If Booth Ends In (West Side / East Side)	Time to Move In Friday 8AM-5:00PM or Saturday Morning 7AM-9AM
Trailers	All Trailers	8AM - 9AM
1 & 2 & 3	01 or 02 or 03 / 51 or 52 or 53	9AM - 10AM
4 & 5 & 6 & 7	04 or 05 or 06 or 07 / 54 or 55 or 56 or 57	10AM – 11AM
8 & 9 & 10	08 or 09 or 10 / 58 or 59 or 60	11AM – 12noon
Doors Closed	No Entry *AES set-up*	12noon-1PM
11 & 12 & 13 & 14	11 or 12 or 13 or 14 / 61 or 62 or 63 or 64	1PM-2PM
Any Row	Any Row	2PM-5PM
Note: Vendors may only drive in until 5pm on Friday, December 15th.		
Saturday Any Booth	Use 8th Avenue Door ONLY	7:00AM – 9:00AM

Upon On Arrival



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

First Thing – 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 the Exhibit Hall is unlocked.

Use a shopping bag to gather trash during the day, and leave it in the aisle for disposal at the end of the show.

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 make buying from you a more enjoyable, personal and memorable experience.

Bundle of 50 Christmas Village 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.

Booth Sign – will be hung with “S” hooks on the back drop of your booth. We do have vendor directory signs in the lobby and by the office to help costumers find you. Move your sign if you wish, but we suggest you keep it in view...you DO want customers to find you.

HOURS:
SATURDAY
10AM - 6PM



Parking

It’s everywhere now. The new Pacillo garage, right across the street from the Dena’ina Center 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. Pay time based on how long meter allows, i.e. 2 hours, 5 hours, 8 hours. Several surface lots are in the downtown area owned by the Muni are \$1.25 hour.



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

Exit Plan ?

We will provide a comprehensive, fool proof and innovative exit plan at the peak of your business sales period and answer any questions you have at that time. Hopefully you are so busy taking in 50’s & 100’s that you will be fooled into thinking this plan will actually work.

Be safe, eat a cookie and have a glass of milk.



This N' That —

Pipe and Drape - backdrop and side rails are provided.

ATM - 2 ATM's are located in the lobby. One at the East and East end 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.

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/cvforms> (www.anchoragemarkets.com, select “Events” then “Christmas Village”). At the bottom of the website page you will find a clickable link that will take you all documents and forms

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. www.alaskaeventservices.com
- **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 Christmas Village. 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 – by 12/8/17 would be best. The deadline for pre-ordered nametags is 12/8/17, nametags ordered after this date will be made on a “when we have time” basis.
- **Door Prize Donation Form** – **NOW ONLINE**— prizes will be drawn every 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!



Santa and his elf will be in the lobby welcoming and visiting with your customers. Customers are able to take photographs with their own cameras to create Christmas cards, gifts and memories. There is no charge.

Bring your little ones and join in the fun.





Webb's Consulting & Management Services, Inc.

741 East 13th Avenue
Anchorage, Alaska 99501

Phone: 272-5634
Fax: 272-5635
E-mail: info@anchoragemarkets.com
Web: www.anchoragemarkets.com

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. 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 F STREET SIDE DOORS TO THE EXHIBIT HALL FROM 5PM FRIDAY TO 6PM SATURDAY. OPENING THE DOORS WILL SERIOUSLY COMPROMISE OUR SHOW SECURITY IF YOU OPEN THE DOORS. Help stop a thief!**

Lost Children – Should we have a lost child we will announce the 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.



Anchorage
Daily News
adn.com

Advertising



We have a very aggressive advertising campaign ready for the 2017 Christmas Village . We will be on **KLEF** radio stations.

Television will all 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) and 6 O'clock (5:58-7:00PM) News Hour.



We will have daily ads in the **Anchorage Daily News** newspaper and a very strong presence on the Alaska Daily News website **www.adn.com**. Saturday will feature a front page of the Alaska section ad in full color.

Please like us on **Facebook**, follow us on **Instagram** and **twitter!**



You can really help boost our advertising and the show's success by simply sharing our posts to your social media pages and letting your customers know you will be at Christmas Village this season.

Why Not?