



ALASKA MARKETS & EVENTS, INC. presents

# HOLIDAY FOOD & GIFT FESTIVAL 2019 VENDOR NEWSLETTER

*November 2nd & 3rd, 2019 at the Dena'ina Civic and Convention Center*

## Move In – Friday from 12PM– 7PM

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 have assigned times, as detailed below, for each of the 14 rows (North to South) to enter the Exhibit Hall and unload on Friday, November 1st. Vendors should make every effort to unload at their assigned time. If your assigned time does not work for you, plan on unloading between 4PM and 7PM on Friday... [You can still drive in until 6PM.](#) Those with small loads may unload from 7am to 9am on **Saturday**...vendors may **NOT** drive into the building for any reason on Saturday, and must use the 8th Ave. overhead doors. East door remains locked from Friday at 6:00PM 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	01 or 02 or 03/ 51 or 52 or 53	12PM-1PM
4 & 5 & 6 & 7	04 or 05 or 06 or 07 or / 54 or 55 or 56 or 57 or	1PM-2PM
8 & 9 & 10	08 or 09 or 10 / 58 or 59 or 60	2PM-3PM
11 & 12 & 13 & 14	11 or 12 or 13 or 14 / 61 or 62 or 63 or 64	3PM-4PM
<b>All Rows - Open Entry</b>	<b>Any Booth</b>	<b>4PM - 6PM</b>

[Here](#) you will find your [Vehicle Entry & Check-In Pass](#), which allows you to enter at a set time, based on your booth number. You may NOT enter earlier than your scheduled time without permission from our Management staff. If you arrive prior to your entry time, you will be required to wait for all other vendors who have arrived at their scheduled vehicle entry time. If you have special circumstances text us at 907-272-5634 (include your business name) or email us at [info@anchoragemarkets.com](mailto:info@anchoragemarkets.com). We will do our best to accommodate your needs, but cannot guarantee that they 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; contact us to schedule a time and place to unload. The back door (8<sup>th</sup> 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. To ensure that the process is efficient for everyone, you will NOT be able to wait for a bay closer to your booth, and MUST go to the bay you are directed to by our staff.

Remember the following for everyone's safety and comfort:

- Arrive only during YOUR scheduled vehicle entry time or during open entry.
- 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.—**We don't want to be run over.**
- Do not back up unless told to do so by one of our managers.
- Turn off your engine as soon as you are parked in your assigned bay.



## Upon 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 on 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. Click [HERE](#) for [Nametag Order Form](#). Order by **10/23/19** for guaranteed delivery at the show. 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.

**No Plastic bags** may be provided to your customers. This includes biodegradable and compostable plastic bags. Paper bags provided to customers is ok so long as you charge a fee of no less than \$.10 and no more than \$.50 per transaction.

Find out more about the Plastic Bag Ban [HERE](#), email: [plasticbagban@anchorageak.gov](mailto:plasticbagban@anchorageak.gov) or call (907) 343-7123.

**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 Festival 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.



## 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 6<sup>th</sup> & 7<sup>th</sup> Avenue Garage is between 6<sup>th</sup> and 7<sup>th</sup> 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 Muni owned surface lots in the downtown area are all \$1.25 hour. For more parking info, visit the Anchorage Downtown Partnership's [website](#).

**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.

## Need a hotel room?

We have a great special to offer all vendors this year at the Westmark Hotel in downtown Anchorage, only 2 blocks away from the Dena'ina Center! This year the Westmark is offering all Holiday Food & Gift Festival vendors a special rate as low as \$99/night + Tax. You simply wont find another hotel this close for this price.

[CLICK HERE](#) to find out more!



**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



## NOW ONLINE!

⇒ As we catch up with the modern world (and **go green!**) we have switched over to electronic (e)mailings and forms. All of our 2019 show forms are online at: <http://anchoragemarkets.com/19hfgforms/>. For your convenience, we've also linked the forms page below!

## Important links...

- [Alaska Event Services order form](#) 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. 500 watts of electricity is available at no charge (you should bring a 15', 12 gauge or larger electrical cord). Two chairs will be in your booth upon 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 an 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](#) – fill out and submit as soon as you know the names of everyone who will be working in your booth at the Holiday Food & Gift Festival. Order by **10/23/19** for guaranteed delivery at the show.
- [Door Prize Donor Form](#) – 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](#) – this pass tells you what time you will be automatically allowed into the exhibit hall to set up. We also have "open" periods when anyone can set up. Show us the pass on your phone...you are now checked in... If you arrive prior to your entry time, you will be required to wait for all vendors who have arrived at their scheduled vehicle entry time before you will be allowed to drive into the exhibit hall.
- [Video](#)—Share this video with your customers on your social media pages, send it via email to your best customers, make sure all of your customers know where to find you this weekend!
- [Poster](#) – Let's cover Anchorage (and Alaska :) with posters! Help us, help you, help everyone! Please hang our poster everywhere! You can also share the poster on Facebook. (It's on our PAGE @AnchorageMarket). 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 an annoying significant other or child? Post one on the back of their shirt!



## Santa's Here

**Alaska's #1** Santa and his elf 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.



**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 (P.S. smoking is a dangerous habit that we recommend quitting a.s.a.p.). Children are very welcome but must be under the supervision of a responsible adult at all times. Decorations used in your booth should be non-combustible and so marked. All vendors are required to have a properly tagged, current and easily accessible fire extinguisher in their booth. 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; 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 6PM 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 — Fire Extinguishers**

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 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. 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 watches the news! Look for ads!

11/02/19	EM News Rotator M-F	6	(6:00 AM-9:00 AM)
11/02/19	Early News Rotator M-F	6	(4:58 PM-7:00 PM)
11/02/19	All Day Rotator	14	(7:00 AM-5:00 PM)
11/02/19	Late News Rotator M-Su	2	(10:00 PM-10:35 PM)
11/02/19	The Tonight Show	2	(10:35 PM-11:36 PM)



Facebook and Instagram will feature our input and paid ads to reach our thousands of followers. (Help us reach your followers also! Share our posts and our event page @AnchorageMarket)!!



We will also have a very strong presence on the [Anchorage Daily News events](#) website.

Radio ads will be running leading up to Holiday Food & Gift as well as both event days.



**Contact**

**Information**



Website: [www.anchoragemarkets.com](http://www.anchoragemarkets.com)  
 Text/Call: 907-272-5634  
 Office Address: 741 E. 13th Ave., Anchorage AK 99501

