



one of a kind

WELCOME SPRING
OOAK ARTISTS!

MEET THE TEAM

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AGENDA

- Duration - 1 hour
- Registration/Comp Tickets
- Booth Details
- Set up/Tear Town
- Move-In/Move Out
- Ordering Portal
- Artist Profile/Exhibitor Central
- Marketing
- Floor plan
- Final Checklist
- Questions



BEHIND THE SCENES



How are you?



SHOW HOURS AND ACCESS

- Friday, 4/28 10am-7pm
- Saturday, 4/29 10am-7pm
- Sunday, 4/30 10am-5pm
- Artist Access will be at 8am every day

ARTIST REGISTRATION

- Register you and your team online prior to your arrival
- Link and information is on Exhibitor Central
- After you have parked, head to the registration desk in main lobby
- You will receive your Welcome Packet and Exhibitor Badge at desk
- Must always wear your badge



SET-UP HOURS

Wednesday, April 26th

- Loading dock 8:00am – 3:00pm
- Set-up 8:00am – 4:00pm

Thursday, April 27th

- Loading dock 8:00am – 3:00pm
- Set-up 8:00am – 7:00pm

Please note: Set-up will NOT be permitted
Friday morning (4/28)





MOVE IN: SHIPPED ITEMS

- Label all your shipped packages with **7-booth number**, and your full name
- If you shipped items, they will be in your booth when you arrive
- Items must arrive either Wednesday, April 26th OR Thursday, April 27th

MOVE IN: LOADING DOCK DETAILS

Loading Dock

Park Your Car

Registration

Go to Booth

Drayage: Our team will deliver items to your booth

MOVE IN: LOADING DOCK REMINDERS

- Drayage “materials handling” is included in your booth fee
- Consolidate your belongings, packaging is not provided
- Dollies are **not allowed**
- Additional Fees: Any one package over 2000lbs will have an overage fee added on



MOVE IN: PARKING

- We recommend the [Spot Hero](#) app to find discounted parking for both standard and large vehicles
- More information on [Exhibitor Central](#)

BOOTH DETAILS

- **Cleaning** – vacuumed the night before the show opens
- **Chair/wastebasket** – must be requested pre-show
- **Drayage** – moving your work to/from vehicle to booth at no charge
- **Flooring** – light gray throughout the show floor
- **Lighting** – 4 flood lights & florescent lighting
- **Signage** – booth comes with a standard blade sign



BOOTH DETAILS: WALLS

- Walls are painted white
- Paper coverings options are available for purchase
- You may nail and screw into the walls – just remove at the end of the show
- No need to patch small nail holes after show
- Power tools are not permitted
- Walls are 1-inch thick, each nail will hold approx. 30lbs.
- A standard inline booth has 3 walls (approx. 10 ft long & 8 ft high)



A photograph of a man in a light blue shirt playing a double bass in a booth. The booth has a light blue background with the words 'be on' in large white letters. The booth is decorated with string lights. In the foreground, there are people sitting at tables, some with drinks, suggesting a social event or concert. The background shows a large indoor space with more string lights and a speaker on a stand.

BOOTH DETAILS: LIGHTS AND ELECTRIC

- 4 flood lights are included with your booth fee
- Outside lights may NOT be attached to the tracks
- Lamps and other non-track lights are permitted
- 150-watt standard duplex outlet is included with your booth fee, if you need additional wattage there is a charge
- A 15-minute lighting adjustments is included with your booth fee

BOOTH DESIGN: LAYOUT

- Make a clear entrance/exit
- Remember to consider your checkout setup, allow for there to be a line without blocking the entrance to your booth
- Be inviting, memorable, and viewable!



A photograph of a clothing store booth. In the background, a large sign with the word 'ARAL' is visible. The booth is filled with racks of various clothing items, including a prominent piece of patterned fabric. The lighting is warm and focused on the merchandise.

BOOTH DESIGN: SIGNAGE

- A noticeable sign or product photography will help customers find you in a crowd
- Create a sense of discovery in your booth
- Show your story with a bio
- Have sample materials



SVONA
STUDIO

SVONA STUDIO
DESIGN BY SVONA





EMERGING MARKET



- Booths are approx. 50 sqft. Roughly 5 wide x 10 long
- This area is set up “market” style
- 1 back wall and no dividing side walls
- Not allowed to bring side walls





ORDERING PORTAL

- An email was sent with a password to access the Ordering Portal
- This portal gives you access to booth service order forms
- Labor, material handling, electric services, house keeping, furniture rental
- Reach out to Tradeshow_Operations@themart.com for any questions
- [HERE](#) is Ordering Portal link



ONLINE ARTIST PROFILE



You are now logged out.

Username or Email Address

Password

Remember Me

Log In

[Register](#) | [Lost your password?](#)

[Go to Locator](#) | [One of a Kind Show](#)

Artist Profile Log-in

CERAMICS

JL Vision

Functional ceramic stoneware clay
North Port, FL
simplystoneware.com

I use a slab construct technique to create each one of my textured dishes. I wheel throw my garlic keepers and use a New York style cut on my olive dishes. My two clay bodies I use are icella porcelain and Navajo wheel. I also use coyote brand, food safe glazes. I create around 50 plaster drape molds at a time using a 3 part negative process, hand texturize using a carving tool, and hand press 6 inch slabs of clay, from my slab roller, to create the texture of the dish. I dry for 12 - 24 hours depending on weather, hand scrub with a sponge, bisque at 04, scrub again, glaze, and fire at cone 05 oxidation. All of my pieces are originals so not one piece will look or feel the same. my customers love the fact that all of my pieces are beautiful works of art as well as functional ceramics that you can use in the kitchen.



MARKETING RESOURCES



Complimentary Marketing Materials

- Artist Web Banner Ads
- PR Opportunities (Heron)
- Artist Facebook Group
- Complimentary tickets



Promote Yourself!

- Advertise on social media
- Use #OOAKCHICAGO
- Social media guide

\$18 each or \$108 for two

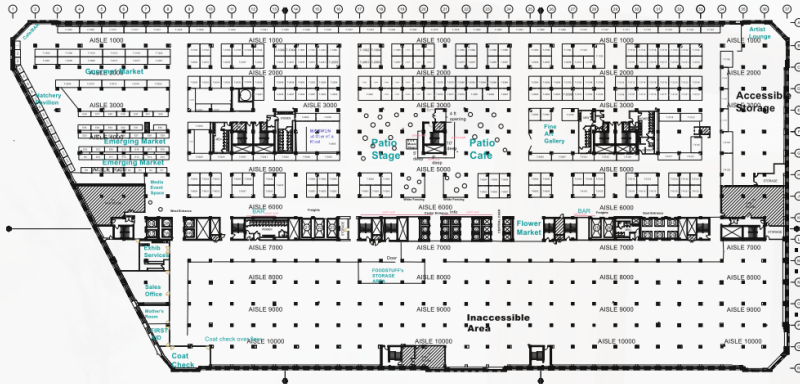
COMP TICKETS

- Your personalized comp code was emailed
- Max of 100 uses
- Spring Post Cards are still available!
[Order here](#)



FLOOR PLAN

SPRING One of a Kind 2023



- Booth Assignments are based on category distribution, booth structure needs and seniority.
- Black Cubes represent pillars in the space that are part of the building and cannot be removed, but if located in your space the pillars can be used for additional display space.

- Cafes and bars are located throughout the show as well as bars with beverages and light snacks
- Customers enter through elevators along the 6000 rows
- Fine Art Gallery in the center
- Gourmet Market
- Emerging Market
- A map of the floorplan is on Exhibitor Central

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2023



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ARTIST AMENITIES

- Pre-show champagne toast
- Pre-show Food ordering app
- 10% off at all cafes
- Artist lounge
- Artist coat check
- \$ Change available

ADDITIONAL INFO

- Wireless internet is provided
- Central Cashier is an optional service used primarily by Canadian exhibitors
- Fed-Ex on the 2nd floor
- Fine Art Gallery
- Assistance with large sold items (furniture, paintings, etc.) need to be removed through the dock, this can be arranged at the service desk



A photograph of a busy trade show floor. In the foreground, a woman with blonde hair and glasses is looking at a display on a table. In the background, several other people are engaged in conversations. A sign on the wall reads 'Fashion District' and '7094'. The image is overlaid with a semi-transparent dark grey filter.

COMPLIMENTARY ACCESSIBLE STORAGE

- Available on the show floor, access during show
- Please reserve storage before you arrive onsite
- Form is on Exhibitor Central – free for one 5x5 space
- If you need help with large stock replenishment, you may put in an order at the service desk – no charge



INACCESSIBLE STORAGE

- Empty packing boxes need to be stored in **Empty Box Storage**
- They will be picked up after setup and returned to you at the end of the show
- You must **label your empties** with a special 'empty' sticker, available at service desk
- Union workers will pick up your empty's pre-show
- Can't access this storage during the show

END OF SHOW

- Tear down begins at 5pm on Sunday
- Dismantle & Load-out Hours:
Sunday 4/30 5pm-11pm
Monday, 5/1 8am-12pm
- You will be charged a fee if you tear down before 5pm on Sunday
- The loading of POV's will begin upon the completion of the return of empties.

MOVE-OUT

- Pre-show email will be emailed allowing you to sign up for a move-out time slot on Sunday or Monday
- After the show closes, all empties will be delivered to your booth for packing
- Pick up items in Accessible Storage
- Union workers will then move your items to the dock and load them in your car when it is your turn



POST SHOW

- Post Show survey sent via email - Please complete to help us improve future shows!
- File your Sales Tax Form found on Exhibitor Central or in your Artist Welcome Packet



SIGNING UP FOR NEXT YEAR'S SHOW!

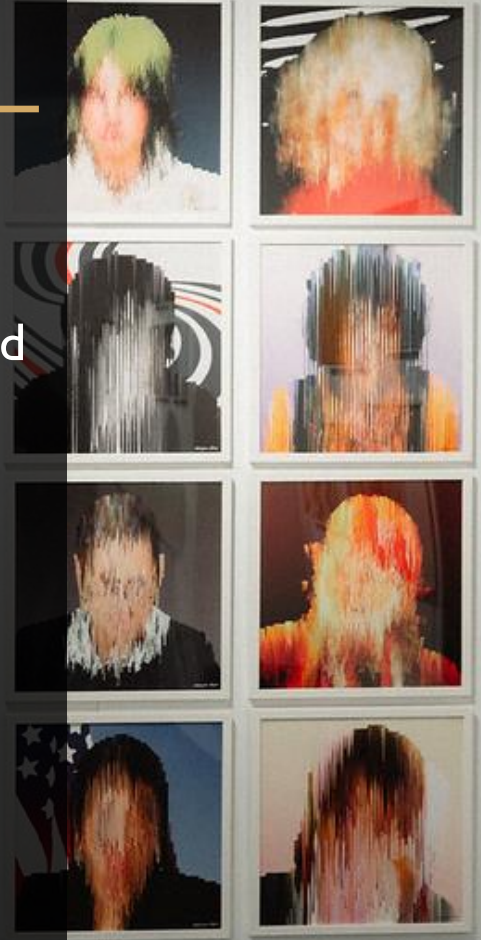
**SAVE
THE
DATE**

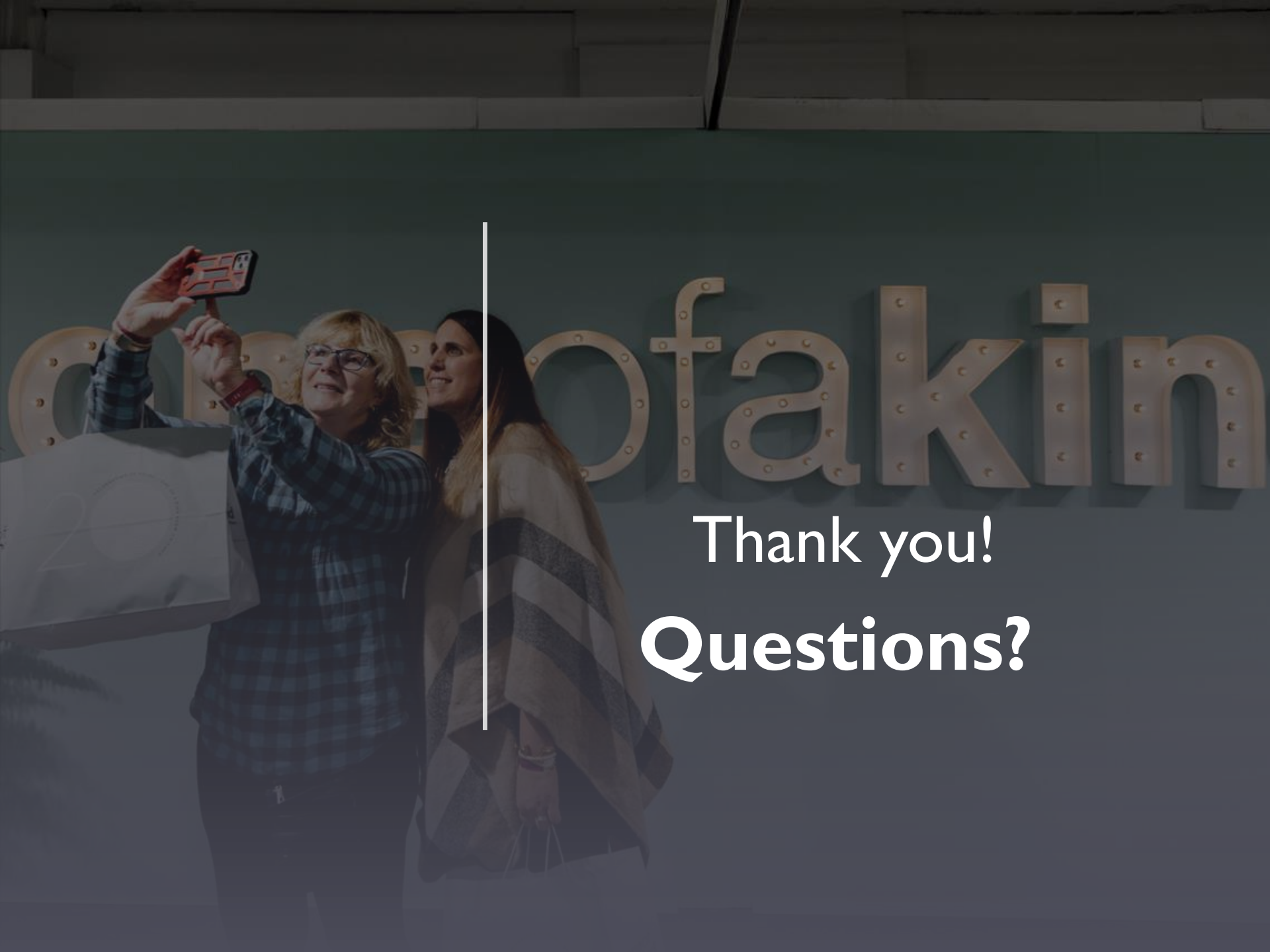
**April 26th-28th
2024**

There will be an opportunity to **re-sign for the 2024 Spring show** on-site at a discounted rate with priority placement; the digital contract link will be emailed to you during the show and must be completed by the end of the show to receive re-sign benefits.

FINAL CHECKLIST

- Complete your Artist Profile for the Online Artist Directory
- Send out your comp tickets – order post card tickets
- Review Exhibitor Central on our website
- Plan your booth layout
- Order equipment or services through the Ordering Portal
- Consider signing up for a Storage space





Thank you!
Questions?