



HANDMADE ARCADE

Mission Statement

Handmade Arcade empowers makers of all ages by providing them with professional development and connections to customers.

Vision

Handmade Arcade envisions an inclusive artistic community where all makers are empowered to share their craft and to achieve their creative potential and financial goals.

Values

Anti-racism
Collaboration
Equity
Financial Sustainability
Transparency



*Commonwealth Press and una biologics:
Both started as vendors and are now sponsors.*

HA: The Nonprofit

We believe in the power of making and have seen how making things by hand can transform individuals and communities.

- Supports local craft and maker events and initiatives
- Pursues partnerships with organizations that support youth and minority entrepreneurs
- Provides opportunities for youth and emerging artists
- Encourages the public to consider the role of art, creativity, and making in their own lives



Holiday Market

Held every December, Handmade Arcade's marketplace provides an unparalleled opportunity for independent crafters, makers, designers, and artists to:

- Connect with more than 10,000 attendees
- Participate in a high-profile and highly-anticipated marketplace
- Share their products, creative practice, and passions

Provides area arts, cultural and community organizations with opportunities to participate and connect to our audiences and artists in a variety of ways.



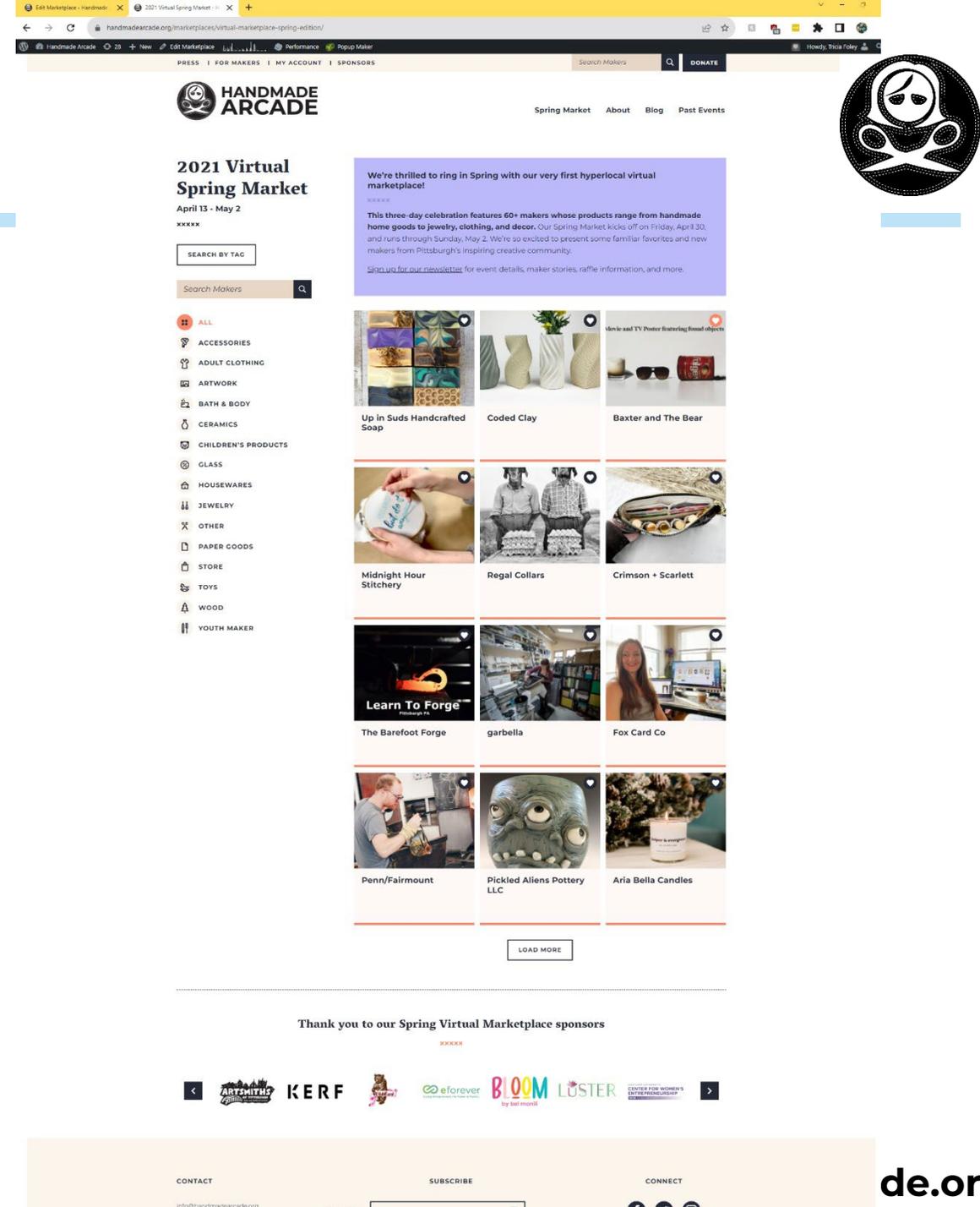
Virtual Catalog

Prior to the event, each maker will be given a login to their virtual catalog page on the website.

Handmade Arcade will launch the virtual catalog before Thanksgiving weekend for folks to get ready and pre-shop the in-person Holiday Market.

Makers are required to create their page.

It is a great way for shoppers to get to know who will be at the event!



Milestones

Paperwork

- Commitment Forms
- Permission / Release Forms

Create goals

- Product development
- Inventory Calendar
- Time Management

Budget

- Research online
- Use your mentor

Materials Spreadsheet



NOVEMBER 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 👤	1	2	Sew all 3 lovey's together	4	my Birthday 5	6 Pumpkin, cake, & Donut
7	8 2 poptarts Smore ↔	9	Tommy's 10 B-Day Cheese cake ↔	11	12 Derm. Appt. Cake, Pizza Pineapple ↔	13 Virtual Youth Maker Meeting 3 10:30 am to 12 pm
14	15 Chocolate covered strawberries ↔	16	17 Max's B-Day Avocado? Pie Peach ↔	18	19 Berries	20 Hair cut Eggs, Grilled Cheese
21 Tomato Soup	22 Hot Dog Apple ↔	23	24 Ice Cream	25 Thanksgiving 2 shakes	26 3 bees	27 Virtual Marketplace Sea- turtles
28 Virtual Marketplace	29 Virtual Marketplace	30	1	2	3	4
Finish anything that didn't get Done						

Payments

Our youth maker coordinator will be reaching out to you all individually to see what support you will need for sales on the event day.

Handmade Arcade will support you.

Communication and meeting deadlines = success!

- Cash
- Credit Card Reader / Square
- Cash Apps / QR Codes

Age requirements for online payment systems.



Loading in your booth

Friday Load-In:

Using the loading dock

- Handmade Arcade has access to Hall A loading dock and Teamsters between 12 and 4 PM on Friday, Dec. 2
- If you can make it there during that time, great! Let us know and we will provide you with instructions

Can't make it in time to use the loading dock?

- Not a problem!
- Front of Hall Load In
 - Friday Night: Between 4 PM and 7 PM
 - Saturday Morning: Between 7 and 9 AM

If you are not set up by and ready to go by 9:30 AM on Saturday morning, we cannot let you participate.

Event day! What to bring.

Your best self! Get a good night's sleep. This is a long day – an amazing one – but a long one.

You cannot do this alone! You can bring as many support people as you need. Keep in mind, your space is limited but you can have folks work in shifts for you!

Your products, and LOTS of them.

Change.

Credit card reader.

Fully Charged Cell Phone.

(Bring a portable charger if you have one!)

SIGNS! SIGNS! SIGNS! Should have ones for the following information: Business Name, Pricing, Cash Only, Indicator that you take credit cards, etc.

Bags. If you don't have your own, supermarket bags can work.

Handmade Arcade will provide each youth maker with a black tablecloth.

Event day!

WATER!

Dehydration is the silent killer. We will have water at the welcome table for Youth Makers but you should plan to bring a refillable bottle.

Food. We recommend that you bring snacks and pack a lunch.

Handmade Arcade will give you a \$50 prepaid credit card the day of the event. It is for food and parking. The Convention Center is now cashless.

Self-care and supply bag.

Chapstick, breath mints, tape, safety pins, Sharpie, scissors, notebook, pens, aspirin, quick fix items (needle/thread, glue), band-aids, etc.

Handmade Arcade has a crafty recuse kit at the welcome table if you need something.

Comfortable shoes. Consider bringing a spare set and a mat to stand on. The concrete floor can be brutal.

Wear layers. Plan for temperate fluctuations.

Craft Fairs: Booth Set-up

Let's get started.

1. **How much space do you have?** Standard booths 10ftx10ft
2. **Is a table provided?** Yes! One 8ft x 2.5ft
3. **Are chairs provided?** Yes! Two
4. **Do you have to use our table and chairs?** Nope
5. **What are you allowed to bring?** Anything but remember that YOU have to set it up and tear it down in a short amount of time, and it has to fit in your booth space
6. **Does it all fit in your car?** Do a car packing test run.



Backdrops and Signs

In an indoor market, you will be back to back with another booth. The best way to separate your space is with a backdrop. Even at an outdoor market with tents, you may want a backdrop with your business name on it.



Backdrops and Signs



Backdrops and Signs



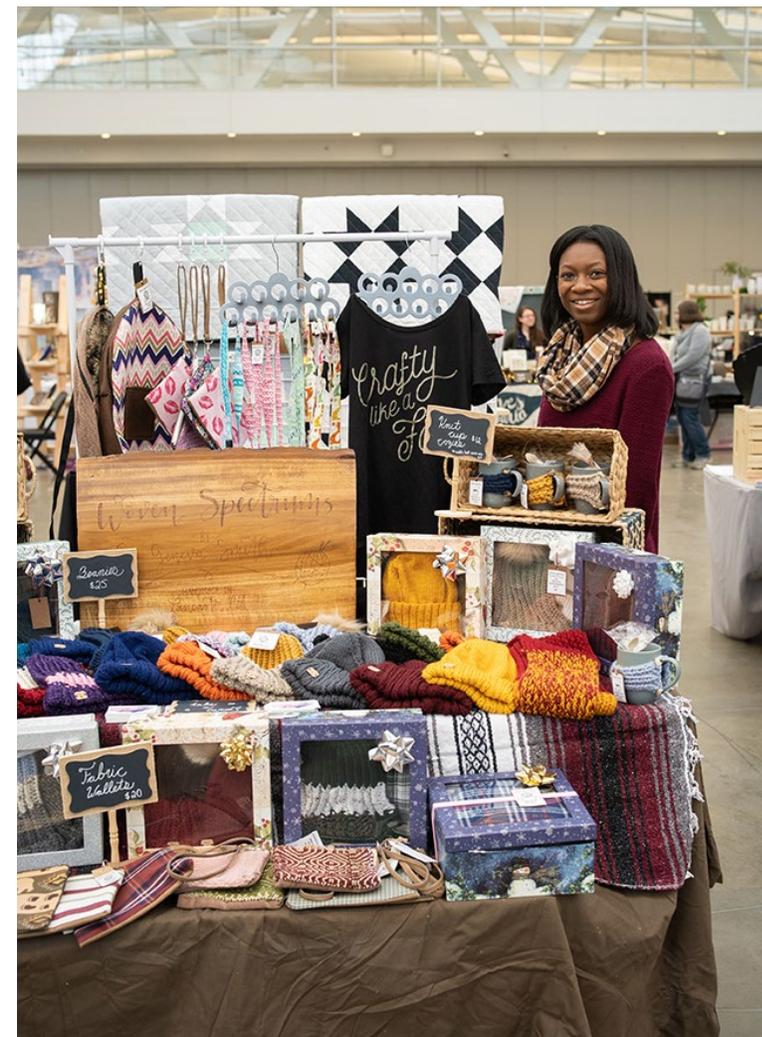
Use Your Vertical Space



The sky is the limit. Create eye-catching layers to entice the audience into your booth space.



Use Your Vertical Space



Use Your Vertical Space



Use Your Vertical Space



Think of your Space as a Tiny Store



Think of your space as a tiny store



Go Beyond Shelves



Go Beyond Shelves



Questions and Answers



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