



# 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 11,000 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.



# Holiday Market



## 2023 Holiday Market December 1 and 2

David L. Lawrence Convention Center

**2022 Stats:**  
**11,000+ Shoppers**  
**Over \$680,000 in sales reported**



*Finally coming down from this weekend's high. Handmade Arcade was an awesome experience. Meeting new folks, seeing my Insta-buddies, AND selling out everything I had. And I made more inventory than I have in a year and half. 'Twas alllll worth it and more.*

*Loukeisa Denise, Triple Moon Alchemy – Creative Business Accelerator sponsored maker, Holiday Market 2021*



# 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.

Youth Makers are required to create their page.

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



# Holiday Market Exposure



**Facebook:**  
**14,100+ Followers**

**Instagram:**  
**14,600+ Followers**

**Email list:**  
**14,640+ Subscribers**

*Shoppers come from  
all over PA, Ohio, and  
West Virginia each year.*





# Event Logistics

Standard Vendor Space: *Value \$370*

- In-person event (2 days)
- 10-by-10-foot display space
- One 8-by-2.5-foot table
- Two chairs
- Makers must create a virtual maker profile page



# Loading in and setting up your booth

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## Friday Load-In:

### Using the loading dock

- Handmade Arcade has access to Hall B & C loading dock and Teamsters between 11 AM and 3 PM on Friday, Dec. 1
- 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 3 and 7 PM
  - Saturday Morning: Between 7 and 8:30 AM

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



# Event Logistics

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## Saturday Event

Vendors must be back at their booths no later than 8:30 AM Saturday morning. (Doors open to vendors at 7 AM)

9 to 11 AM: Early Birdie shopping (Ticketed event)

11 AM to 6 PM: General Admission (Free with timed ticket)

*Doors close at 5 PM*

**Extras:** *Handmade Arcade will reserve a block of rooms at The Westin Pittsburgh, located across the street from the Convention Center for a reduced rate for Friday night and Saturday night*

**Tear Down:** *Vendors may NOT tear down their space until 6 PM. To avoid a back-up on the loading dock, vendors must completely pack up their space BEFORE getting their car. Vendors will have 90 minutes to tear down and must be off the Convention Center floor by 8 PM.*

# Event day! What to bring.

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**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!) – We will go over this more in the October meeting.*

**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.



# Event day!

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**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.

# 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.*





# Milestones

## Paperwork

- Commitment Forms
- Permission / Release Forms

## Create goals

- Product development
- Inventory Calendar
- Time Management

## Budget

- Research online
- Ask Tricia and Val!

## Materials Spreadsheet



NOVEMBER 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 	1 ←	2	3 Sew all loveys together	4 →	5 my Birthday	6 Pumpkin, cake, & Donut
7	8 2 poptarts Smore ↔	9	10 Tommy's 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						

# Inventory Worksheet:

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**Use this sheet to list everything you want to sell at the Holiday Market. This is a planning document only. **You do not need to return it to us.****

## **Consider:**

- Each product individually and how long it takes you to make it.
- How many of each product do you want to have at the event? Include in this thought process different sizes, colors, etc. If you make clothes, name each design separately. If you make jewelry – do you make a bunch of the same products, are they all a little different? Do you have patterns that are the same for knitters?
- Use this exercise to narrow down what you plan to bring, how many of each, the costs to create each product, and the time involved. It will help you stay organized.

[Inventory-Planning-Document.xlsx](#)

[Inventory-Planning-Document-SAMPLE.xlsx](#)

[Inventory-Planning-Document-SAMPLE.PDF](#)(for reference)



# Production Calendars:

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**Due to Val, no later than Sunday, October 8.**

## **Consider:**

- After you work through the Inventory Worksheet, decide your product and inventory goals for the Holiday Market. It should also help you determine how long each item's production will take.
- Work backward from the Holiday Event and put your goals, production days, and times on the blank calendar.
- Add time to the calendar to add the inventory to your point-of-sale system (credit card application) or time to get your inventory to Handmade Arcade so we can add it to our system.
- Add time for packaging, adding price tags, and planning your display.

[SAMPLE Emily G Inventory Calendar.pdf](#)

# Materials Order Form

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**Due to Val, no later than Sunday, October 8.**

NOTE:

Include all costs, such as shipping and taxes, to see what it will cost you in a 'real world' scenario.

We have sales tax exemptions in PA and Amazon Prime and will do our best to get free shipping and taxes excluded from all orders.

Adding these costs may bump you up over the \$500 limit. That is OK.

Keep your materials to \$500. The rest we will get covered or cover for you as needed.

[Materials-Order-Form23.xlsx](#)



# Questions and Answers



## CONTACT INFORMATION:

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