



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



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

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.*



FRIDAY: The loading dock will be open from 11 AM to 3 PM

Please arrive at your assigned time **ONLY** – not earlier or later.

Once you arrive, one of two things will happen.

1. You will be allowed to drive to your booth.
2. You will be asked to park, and the teamsters will help move you into the Hall.

DO NOT PARK without checking in first. Please know your table number for faster processing.

PRO TIP:

**Stay calm and flexible. Every year, we get it all done within our time frame.
YOU WILL HAVE ENOUGH TIME.**

There will be 4 Teamsters on-hand to help on Friday.

Please note that Teamsters must adhere to certain rules regarding uploading and pushing carts. Please work with them. They are there to help! Do not be mean to them. They will tell me. We love these folks and respect the heck out of them.

The Rules:

- Unload your car as quickly as possible.
- Do not use your neighbor's table or put your stuff in their space.
- Pack items for easy transport of if you have your own dolly, bring it.

**DO NOT START SETTING UP
BEFORE MOVING YOUR CAR.**



Once your items are out of your car and at your table

- **RETURN TO YOUR CAR immediately**
- Leave the Hall or loading dock – PLEASE drive very slowly
- Park in one of the many garages downtown.
- Return to set up your booth by entering from 10th street through the **EAST LOBBY ENTRANCE.**
- Start setting up!

**DO NOT START SETTING UP
BEFORE MOVING YOUR CAR.**



We expect around 600 tickets to be sold.

We give away more than 200 tickets.

As vendors, you are allowed to have helpers at your booth.

We recommend using this time to walk around and shop, mingle, and meet other vendors.

This is a low-stress way to make early sales, and more importantly, it is the best way to set up the event.

We used to start at 5 AM on Saturday and returning vendors will agree that while the Friday Night Happy Hour may not be a huge sales night, it is more than worth it vs. past Saturday set-ups.



MORE FRIDAY NIGHT DETAILS!

There will be cash bars, and concessions open starting at 5 PM.

Note: The Convention Center is now cashless.

Security

The DLCC will lock the hall, and they have overnight security. Leave everything in place and ready to go for Saturday. (Take your cash with you.)

GO HOME and get a GOOD NIGHT of sleep!

When the event ends, we need everyone to leave the hall by 7:45 PM.

Saturday Morning

Return the next morning to your after 7 AM. Rested and refreshed. Enter through the front door of the Halls B & C.

**You must be back at the Convention Center by 8:30 AM
for the 9 AM Early Birdie Shopping Hour.**



Where is the loading dock?



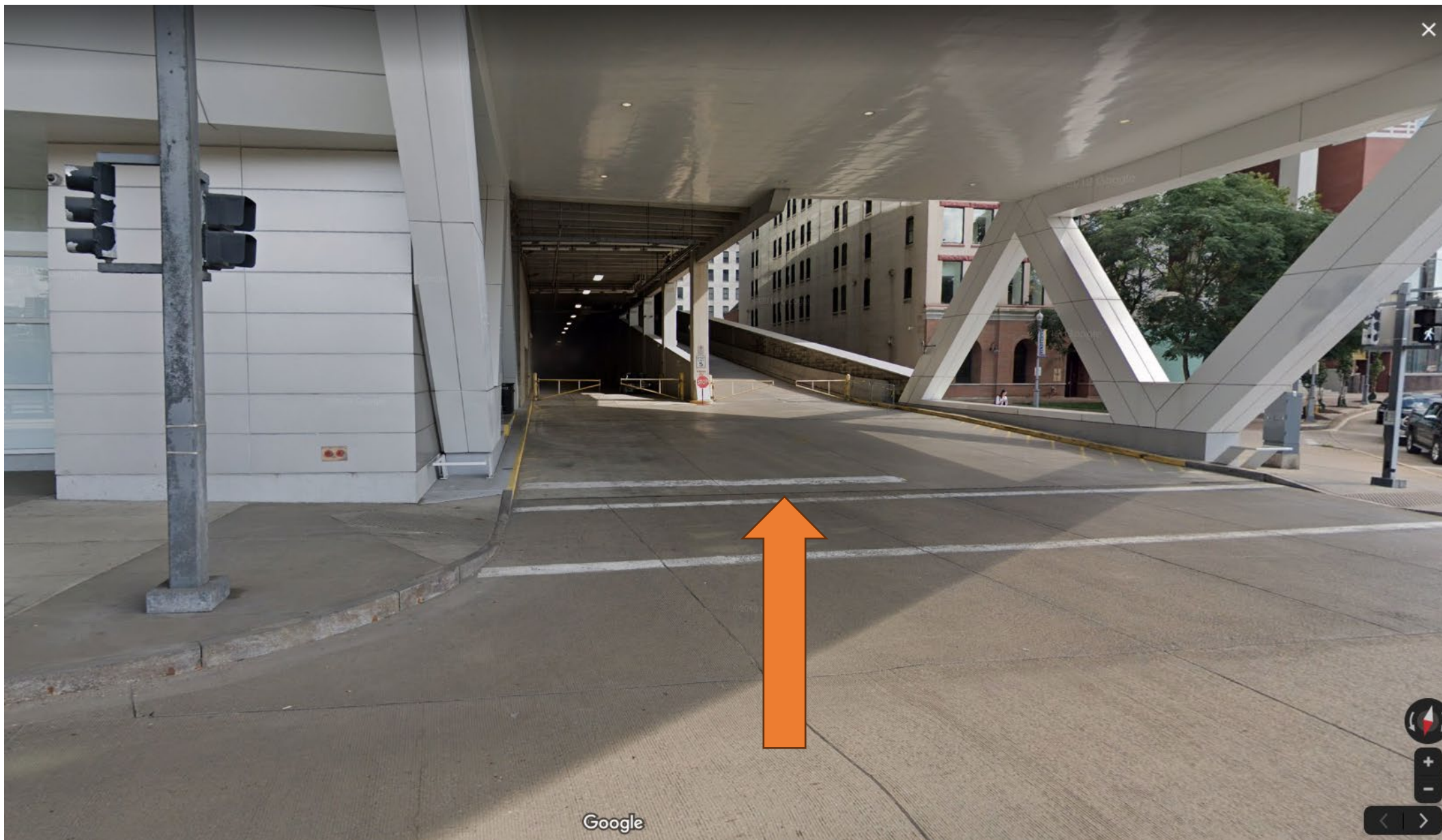
Where is the loading dock?



Where is the loading dock?



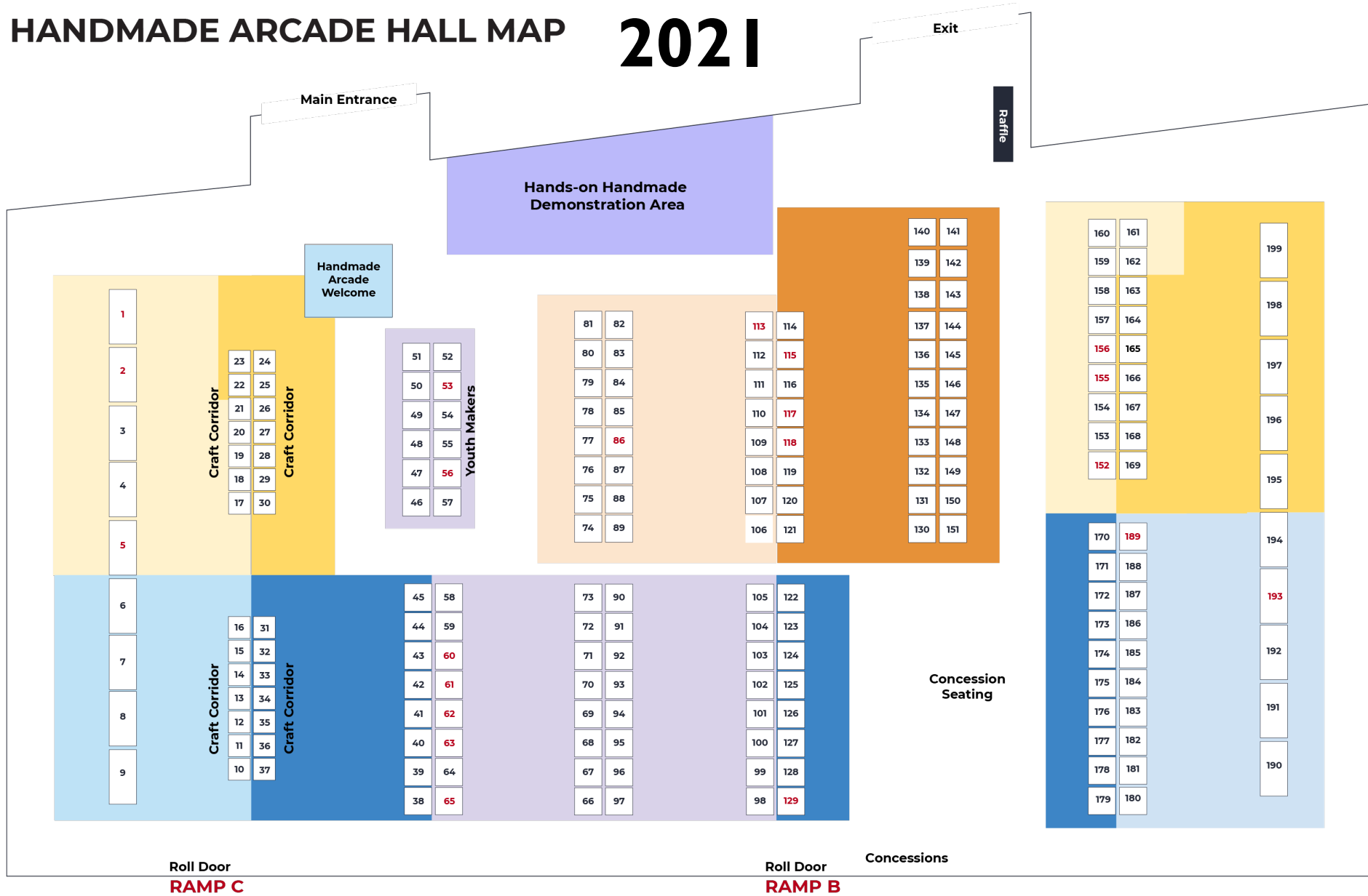
Where is the loading dock?



EXAMPLE Vendor Map

HANDMADE ARCADE HALL MAP

2021



Handmade Arcade Holiday Market Load-in Friday, December 3 from 12 to 4 PM

Load in rules: Stay calm, be nice.

Everyone will have more than enough time to load in and set up. We will get you in as fast as possible. The calmer and kinder we all stay, the easier the day flows. *The Handmade Arcade team needs this reminder too! (Well, Tricia does, when you see her, remind her to breathe!)*

Timing is everything: Please arrive during your assigned time.

Once you arrive, you will be directed to park in the appropriate loading dock area and given a number and time to place on your dashboard. Some makers will be able to drive directly onto the floor and unload at their table. Please drive **very** slowly. Unless the convention center staff permits you, do **not** drive into the hall. We will do our best to accommodate everyone. Not all makers will be able to drive onto the hall floor.

Four Teamsters are on-site to help.

The Teamsters are there to help, and they move fast. Please note that Teamsters have to adhere to specific rules when it comes to uploading and pushing carts. Please work with them. The DLCC will not let us use their carts or hand trucks unless a Teamster is pushing it. These are the rules. We don't bend them, and we ask you not to bend them. Handmade Arcade prides itself on doing this fast and without too much fuss.

Unload your car, leave the dock, and park before you start setting up. Please unload your vehicle as quickly as possible and take your items to your table. We **strongly** recommend, if possible, you bring a dolly or pack your items for easy transport. Many of you will be arriving at the same time. Once your items have been delivered to your table, **return to your car** immediately, **leave the loading dock**, and **park** in one of the many garages downtown. **Return through the EAST LOBBY doors.**

Loading dock closes at 4 PM.

If you cannot set up on Friday **before 4 PM**, contact **Tricia ASAP**. If something goes **really wrong** on the day Friday, December 3 **text Tricia at 412-654-3889**. *If you are going to be late, that's OK. You do not need to let us know UNLESS you are going to arrive AFTER 4 PM.*

2021

Time:	Table Numbers:	Ramp:
12-12:30 PM	Tables 1-5, 17-21	Ramp C
12-12:30 PM	Tables 152-162	Ramp B
12:30-1 PM	Tables 22-30	Ramp C
12:30-1 PM	Tables 163-169, 195-199	Ramp B
1-1:30 PM	Tables 74-89	Ramp C
1-1:30 PM	Tables 106-113	Ramp B
1:30-2 PM	Tables 114-121	Ramp C
1:30-2 PM	Tables 130-151	Ramp B
2-2:30 PM	Tables 6-9, 10-16	Ramp C
2-2:30 PM	Tables 180-189, 190-194	Ramp B
2:30 - 3 PM	Tables 31-45	Ramp C
2:30 - 3 PM	Tables 122-129, 170-179	Ramp B
3-4 PM	All Youth Makers, Tables 58-65	Ramp C
	Tables 66-73, 90-105	Ramp B

If you are having trouble making your load-in time work, please email tricia@handmadearcade.org. We understand that this is a work day for many and can be flexible.



Where should you park?

Parking Garages:

BEST OPTION! Grant Street Transportation Center – Two-block walk or six-minute walk

GPS address: 55 11th Street, Pittsburgh, PA 15222

Hourly on Friday before 4 PM.

Flat-free after 4 PM on Friday and on Saturday: \$5

- **Red** Lobby A (located at the corner of 11th Street & Liberty Avenue)
- **Blue** Lobby B (located on Penn Avenue)

Smithfield and Liberty – Approx. four-block or eight-minute walk

GPS address: 629 Smithfield St, Pittsburgh, PA 15222

Hourly on Friday before 4 PM.

Flat-free after 4 PM on Friday and on Saturday: \$8



PLEASE DO NOT PARK IN THE CONVENTION CENTER GARAGE

The space there is limited and we try to reserve this for attendees.

It is also significantly more expensive.

There are also outdoor lots in the Strip District. However, these websites say that they close at 4:45 PM on Saturdays. Park here at your own risk. Street parking is not recommended for our event vendors.

Go Mobile Parking App

Use at your own risk. Handmade Arcade is uncertain if there are limits to how long you can leave your car in a parking space or the fees.



Halls B & C reopens at 7 AM for vendors

Be at your table and READY TO SELL by 8:30 AM

Early Birdie Shoppers enter at 9 AM.

General public enters at 11 AM.

- The crowd is non-stop until late afternoon.
- Wear comfortable shoes – the floor is concrete.
- Consider buying an anti-fatigue mat to stand on.
- Vendors who stand, smile and engage with shoppers sell better.
- Wear layers. The temperature fluctuates in the halls as the day progresses.
- Bring water and food. *The concessions will be open early for breakfast and coffee. After the door opens to the public and it is hard to leave your table as the day progresses.*
- HELPERS – you need them! Bring them. They can bypass the lines.
- Volunteers are available if you need a break. *They CANNOT sell for you or buy food for you.*

Handmade Arcade organizers are available at the Welcome Table, located at the front of the hall. Find us if you need help.



Saturday Set-Up

If you cannot set up on Friday, we will allow you to set up on Saturday morning. But we strongly discourage it. It is really stressful.

Here are the rules:

- You have to be set up and ready to go by 8:30 AM.
- Starting at 8:30 AM, the Convention Center staff walks around and pulls empty tables. We cannot put tables back once the crowds enters. **No exceptions.**
No refunds.

Saturday load-in instructions:

- You can enter the Halls B & C at 7 AM.
- Pull your car to the EAST LOBBY side of the 10th Street underpass.
- There is a drop-off, pull-in.
- Put your flashers on, unload your car, and bring everything up to Halls B & C.
- There will be a security guard who will show you where the elevator is.
- Drop your stuff off at your table, go and park your car, come back in through the same door, and have your booth set up by 8:30 AM.

The event starts to wind down around 5 PM. DO NOT PACK UP YOUR TABLEPACK YET.

Use this time to shop from other vendors if things are slow. You can slowly start to straighten up and get ready for load-out. Start cleaning up behind your table and consolidating. Do NOT start removing your product from your display until 6 PM.

6 PM: Shoppers leave and the loading dock opens.

BEFORE you get your car, PACK UP YOUR ENTIRE TABLE.

This is a good time to have a helper available to get your car or stay at your table.

Do not leave trash in your space.

Walk it to one of the garbage cans. The Convention Center will put out extra garbage and recycling.

Return with your car to the loading dock. Depending on things, you will either park or be able to drive to your space.

Some vendors are smart and pack up so that they can walk out the front door and be picked up on 10th Street.

YOU HAVE TO BE PACKED UP AND OUT BY 7:30 PM. *Leave your table and chairs in your space.*

REMINDER: Staying calm and flexible makes everything easier as this time can be hectic. Don't dillydally but don't freak out either. Every year, we get it all done within our time frame.



Signage

- **Vendor/Company Name Sign**
- **Pricing signs:** *Have prices clearly marked*
- **Product signs:** *Make sure your products are identified, if they're not obvious to customers, and that you highlight a unique feature ("Made from recycled chopsticks!").*

Business cards or postcards for people to pick up: *Include how Business name, email address (ONE YOU CHECK!), website, social media*

Website: *Have it set up for post show sales! They happen ALL THE TIME.*

Instagram: *Business account filled with images of you making, your products prior to the event and tag Handmade Arcade and use #handmadedearcade #holidaymarket*

Facebook: *Share the Event pages, announcements and more!*



Communication

- CARFEULLY READ EVERY email you. There is only ONE person putting all of this together – me. I will do my best to answer all questions in a timely manner but the closer we get to the event, the less time I have.
- Join and participate in private Facebook groups for vendors. Ask questions there! Handmade Arcade's community of vendors is kind and wants to see you succeed.
- Follow our social media pages. We will be announcing information for attendees that will be helpful for vendors to know as well.
- Share your participation on your social media.
- Invite EVERYONE you know to attend the event.



Don't Forget About Insurance

In the Terms and Conditions that you agreed to when applying and plying for your vendor space you agreed to the following;

- Accepted Vendors are solely responsible for collecting and paying their taxes (all applicable city, county, state, and federal sales and other taxes), licenses, personal and business liabilities, and insurance.

<https://hahm23.artcall.org/pages/terms-conditions>

You should already carry insurance for your business. Handmade Arcade does require that all businesses carry insurance, but we do not ask for proof. That is likely to change as we hire more staff.

If you do not carry, year-round insurance or need more information, we recommend that you visit ACT (Artists, Crafters & Tradesman) Insurance for good prices.

<https://www.actinsurance.com/>



Raffle Basket Donation

Your donation to Handmade Arcade's raffle baskets allows us to fundraise for our educational and outreach programs as well as helps us keep the event FREE. (Free event = more attendees = more sales for you!)

Information about the raffle was sent in an email today and posted about on the Facebook private vendor group.



Wi-Fi

There is no free internet service at the Convention Center.

Vendors will be able to sign-up for internet service once they are in the vendor hall by opening their web browser. There are daily Wi-Fi rates.

Many vendors use the data plan on their phone for credit card sales.



Virtual Catalog

Each maker has been given a login to their virtual catalog page on the website.

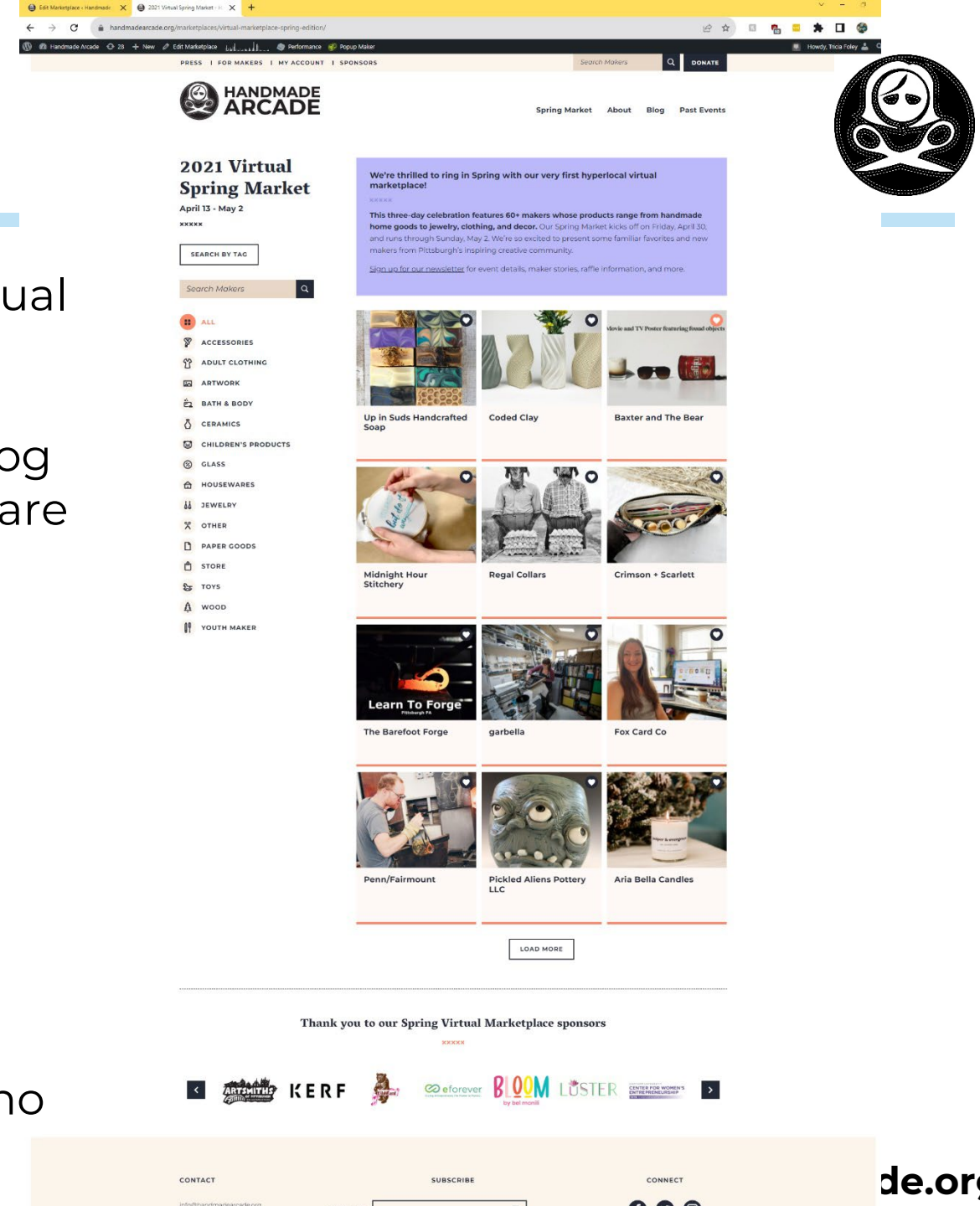
Handmade Arcade will launch the virtual catalog before Thanksgiving weekend for folks to prepare and pre-shop the in-person Holiday Market.

Makers are required to create their page.

**COMPLETE YOUR PAGE BY Wednesday,
November 15**

**VIRTUAL CATALOG GOES LIVE
Monday, November 20**

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



Virtual Catalog



RETURNING MAKERS TO THE VIRTUAL CATALOG

(formerly called the market or marketplace)

Please do not forget to do this. Your page will go live whether you updated it or not, and it could have old unwanted information or products.

Please note: products are no longer required. There are instructions on how to do a BULK delete of them.

NEW MAKERS TO THE VIRTUAL CATALOG

You are all set to start populating!

Everything you need to know is in the following three documents:

1. [Getting Ready To Populate Your Virtual Catalog Page](#)
2. [Step By Step Guide Instructions](#)
3. [Instructional Videos](#)

Questions and Answers!

CONTACT INFORMATION:

tricia@handmadedearcade.org

www.handmadedearcade.org

Social Media: @handmadedearcade



Vendor Info Page: handmadedearcade.org/in-person-vendor-info



www.handmadedearcade.org