

AREA 22 - 2024

Rules + Reminders + Vendor Tips

1. **LOAD-IN is 10AM-11:30AM. ALL VEHICLES MUST BE CLEARED OF RIVERSIDE DRIVE NO LATER THAN 11:30AM.** You will receive full instructions in your acceptance email no later than July 3.
2. Use the same contact email on your application when reaching out to us. Multiple email addresses make things confusing and it's easy for you to miss important information.
3. Do not make separate event pages on Facebook. Add our main event pages to your business/artist page. **Remember, making a separate event page is prohibited.**
4. Keep up to date on your invoice due dates. Put your due dates in your calendar. Refer back to your acceptance email.
5. Introducing a completely new artwork/product requires approval from us first. You are approved based on the application submitted - if your new artwork/product is completely different than the items on your application... Please email us for approval. Without prior approval, we have the right to remove a vendor/specific product from the show.
6. We do not allow the sale of AI generated art within our show. We are here to support original artists.
7. We do not allow the resale of mass produced items from stores like Temu, Aliexpress, etc. This fair is for original artists and creators - not cheap trinkets.
8. Following Illinois tax guidelines is required. We will send all of this information out before the event, though it is available on the AREA 22 event page. You are responsible for remitting the tax payment after the show, unless otherwise noted. If you have tax questions, refer to the Illinois Department of Revenue information on our event page.

9. We do not allow the sale of real bats of any kind or human remains (excluding teeth, hair and blood art) at AREA 22. This is due to the growing lack of unverifiable sustainable and ethical sourcing.
10. When contacting us, please use email only. It's easier for us and helps us keep track of all of our conversations so we never miss anything! It can take a few days for a response, as we are also running an organization. Please do not message our personal social media pages or message us via FB/Instagram. All vendors can contact the main vendor email at: area22@sidestreetstudioarts.org - make note of your business/registered artist name.
11. If you're unsure about dates, payments, info, you can easily access this information by opening up your invoice from us or the acceptance email or website. They list all the IMPORTANT dates along with the amount due, payments made, etc.
12. It is very important that everyone knows the laws on what can and cannot be sold. We provide as much info as we can, but ultimately THIS IS YOUR RESPONSIBILITY. If you are uncertain about an item, don't hesitate to contact the state department directly.
13. Please follow your booth size guidelines: The booth space you rent is the booth space you have. **Do not extend outside of your booth.** Refer to the contract.
14. We have had issues with vendors leaving zip ties, garbage, and sticky adhesive on our tents, tables, and chairs - this makes it very difficult to break down and store our equipment, as well as having to pick up after you. Garbage bins will be plentiful, so PICK UP YOUR GARBAGE. Side Street Studio Arts and the City of Elgin are focused on keeping our downtown beautiful, so please help take care of Riverside Drive during and after the event. Any adhesives must be scraped off tents, tables, and chairs before you leave. Leave your space better than you found it.

Questions? Feel free to email us at area22@sidestreetstudioarts.org.

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Helpful Tips for Vending

1. Have a range of prices. We have people attend our shows looking to spend hundreds, and we have people looking to spend a few bucks. Having items ranging from lower to higher pricing will open up your opportunities to make money.
2. GREET EVERYONE! Be friendly and talkative! We know it's a long day and it can be grueling, but sitting on your phone looking down will not make you a sale. People love interaction and chatting with potential customers gives you more of an opportunity to make a sale.
3. AREA 22 is an outdoor fair. We recommend you bring whatever supplies you may need to be outside, in the sun, heat, rain, etc. Fans are allowed, though electricity may be scarce. We recommend a battery operated one if possible.
4. Come prepared to be busy with little to no break until later in the day. Eat before you come and bring snacks/water.
5. Arrive on time! **LOAD-IN is 10AM-11:30AM. ALL VEHICLES MUST BE CLEARED OF RIVERSIDE DRIVE NO LATER THAN 11:30AM.** You will receive full instructions in your acceptance email.
6. Be ready and at your booth by 12pm on event day.
7. Book travel in advance! Hotels, flights, rentals, etc. Do not wait as pricing will go up and there are no booth refunds.
8. If you are traveling alone, meet your neighbors! They may be able to help with any breaks. If it's an emergency, AREA22/Side Street Studio Arts Staff/Volunteers may be able to help.
9. Accept both cash, credit, Tap To Pay, and digital options such as Venmo/PayPal, if possible. A list/signage of ATM locations will be on site.
10. Have proper signage with pricing and info - this will eliminate (at least help) you from having to answer the same questions a million times a day. We recommend providing additional accessibility services such as large print descriptions, or audio descriptions for visually impaired attendees to

accommodate the needs of individuals with disabilities and ensure they can fully participate in the event.

11. Build UP first before opting to build out! You'll do best if your products or displays are at eye level.
12. Once accepted, join our Vendors Only Facebook group! This group is great for connecting with your fellow AREA 22 vendors, asking questions and tips from others, coordinating travel and much more.
<https://www.facebook.com/groups/7300296760086568/>

Vending Checklist: (varies per vendor)

- Change Bag / Cash Box and change (ones, fives, tens and change for taxes)
- Tape
- Table cloths
- Signage/Banner (and whatever is needed to hang it depending on your booth)
- Displays and hanging hardware.
- Business cards, or QR code and social media printouts for scanning
- Extension cord if you need power (or battery operated lighting/non-gas generator)
- Hand sanitizer / wipes / gloves
- Bags for purchases / bubble wrap / padding for fragile items
- Hand cart / dolly (we will not provide and/or they are very minimal)
- Glass cleaner
- Counterfeit marking pens
- Snacks and water (AREA 22 will have concessions as well with affordable options.
- Payment processor and device (phone, ipad / Square, Zettle, etc.)
- WIFI hotspot (we do not currently have direct options, though you MAY be able to connect to unsecured public WiFi.
- Batteries
- Pricing (stickers, pricing gun, whatever.. Just clear pricing on items)
- For inventory, if it's not in a device - a notebook to keep track of your sales
- Clamps (for table displays, banner hanging, etc)
- Wirecutters
- Cordless charger / portable power supply
- Scissors
- First aid kit

Whew! Okay. Any other thoughts or questions please feel free to reach out to us at area22@sidestreetstudioarts.org or 847-429-2276 x 6.