



Exhibitor Information Package 2017

2017 Dates to mark

Applications go LIVE	March 1, 2017
FINAL application Deadline (\$200)	March 31, 2017
Confirmation of acceptance	April 30, 2017
Last day to withdraw	May 1, 2017

Registration and check-in

Check-in starts at 8:00 a.m. on Saturday, September 16, 2017, at the Danforth East Community Association (DECA) booth, located in the northeast corner of the park (see map). We will send booth assignments out via email in June, and the park will be chalked out with numbers the night before if anyone would like to find their booth ahead of the 8am load in. There is no need for an official check in the following Sunday, but the DECA booth will be open and staffed by volunteers in case you need assistance. Please let us know in advance if you will need help unloading so we can staff enough volunteers.

Upon arrival, please park on the Danforth, West Lynn or East Lynn Ave. Check in at the DECA table and then unload your tent, tables and wares from your vehicle. Once you are finished unloading, you will be asked to move your car for the duration of the show (please see parking section). **We recommend unloading and having a “friend” or volunteer watch your goods while you move your vehicle because we have had problems with parking attendants ticketing unmanned vehicles. See attached parking information as to where you can move your car.** The same goes for loading at the end of the day, please try to have all of your merchandise ready to be loaded into your vehicle before you move your car for pick up.

Your booth space will be well marked with a chalk line. That line marks the front of your booth. Remember to be considerate and leave enough room for your neighbors.

Please arrive on time to allow yourself time to set up and be prepared to start selling at 10 a.m. each day of the fair.



Awards

Thanks to the generous sponsorships of our community there will be a number of awards given to participating artists during the weekend. Best Booth Design, People's Choice and Best in Show are examples of past years awards, some carrying cash prizes and others valuable incentives for artists.

More chances to win/ Social media

We also have a couple of fun little competitions for you that will help draw more people to the fair. Help us promote the fair on social media between now and the big weekend and win our "biggest booster" award, it's a cash prize. If you don't already, "like" us on Facebook (www.facebook.com/pages/Danforth-East-Arts-Fair/312458662146334), or follow us on Twitter (twitter.com/DECA_Arts), please find us for your chance to win. Points are awarded every time you like a Facebook post or status, comment on it or share it on your wall, repin us on Pinterest, retweet one of our tweets or mention us on Twitter. (On Twitter, be sure to use the #DECAF15 hashtag.) We're rolling out short profiles of our artists every day, so get online and join the fun.

Fun for the kids

This year, we're offering a full slate of children's crafts and activities in tents situated in the middle of the fair. The list of activities will be released on the DECA Diaries blog in advance of the fair; it will also be available at the DECA booth. You can thank us later if your selling children's goods. Oh yea, did you hear we were voted one of the 10 best arts fairs in the city... one of the reasons given was because we dominate the field of 'family friendly'.

Music

We've expanded the number of acts performing at this year's fair. Musicians will be performing in various locations throughout the fair all weekend long. If you find the music too loud or have any concerns just talk to someone at the DECA booth but we have found the louder the music the more people we draw off the street. It's good news for you.

Directions

From the 401: Take the Don Valley Parkway south to the Don Mills



South exit. Proceed up the hill and get into the left-hand lane. Turn left at the light at the top of the hill onto O'Connor Drive, heading east, and get into the right-hand lane. Turn right at Coxwell Avenue (there is a light). Follow Coxwell south to Danforth and turn left (east). East Lynn Park is a few blocks east, on the south side.

From the QEW: Follow the QEW east until it turns into the Gardiner Expressway and then into Lakeshore Boulevard (do not take the Don Valley Parkway north). Proceed east on Lakeshore Boulevard past Canadian Tire and Loblaws to Coxwell Avenue. Turn left (north) on Coxwell. Follow Coxwell until you reach Danforth. Turn right (east) on Danforth. East Lynn Park is a few blocks east, on the southside.

By subway: Take the Bloor line east to Woodbine subway station. Exit the station and turn left. Walk a half-block down Woodbine until you reach Danforth and turn right. East Lynn Park is a few blocks west, on your left (south side).

Parking

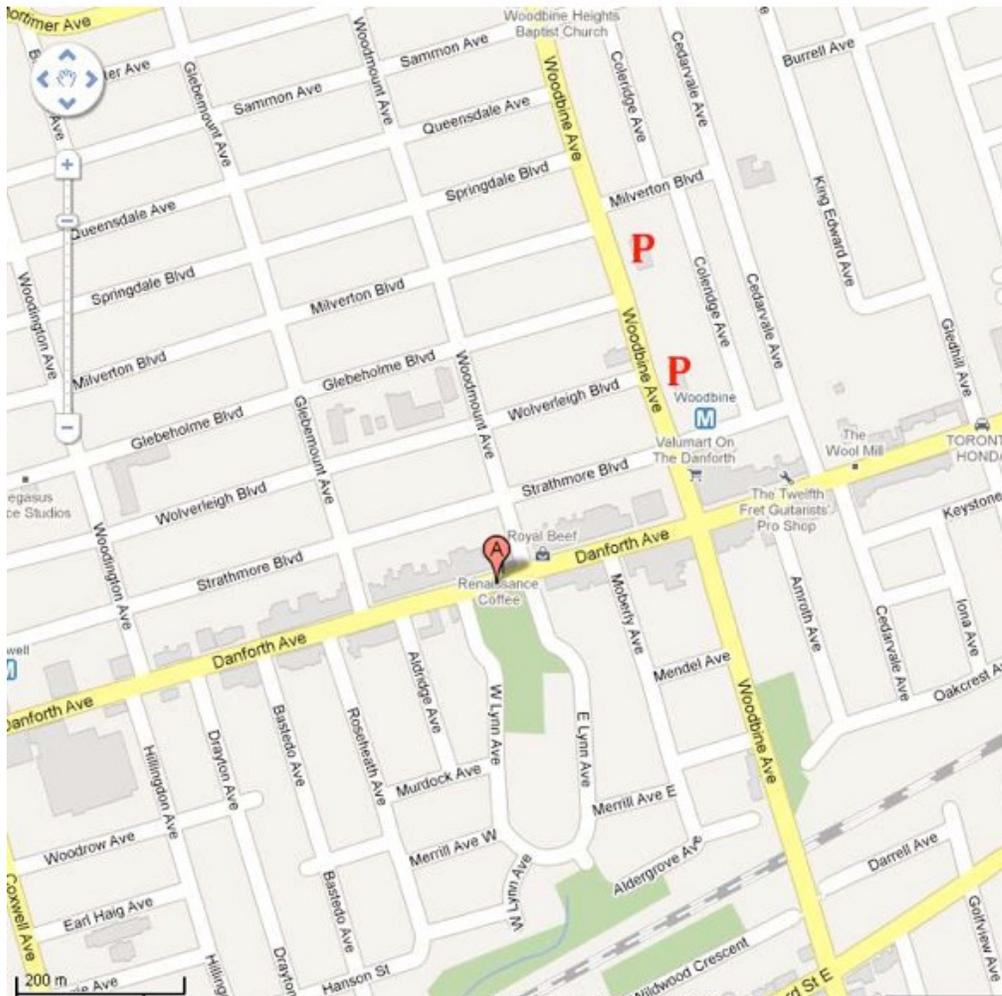
There are a number of options for parking. There are two public lots on Cedarvale Ave., two blocks east of the park and just north of Danforth (near Valu Mart, marked as **P** on map). We ask that you do not park on East Lynn or West Lynn Avenues, on either side of the park, to ensure there is no disruption to the lives of residents surrounding the park.

We are also working to attain parking permission at local schools for exhibitors. We will provide you with this information via email or upon check-in. We strongly encourage exhibitors to use the parking lots illustrated on the map.

AGAIN, We recommend unloading and having a “friend” or volunteer watch your goods while you immediately move your vehicle because we have had problems with parking attendants ticketing unmanned vehicles. The same goes for loading at the end of the day, please try to have all of your merchandise ready to be loaded into your vehicle before you move your car for pick up.



DANFORTH EAST ARTS FAIR



Tent and booth set-up

We are working with the city to ensure that this event will have as little impact on the park and the environment as possible. Collapsible display systems are recommended. Weights, sandbags or bricks must secure all display structures. **Spiking of the ground in East Lynn Park is strictly prohibited.** The booth locations map can be found on the last page of this information package. Please bring a garbage bag for all of your weekend garbage as we do not have enough garbage cans in the park to collect everyone's waste.

Washrooms



Portable washrooms and a sink will be placed in the park for exhibitors' use for the duration of the weekend. We encourage you to use the facilities provided rather than tax the facilities of local businesses. With so many people coming to the park, we want to ensure we have a good relationship with the surrounding business owners.

Weather

As you know, the fair will proceed rain or shine, so please come prepared for the elements. In case of inclement weather, please ensure your goods can still be displayed for sale without being damaged. (It might also be wise to pack a raincoat, sweater and gloves — just incase.)

Bank Machines

If you are a returning vendor you know we have in the past offered an ATM. Unfortunately those costs have nearly doubled so we will not have an ATM on site this year. We have many great contacts for you if your looking for a POS (point of sale) machine, just send us an email.

There are major banks located at Woodbine and Danforth with ATMs, including Scotiabank and BMO. Walking towards Coxwell, you'll find a TD bank and CIBC on the north side. Alterna Savings has an ATM on the south side.

Security

Show organizers will provide uniformed security with a marked car overnight on Saturday, September 19 from 5pm-9am. Please remember, however, that leaving anything in the park is done at your own risk. We suggest that you remove all valuables and wares from your booth overnight. Tents and tables are often left behind overnight. Organizers are not responsible for theft or damage by weather or other forces. (Please refer to the application package.)

Sale of goods at the fair

You may sell handmade products that were approved in your initial application while participating at the Danforth East Arts Fair. Mass-produced goods or the sale of anything that was not represented in your initial application to the fair is not permitted.

Food

More food vendors this year!!



Several food vendors will be joining us in the park this year to sell, coffee, baked goods, sandwiches and other sweeties.

Please bring a reusable coffee mug and/or water bottle. Please note that under city rules, we're not allowed to sell bottled water in the park. There is a water fountain at the splash pad, or you may bring your own.

In addition, a large variety of restaurants, coffee shops, grocery stores and market stands surround East Lynn Park if you require lunch or dinner. The show's organizers are all volunteers who live in the neighborhood and will be pleased to help you find what you need.

End of show

On Sunday, September 17, 2017, exhibitors must pack up their belongings and vacate the premises by 8 p.m. When packing up, please respect the grass and flowerbeds and make sure you place all refuse in the trash. As you can imagine, we produce a lot of garbage over the weekend. We have purchased additional garbage bags but it would help if you could take your garbage home with you.

We will be providing you all with a survey and would love your feedback on the fair to help us improve in future years. You can also email comments to deca.arts@gmail.com after the show.

Once again, thank you for your participation. Members of our community asked DECA to provide this event, and we are confident it will be met with good response. We are thrilled with the quality and diversity of work this year's event and hope to host you in the future!



Below is the 2013 booth layout. We will be returning to something very similar to this style for 2017 depending on number of artists confirmed. We hope to send booth assignments out earlier and will try for June. Hopefully this will let you plan better. The park will be chalked out with numbers the night before if anyone would like to find their booth ahead of the 8am load in.

