



Exhibitor Information Package 2018

Registration and check-in

Please check in at the Danforth East Community Association (DECA) booth, located in the northeast corner of the park (see map). Check-in starts at 8:00 a.m. on Saturday, September 15, 2018. Booth assignments were sent via email in July, and the park will be marked with numbers for you to identify your spot. There is no need for an official check-in on Sunday, but the DECA booth will be open and staffed by volunteers in case you need assistance. Please let us know at least 1 week 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. — whichever is closest to your booth (check the enclosed map if you're not sure). Check in at the DECA booth and then unload your tent, tables and wares from your vehicle. **Please be mindful that the park is in a residential area and do not leave your car at the side of the park for more than 10 minutes.** Once you have 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 watch your goods while you move your vehicle because unmanned vehicles have been ticketed in the past (or we can provide a volunteer, please let us know in advance if you'll need assistance). 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 pickup.

Your booth space will be well marked. Remember to be considerate and leave enough room for your neighbours.

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. The fair is open from 10 a.m. to 5 p.m. both Saturday and Sunday.

Awards

Thanks to the generous sponsorships of our community there will be a number of awards given to participating artists during the weekend, including Best Booth Design and People's Choice.

Social media

If you don't already, please ["like" us on Facebook](#) and [follow us on Instagram](#) and use the hashtag #DECAF18 on your posts so we can amplify your posts! We're already rolling out short profiles of our artists every day, so get online and join the fun. We have posters sized for Facebook, Instagram and a web-sized version of our print posters you can post and share with your networks (files are attached).

Fun for the kids

We will be 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. DECAF has been voted one of the 10 best arts fairs in the city and one of the reasons given was because we dominate the field of "family friendly."

Music and demos

We've put together another slate of excellent performers at this year's fair to keep visitors entertained and encourage them to stay as long as possible. Musicians and entertainers will be performing at the fair all weekend long. If you find the music too loud or have any concerns, please talk to someone at the DECA booth.

Directions to East Lynn Park

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 south side.

By TTC: Take line 2 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. 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). There is also a smaller Green P parking lot on Amroth Ave., just south of Danforth (behind Value Village). 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 strongly encourage exhibitors to use the parking lots and not to park on residential streets to ensure good relations with the fair's neighbours.**

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. We will have a system for waste collection, but please help us keep operating costs down by bringing a garbage bag for all of your weekend

garbage and take it home with you where possible.

Washrooms

Portable washrooms 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.

Accessibility

We will have an accessible bathroom, however we do not have ramps for the sidewalks. Please let us know if you will need assistance getting onto the sidewalks. Please also be aware that the booths and bathrooms are located on the grass. Please let us know if you will be unable to navigate the grass with mobility devices so we can plan ahead.

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 in case.)

Bank machines

You are welcome to use Square or any other device to manage your sales. There are also major banks located at Woodbine and Danforth with ATMs, including Scotiabank, BMO and RBC, as well as a PC Financial ATM inside the Valu Mart. 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 16 from 5 p.m. - 9 a.m. 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

You may sell handmade products made by you 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

Our volunteers have been hard at work organizing a full roster of food vendors who will have tents at the top of the park to sell coffee, baked goods, sandwiches and more.

PRESS books.coffee.vinyl have once again generously donated coffee for DECAF artists, so remember to bring your travel mug!

Please also bring a reusable 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.

In addition, a large variety of restaurants, coffee shops, grocery stores, and fruit and vegetable stands surround East Lynn Park if you wish to buy lunch or dinner elsewhere. 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 take-down

On Sunday, September 16, 2018, exhibitors must pack up their belongings and vacate the premises by 7 p.m. When packing up, please respect the grass and flower beds and make sure you place all refuse in the trash, or take it with you. **The park needs to be in pristine condition to ensure the fair can run in future years.**

Survey

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.

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!

Danforth AVE.



West Lynn Ave

East Lynn Ave

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music

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EAST LYNN PARK
1949 Danforth Ave.

kids village
Kids table
work area

Splash
pad

Porta-potties

Shed

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How to make your booth a success

You asked and we answered! Whether you're new to outdoor fairs or you're an arts fair seasoned player, Melissa Peretti of [Melissa Peretti Imagination & Design](#) has put together a compendium of her top tips and best advice on making your booth shine.

The basics

The best way to lure potential buyers to your booth is to have a good-looking setup. Here are some basic tips for setting up your art booth to make it more appealing to customers and to present your art in a memorable way. The good news is that a great booth doesn't have to break the bank.

- **You'll want to have a tent** that has walls, to create obvious partitions between display spaces. You'll also need weights to safely secure the tent from gusts of wind (Reminder: absolutely NO staking is allowed at East Lynn Park, so please consider bringing sand bags or weights).
- **Invest in a colourful sign** of your name or art business logo. Then, arrange your art strategically by exhibiting your best pieces in places that will catch the attention of people walking by or browsing from a distance.
- **Display vertically.** When potential buyers pass your vendor booth, they won't see product that is flat on tables. At least some of your work needs to be in their line of sight.
- **Clear acrylic risers** are a great way to subtly add height and levels when displaying artwork on a table. Because they're clear, they don't take away from your displayed art.
- **Add some hanging boxes.** Hanging boxes let you display jewelry as works of art. The boxes frame your pieces in a unique way and let your customers browse your

booth in segments. Oftentimes, full walls of jewelry or small pieces can be overwhelming. By grouping similar pieces together, the customer is going to be more engaged with your booth. If you need more display space, add some skinny tables. Your customers will still be able to see the hanging boxes without being too far away.

- **Keep the booth bright, clean and open.** Don't cram everything you have onto every spot on the wall. Give your work space to be shown. Less is more. Fewer, larger pieces make a better display. It's easier for customers to decide when their choices are limited. Decorate your booth with a crisp and clean aesthetic, with more art stored nearby to replenish your walls.
- **Open up the space.** If possible, try to avoid "boxing in" your art with exhibition panels. Access to your art should be easy and circulation around your exhibit should flow easily. If you put a table across your space, people are not likely to go behind it. Can people see some of your art from the entrance of the exhibition venue? If you paint on the day, can people stand behind you and see what you are doing?
- **Add an outdoor rug.** Yes, you read that right. Make your customer feel at home just by bringing some homey accents into your booth. A rug adds a pop of color and design to make your booth stand out from the crowd.
- **Brainstorm other creative display ideas.** Being whimsical and clever by using unusual items to display your pieces can do a lot to draw people in.
- **Have an award or another recognition?** You can hang small awards that promote your expertise.
- **But remember: don't clutter your space.** Between furniture and art, having too much in your booth can overwhelm your customers. Avoid blocking access to your art with unnecessary tables or cluttering your space with every piece of art you've ever created.
- **Finally, keep your work inside your booth space.** The show and your neighbors will thank you.

The next level

Even more tips for a successful booth and arts fair experience.

A few things to consider bringing

There are a lot of items to consider for an art fair. Create a list of things you will need and organize them in boxes. This could include a notebook, pens, calculator, price tags, price list, receipt book, bubble wrap, garbage bags, scissors, tape, utility knife, wrapping paper, paper towels, Ibuprofen (for headaches), Windex, water, snacks, spare cash and change of clothes.

Do something live at your booth to attract attention

Set up a demonstration. Visitors love to meet artists and talk to them about their art and their technique. Take advantage of this by painting or creating a piece of work on the day of the fair. Once you get visitors' attention, you can ask about their interests, answer any question they have on your art and your technique, and invite them to browse through your exhibit.

Guestbook

Include a guestbook for visitors and have headings for name, place, and email address. Attach another heading at the end asking "Add to Mailing List?" Those who grant permission may be added to your art fair mailing list and be notified of future art fairs, festivals, and shows.

Work your email list and social media

You've got a list and now is the perfect time to use it. Personally invite fans on your mailing list and ask them to pass along the invite to interested friends. Let everyone know when and where you will be and update them during the show about all the fabulous goings-on.

We have attached our poster sized for Facebook and Instagram. Please make sure to use the #DECAF18 hashtag so we can see and share your posts, too!

Know your audience

Do your research on what style and price point art fair attendees will respond to so that your art isn't something they have to pass on.

Think about running Facebook ads

The Facebook Ads interface allows you target an audience within 1 square mile of your art show. The technique is called [geo-fencing](#), and it's a great way to get the attention of locals prior to the show. They don't need to even click your ad, they just need to see it. Then, at the show, that little bit of recognition when they see your art again should be enough to get them in your booth where you can engage with them. Be sure to keep your ad running for a little bit after the show as well – you never know who will have seen your art but forgotten your name or website and just needs the reminder to make the connection.

Consider having raffle tickets

Or some other way visitors can win one of your artworks near the end of the day. This may encourage most to return to see if they won the prize.

Further reading

Here are a few excellent articles we've rounded up if you want some further pointers for outdoor arts fair success

<https://getarchd.com/2018/01/15/vendor-booth-ideas-and-tips/>

<http://www.missmalaprop.com/craft-show-display-tips-tricks/>

<https://dearhandmadelife.com/ten-tips-craft-fair-booth-design/>

<http://blog.folksy.com/2010/07/05/craft-fair-secrets-how-to-make-a-great-craft-fair-displa>