

The image features a vibrant green wall as a backdrop. Large, white, three-dimensional letters with small lights inside spell out 'one of a kind'. The letters are arranged in a slightly staggered fashion. Surrounding the text are several large, colorful flowers in pots. On the left, there are pink and orange daisies. On the right, there are bright yellow daisies. In the foreground, there are smaller, colorful flowers in pots, including orange and pink ones. The entire scene is framed by a pink border with wavy, colorful shapes in blue, teal, and orange at the corners.

one of a kind

**Welcome OOAK
Artists!**

Meet the Team

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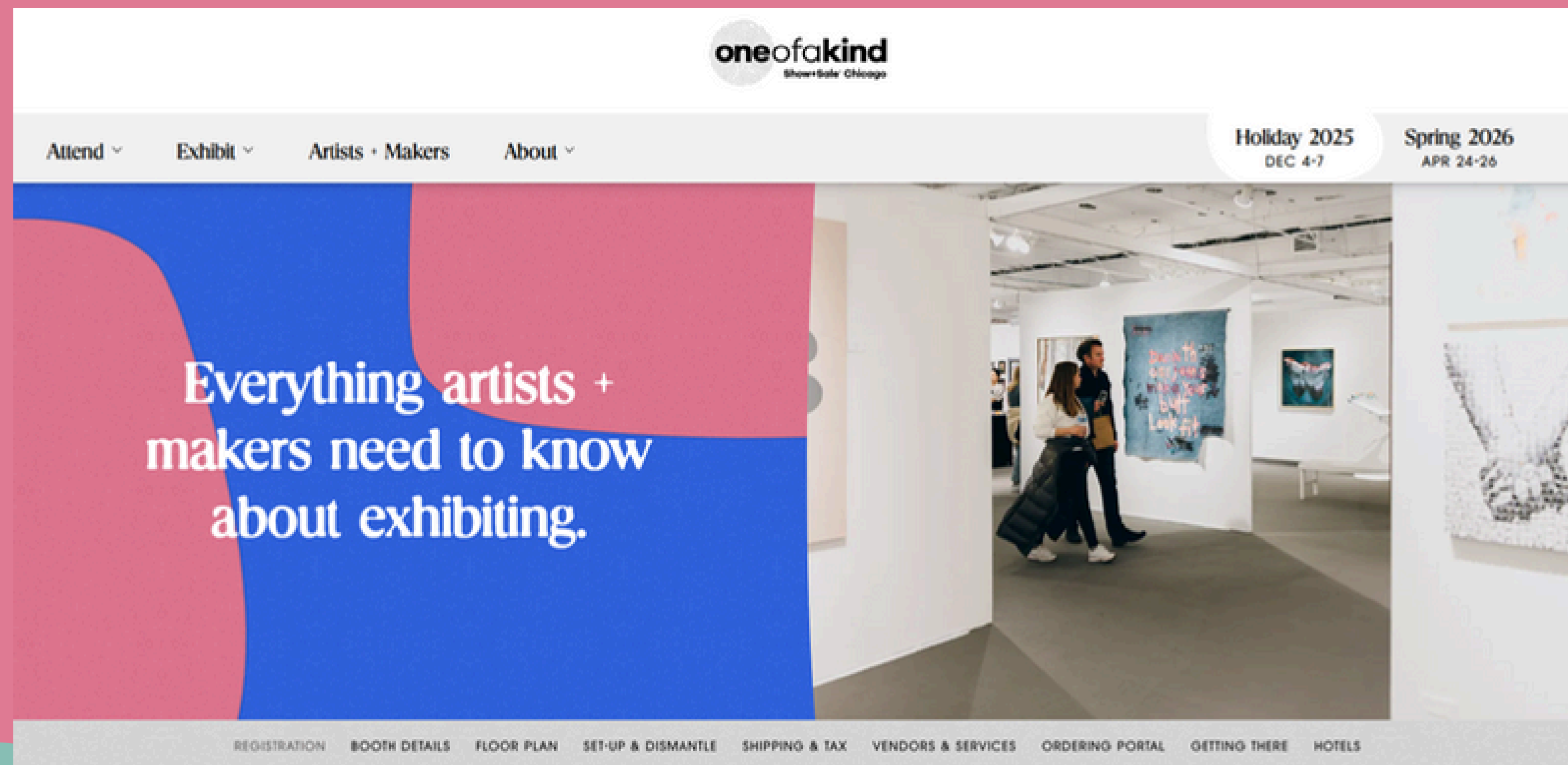
Agenda

- Duration - 1 hour
- Exhibitor Info/Perks
- Registration
- Marketing
- Move-In
- On-site Details
- Booth Design
- Operations/Move-Out
- Questions



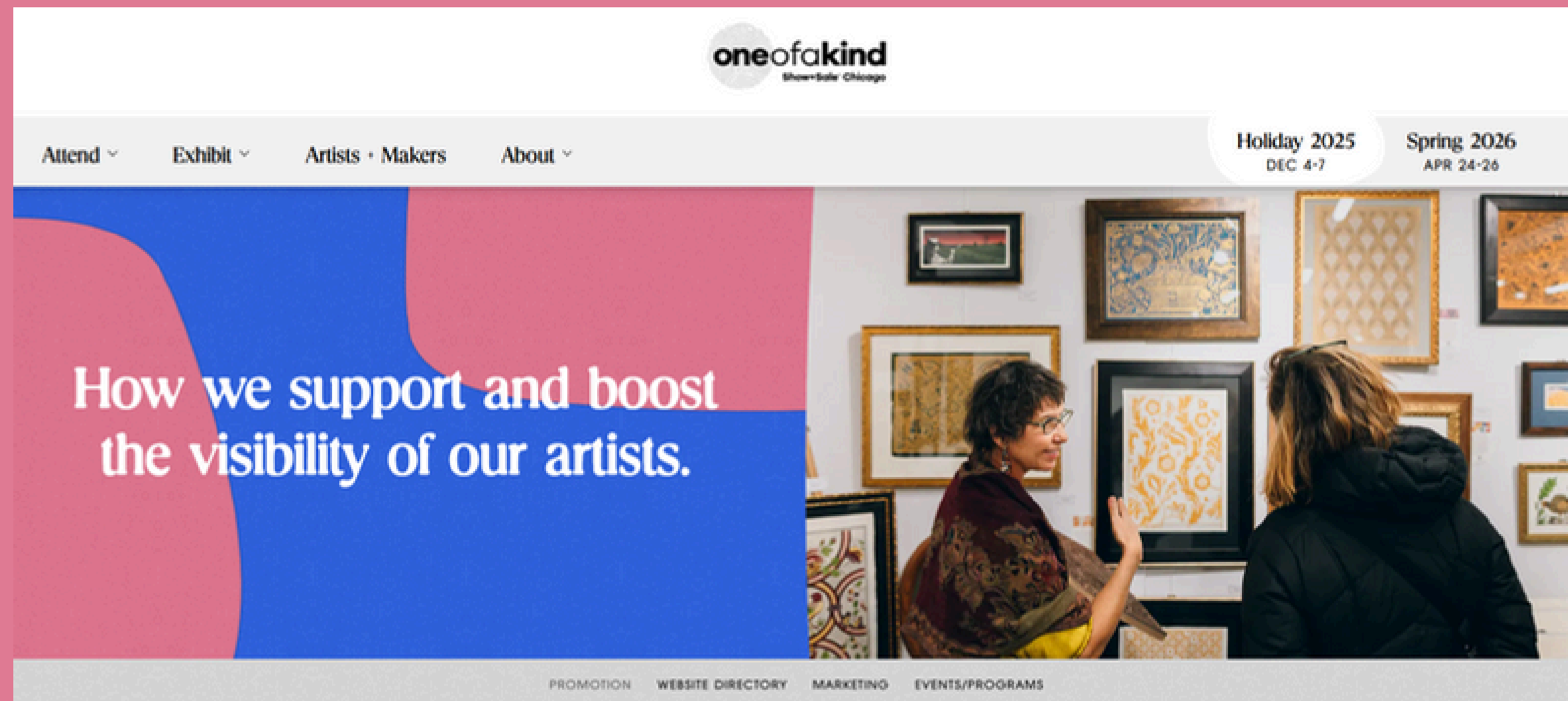
Exhibitor Info

Exhibitor Info is your one stop shop for all show prep information!



Exhibitor Perks

Exhibitor Perks is where you can find information on Marketing, Promotional Opportunities, Artist Newsletters, etc.



Show Hours & Access

- Thursday, 12/4 10am-7pm
- Friday, 12/5 10am-7pm
- Saturday, 12/6 10am-7pm
- Sunday, 12/7 10am-5pm

**Artists have access at 8am
every day**



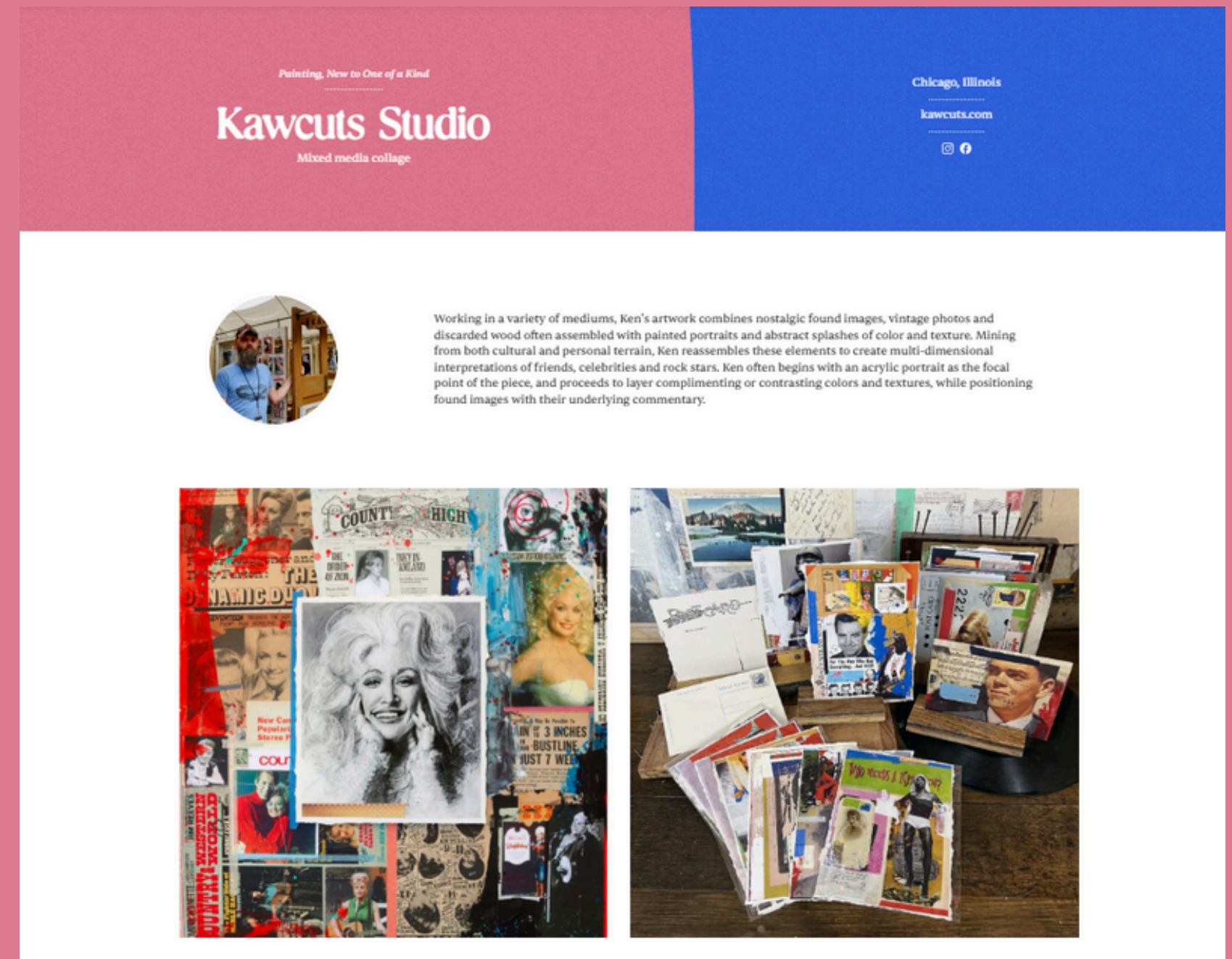
Prior to the Show Artist Registration

- Register you and your team online prior to your arrival
- Link & information is on Exhibitor Info
- Registration desk is located in the Main Lobby
- Exhibitor badge & Reference Guide



Prior to the Show Online Artist Profile

- Personalize your Artist Profile
- Allows customers to find you before & after show
- Used for our Printed Directory
- Online Shopping Feature



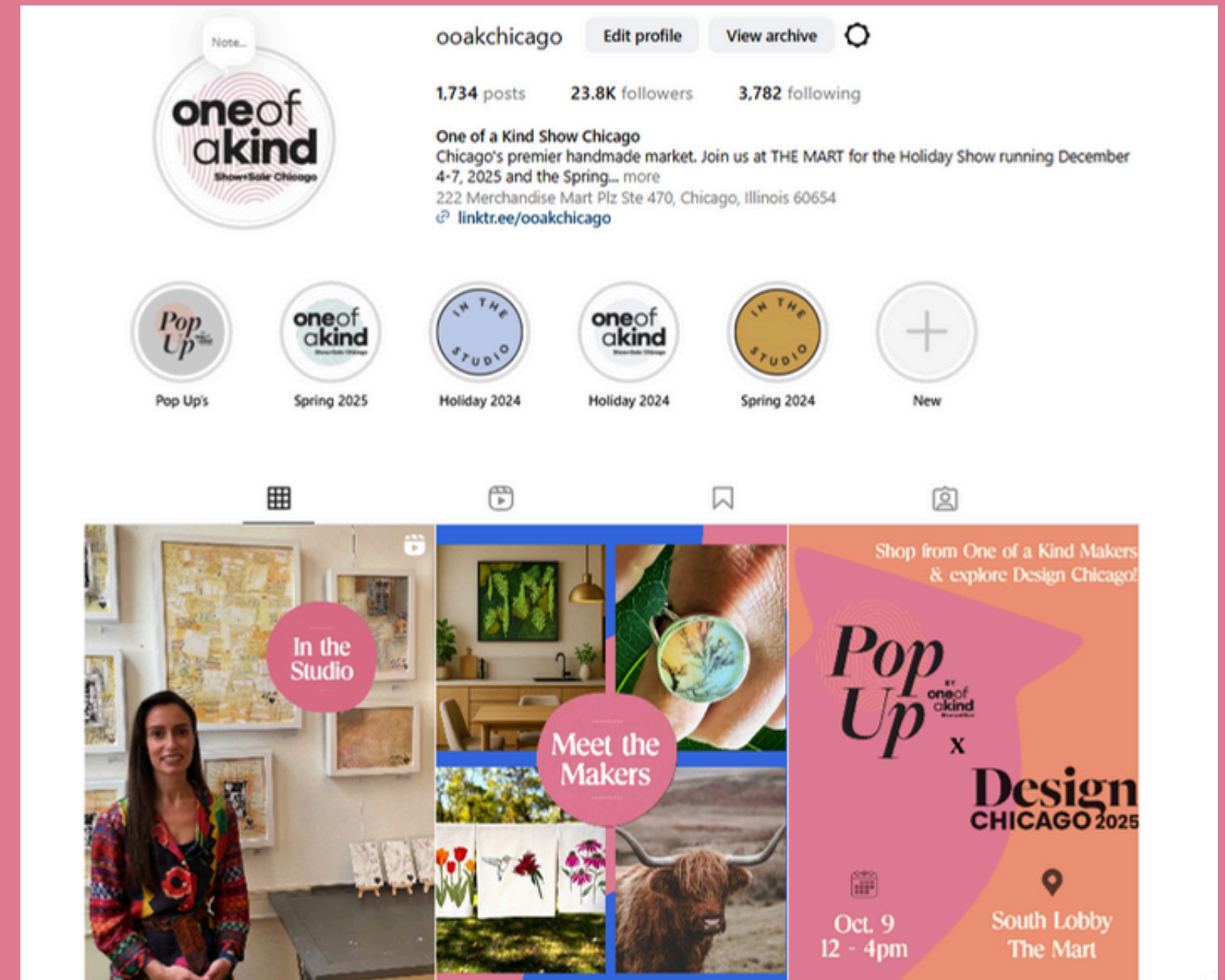
Prior to the Show Marketing Opportunities

- Artist Web Banner Ads
- Sharebale Social Media Graphics
- PR Opportunities
- Artist Interview Form
- Artist Facebook Group
- Complimentary tickets (digital & post cards)



Prior to the Show Social Media

- Promote yourself!
- Tag us on Instagram, Facebook, etc.
- @ooakchicago
- #OOAKChicago



Additional Promotion

- Fine Art Gallery
- Patrons Choice
- Onsite Media Opportunities & Marketing
- The Gauge Collective
- Heron Agency



Onsite Procedures: Move-in

Move-In Set-up Hours

Tuesday, 12/2

Loading Dock, 8am-3pm

Set-Up, 8am-4pm

Wednesday, 12/3

Loading Dock, 8am-3pm

Set-Up, 8am-7pm

- Complete our Move-in survey arrival time form [HERE](#)
- Set-up will not be permitted Thursday morning, 12/4

Move-In Shipped Items

- Label all your shipped packages with 7-booth number, and your full name
- Ship to THE MART address
- Items must arrive either Tuesday 12/2 or Wednesday 12/3



Move In Loading Dock Details



Move-In

Personally Transporting Work

- If you are not coming through the dock, all items must be hand-carried through the freight elevators
- Dollies are not allowed when transporting your work
- Review Passenger Elevator Guide



Move-in Loading Dock Reminders

- Drayage “material handling” is included in your booth fee
- Label all packages with your name & booth number
- Consolidate your belongings
- Additional fees: Any one package over 2000lbs will have an overage fee added on



Move-In Parking

- We partner with Spot Hero for discounted parking
- More information on oversized and regular parking on [Exhibitor Info](#)





Show Time!

Show Time Artist Amenities

- Pre-show Artist Toast Event
- Artist Lounge
- Artist Food ordering app
- Artist coat check
- \$ Change available
- Carry-out service
- Booth sitters available for hire pre-show



Show Floor

- Cafes and bars located throughout the floor
- Customers enter through elevators along the 6000 rows
- Service Desk & Show Office are located on the southwest side of the floor
- Stage is in the center cafe
- Fine Art Gallery across from the cafe
- Gourmet Market / Emerging Market
- A map of the show floor on Exhibitor Info

HOLIDAY

One of a Kind 2025



- Booth Assignments are based on category distribution, booth structure needs and seniority,
- Pink Cubes represent permanent pillars which are part of the building and cannot be removed.
- Fire Alarms/extinguishers are located on the outside of some pillars approximately every 40ft.

Booth Details

- Lighting - 4 flood lights & florescent lighting
- Equipment - chair/wastebasket must be requested pre-show (complimentary)
- Flooring - light gray carpeting throughout the floor
- Signage - booth comes with a standard blade sign
- Drayage - moving your work to/from vehicle to booth
- Cleaning - vacuumed the night before show opens
- Schematic Drawing Request - [HERE](#)



Booth Details - Walls

- Walls are painted white - you cannot paint it yourself
- Paper covering options are available for purchase
- They are 1-inch wood, each nail will hold approx. 30lbs
- You may nail and screw into the walls
- No need to patch small nail holes but please remove the nails after show
- Only manual tools are permitted (no power tools)
- A standard inline booth has 3 walls & a corner booth has 2 walls

Booth Details - Lighting & Electric

- 4 flood lights are included with your booth
- Outside lights may not be attached to the tracks
- Lamps and other non-track lights are permitted
- 150-watt standard duplex outlet is included with your booth fee, if you need additional wattage there is a charge
- Every artists gets 15 min free light adjustment (order this on-site at the service desk)



Booth Design - Signage

- A noticeable sign or product photography will help customers find you in a crowd
- Leave room for customers to walk through your booth
- Share your story with a bio
- Make your space inviting
- Have business cards, take-away samples or materials













Emerging Market Booth Details

- Booths are approx. 5 x 10
- 3 flood lights & signage included
- The area is set up market style
- No side walls, just 1 back wall (approx. 8ft high)







Gourmet Market Booth Details

- Booths are approx. 5 x 20
- 4 flood lights included
- Signage included
- Allowed to bring in replenishments throughout the show
- Sampling is allowed







Ordering Portal

- An email will be sent today with a password to log in to the Ordering Portal
- Gives you access to booth services & order forms
- Labor, material handling, electric services, house keeping, furniture rental, booth sitters, etc.
- Reach out to Tradeshow_Operations@themart.com for any questions
- Ordering Portal link is located on Exhibitor Info



Accessible Storage

- Accessible inventory storage is located on the 4th floor
- You **MUST** reserve storage before you arrive onsite if you need it
- Storage form on Exhibitor Info [HERE](#)
- \$150 per 5x5 space
- If you need help with large stock replenishment, you may put in an order at the service desk - no charge

Inaccessible Storage

- Empty packing boxes need to be stored in Inaccessible storage
- Items will be picked up after setup & returned to you at the end of the show
- You must label your empties with a special “empty” sticker available at the service desk
- Our team will pick up your empties pre-show
- No access during show

Complimentary Tickets

- Your personalized comp code was emailed to you this week
- Max of 100 uses
- Holiday printed post card tickets are still available! Order [HERE](#)



Additional Info

- **Wireless internet is provided**
- **Central Cashier is an optional service**
- **Fed-Ex on the 2nd floor**
- **Onsite shipper for customers at Service Desk**
- **Carry-out service can be scheduled at the Service Desk**
- **Artists receive 20% off at the cafes on the show floor**

End of Show

- Tear down begins at 5pm on Sunday
- Dismantle & Load-out Hours:
 - Sunday 12/7 5pm - 10pm
 - Monday, 12/8 8am - 12pm
- The loading of POV's will begin after all of the empties have been returned



Move-Out Onsite Procedures

- Sign up for a Move-out time on 11/6
- You will receive weekly emails with more information about Move-out
- All empties will be delivered to your booth after 5pm on Sunday
- Pick up your items in Accessible Storage
- Our team will come to your booth when it's your turn to move out



Final Checklist

- Complete your Artist Profile
- Review Exhibitor Info/Perks
- Plan your booth layout
- Order equipment or services through Ordering Portal
- Consider signing up for an Accessible Storage space
- Read Monthly Artist Newsletters
- Join the Facebook Group
- Post on socials!

Post Show


- Follow up with show leads for additional sales
- Please complete the post show survey sent via email
- File your Sales Tax Form found on Exhibitor Info and onsite during show
- A resource for insurance can be found on the [ACT Insurance](#) website





Save the Date!

Spring One of a Kind Show
April 24-26th



Thank you!
Questions?