

o n o f a k i n d

WELCOME OOAK
ARTISTS!

MEET THE TEAM

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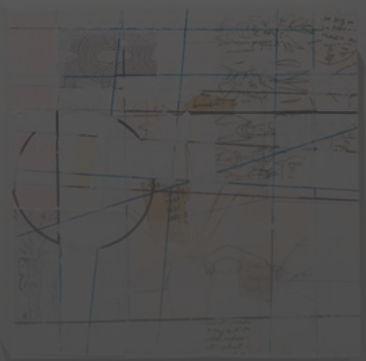
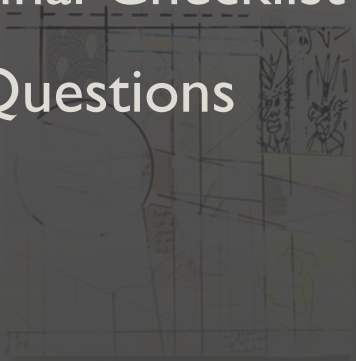
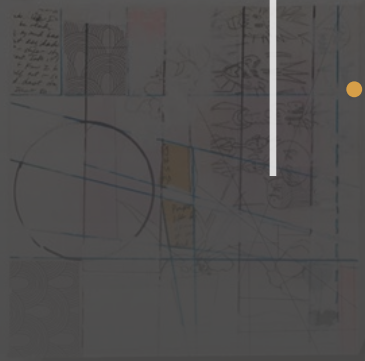
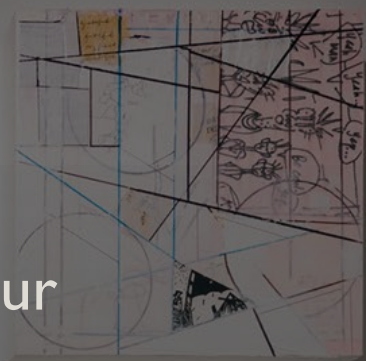
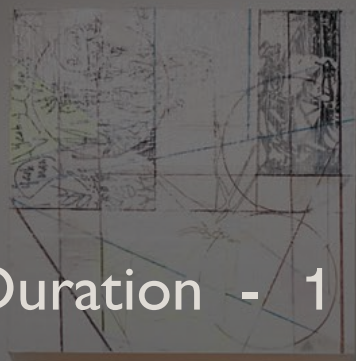
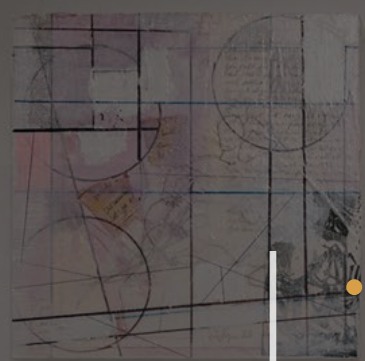
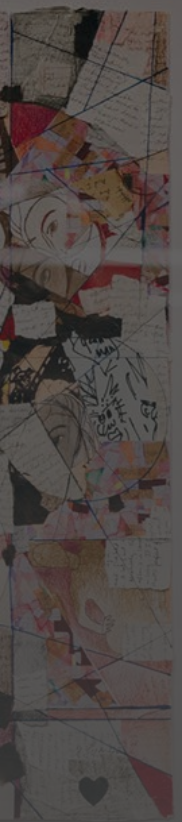
Tradeshow_operations@themart.com





AGENDA

- Duration - 1 hour
- Registration/Artist Profile
- Move-In
- Set Up/Tear Down
- Booth Design
- Final Checklist
- Questions



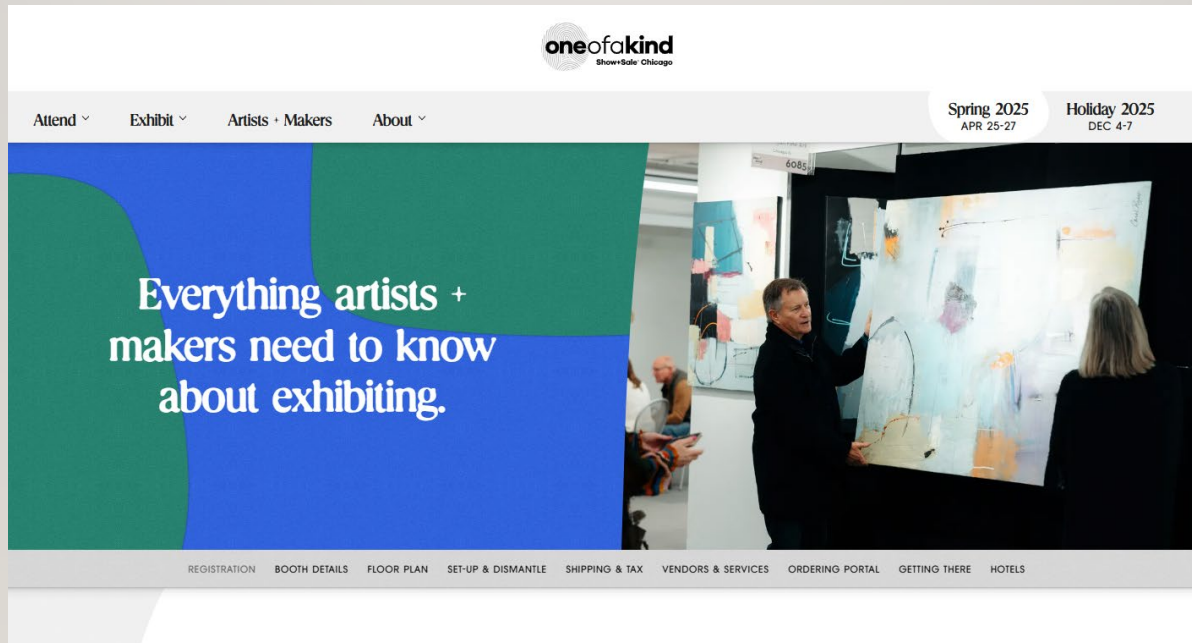
Plants included!!!



ONE OF A KIND ARTIST
INSIGHT VIDEO

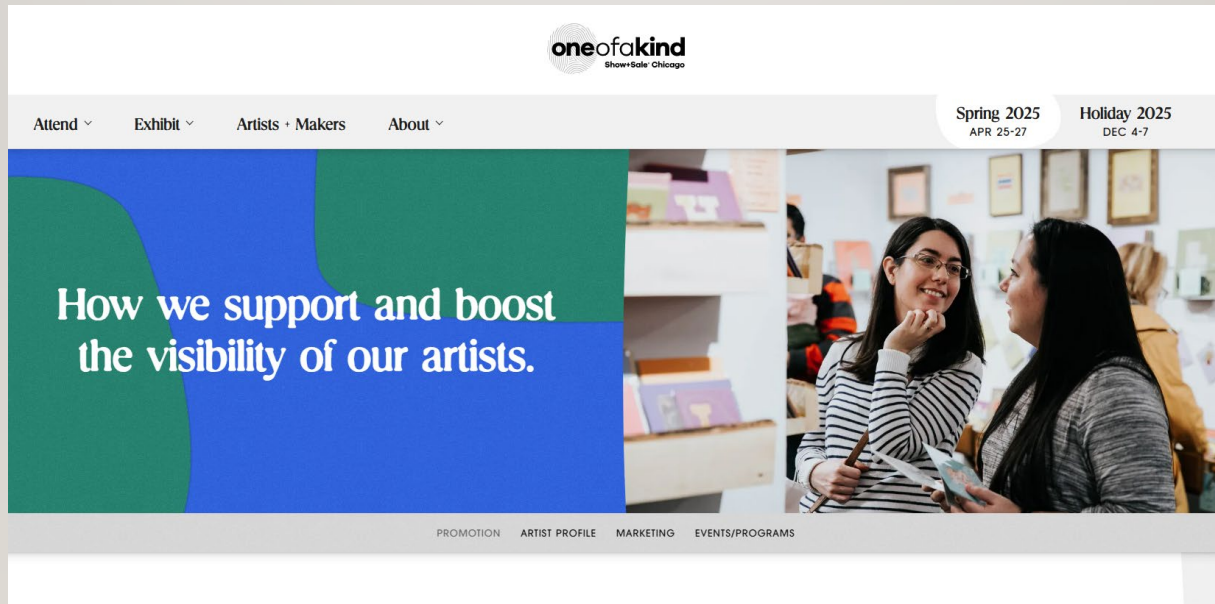
EXHIBITOR INFO

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, Events, etc.



A woman with long dark hair, wearing a light-colored pinstriped shirt, is seen from the back, looking at a display of cards on a shelf. The background is a shop filled with various cards and a large circular logo on the wall that says "f2to" and "neighborhood".

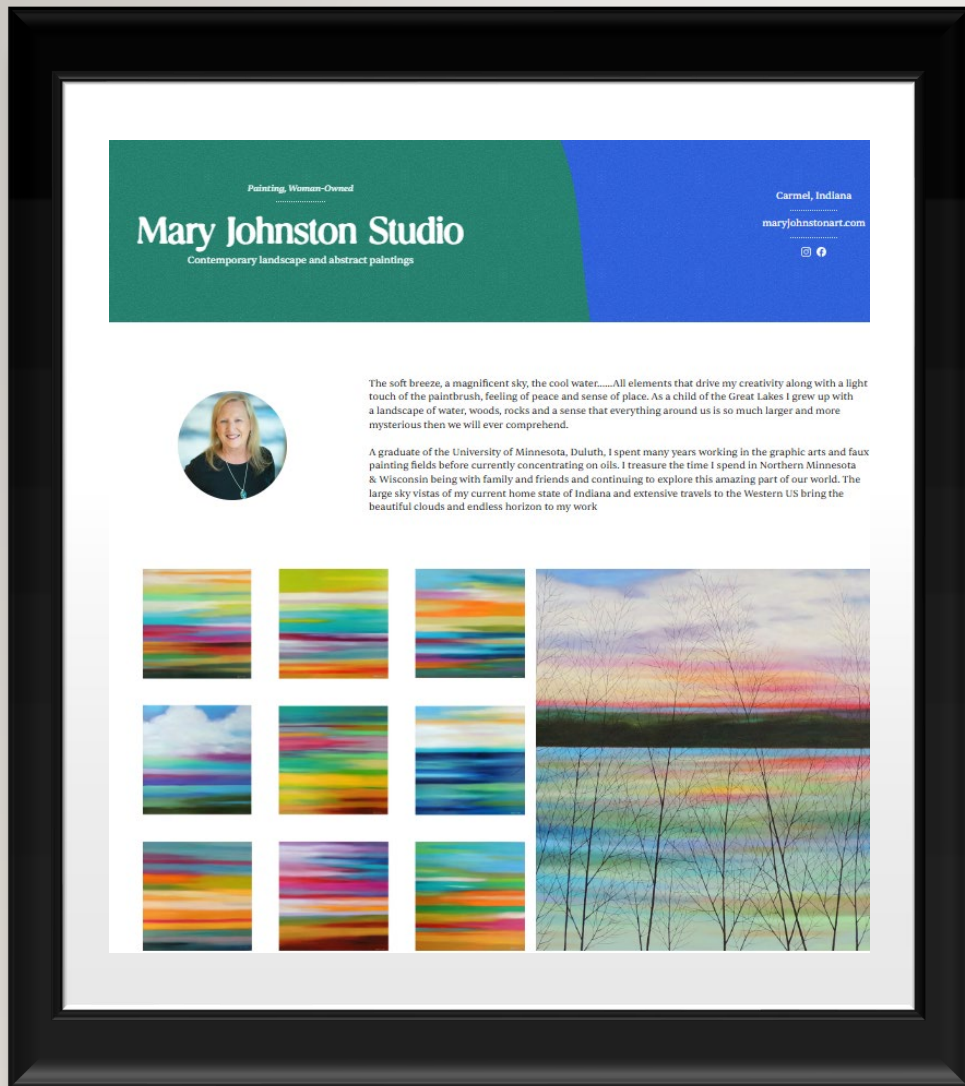
SHOW HOURS & ACCESS

- Friday, 4/25 | 10am-7pm
- Saturday, 4/26 | 10am-7pm
- Sunday, 4/27 | 10am-5pm
- Artist Access will be at 8am every day

PRIOR TO THE SHOW: ARTIST REGISTRATION

- Register you and your team online prior to your arrival
- [Link](#) and information is on Exhibitor Info
- Located in Main Lobby
- Receive your Welcome Packet & Exhibitor Badge onsite





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
- Shareable Social Media Graphics
- PR opportunities (Heron)
- Artist Facebook Group
- Complimentary tickets



PRIOR TO THE SHOW: SOCIAL MEDIA

- **Promote Yourself!**
- **Advertise on social media**
- **Tag us on Instagram, Facebook, and LinkedIn**
- **@oakchicago**
- **Use #OAKChicago**



ADDITIONAL PROMOTION

- Fine Art Gallery – apply [HERE](#)
You will receive a tag with all price details, display podiums, etc.
- Patron's Choice
- Artist Interview Form
- Media opportunities from **The Gauge Collective**
- PR & Marketing from **Heron Agency**



ONSITE PROCEDURES: MOVE-IN

MOVE IN: SET-UP HOURS

- **Wednesday, April 23rd**

Loading dock 8am – 3pm

Set-up 8am – 4pm

- **Thursday, April 24th**

Loading dock 8am – 3pm

Set-up 8am – 7pm

- Complete our move-in survey arrival time form [HERE](#)

- Set-up will NOT be permitted Friday morning (4/25)

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 Wednesday, 4/23 OR Thursday, 4/24



MOVE IN: LOADING DOCK DETAILS



Drayage: our team will deliver items to your booth

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 hand transporting your work
- Passenger Elevator Use document on the Ordering Portal



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 2000 lbs 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: ARTIST AMENITIES

- Pre-show Artist Toast event
Thursday 4/24
- Artist Lounge
- Artist food ordering app
- Artist coat check
- \$ Change available
- Booth sitter/sales staff (available
for hire)





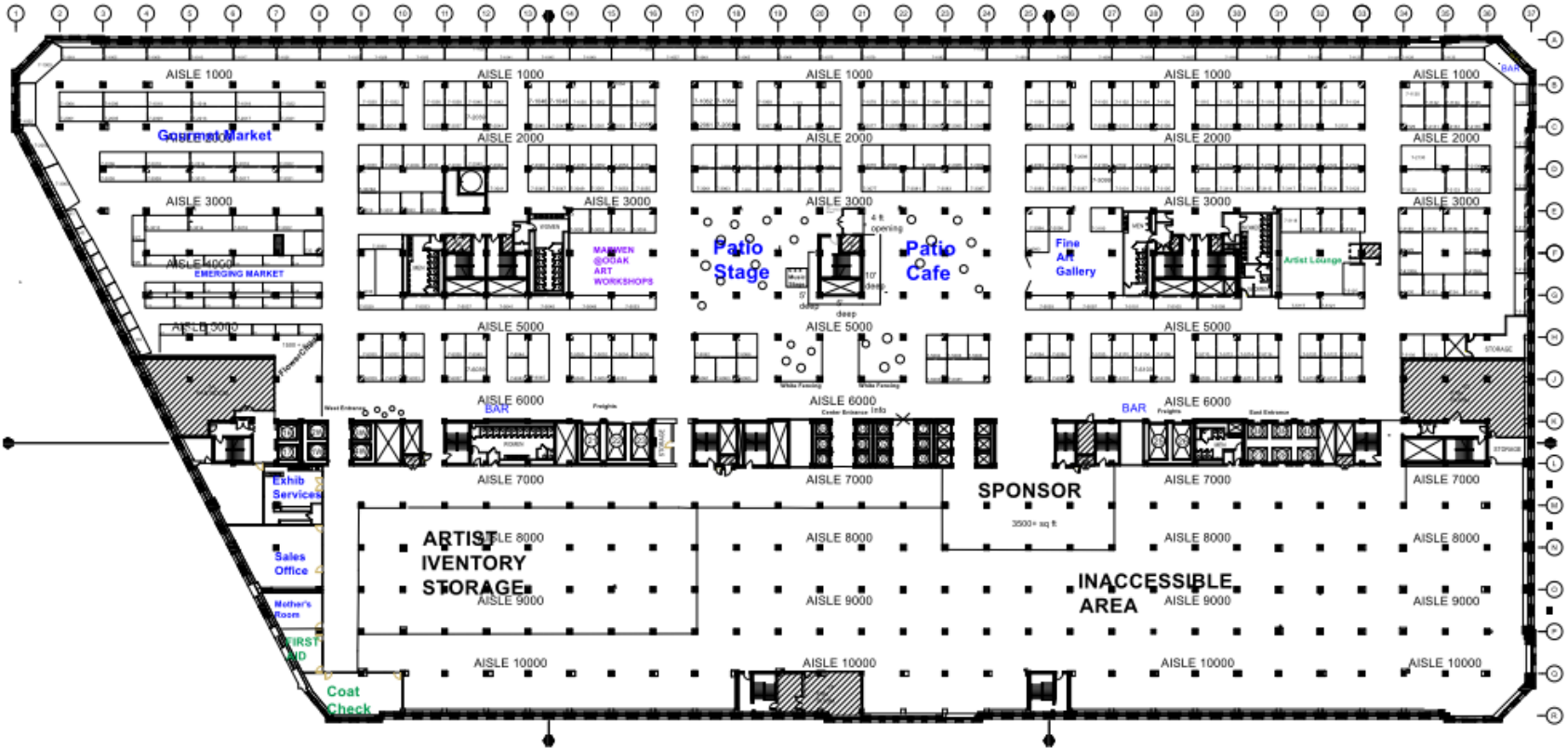
SHOW FLOOR

- Cafes and bars are located throughout the show
- Customers enter through elevators along the 6000 rows
- Artist lounge – located behind 5125
- Service desk & Show office is on the southwest side of the show floor
- Stage is in the center cafe
- Fine Art Gallery across from the café
- Gourmet Market / Emerging Market
- A map of the floor on [Exhibitor Info](#)

SPRING

One of a Kind

2025



- Booth Assignments are based on category distribution, booth structure needs and seniority.
- Black Cubes represent pillars in the space that are part of the building and cannot be removed, but if located in your space the pillars can be used for additional display space.
- Some pillars may have fire extinguishers on the outside facing the aisle, these cannot be removed



BOOTH DETAILS

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

BOOTH DETAILS: WALLS

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



A woman with blonde hair, wearing a white sweater, is smiling and pointing towards a large, circular award that says "favorite design". She is in a booth setting with various items on shelves. Another person with long dark hair is seen from the back, looking at the woman. The background is a blue wall with some framed items.

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 artist gets a 15 min free light adjustment (order this on-site at the service desk)

GIFTS-GAMES

STELLUCA

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
- Show your story with a bio
- Make your space inviting
- Have business cards, take-away samples or materials

ASHLEYBUCHANANJEWELRY



ASHLEYBUCHANANJEWELRY





PAINTED
with
WINE

FLIP
FOR THE
WINES
IN EACH
PAINT

ART
+
WINE

RIVALLANA
SIOJA



kiera
HANDMADE JEWELRY



kiera
HANDMADE JEWELRY

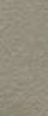




A woman with long dark hair, wearing a light-colored button-down shirt and a lanyard with a badge, is smiling and talking to a man in a tan jacket. They are standing in a booth with a wooden table in front of them. The background features a wall of framed photos and a white back wall with shelves holding various items. A semi-transparent dark overlay on the right side of the image contains a list of booth details.

EMERGING MARKET: BOOTH DETAILS

- Booths are roughly 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)



ayedsaadhusan
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BEADED SEED
by BRYAN
HANDMADE POLYMER CLAY JEWELRY

Clay Earring
Workshop



BY BRYAN SEED BY BRYAN

BUY 2 GET
3RD HALF
OFF





MARKET

GOURMET MARKET: BOOTH DETAILS

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





MIXTY

oneofakind
Leah Isaacson
Mixty Beverage Co.
EMERSON

oneofakind
Megan Barber
Mixty Beverage Co.
EMERSON
I'M THE ARTIST

MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY MIXTY

IMPLY.

soups \$9

ungarian
mushroom
(V, GF)
chicken
astina (DF)
picy red
entil
(VG, DF, GF)



saucier

frozen soups & sauces

saucier \$9

- vodka (V, GF)
- tikka masala (V, GF)
- marinara (VG, DF, GF)
- sesame ginger (VG, DF, GF)



saucier
FROZEN SOUPS & SAUCES



HATCHERY VENDORS

- Located in the Northeast section of the show floor
- Table, chair and green linen provided
- Sampling is allowed
- OOAK team will coordinate move-out process with Hatchery organizers





A photograph of two women at a trade show booth. The woman on the left is smiling and looking at a tablet. The woman on the right is looking at the tablet. The booth has a white table with a sign that says 'ANATOMY OF THE UTERUS'. The background is a wall covered with framed anatomical drawings.

ORDERING PORTAL

- An email was sent with a password to access the ordering portal last week
- This portal gives you access to booth services and order forms
- Labor, material handling, electric services, house keeping, furniture rental, booth sitters, etc.
- Reach out to Tradeshow_Operations@themart.com for any questions
- [HERE](#) is the Ordering Portal link

STORAGE: 2 TYPES

ACCESSIBLE STORAGE

- Inventory Storage for replenishment
- Located on the 7th floor
- \$150 for 5x5 space
- To reserve a spot, please visit this link [HERE](#)

INACCESSIBLE STORAGE

- Empty Box/Container Storage
- Complimentary

ACCESSIBLE STORAGE

- Accessible inventory storage is available on the 7th floor
- You **MUST** reserve storage before you arrive onsite if you need it
- Form on Exhibitor Info - \$150 per space
- If you need help with large stock replenishment, you may put in an order at the service desk – no charge

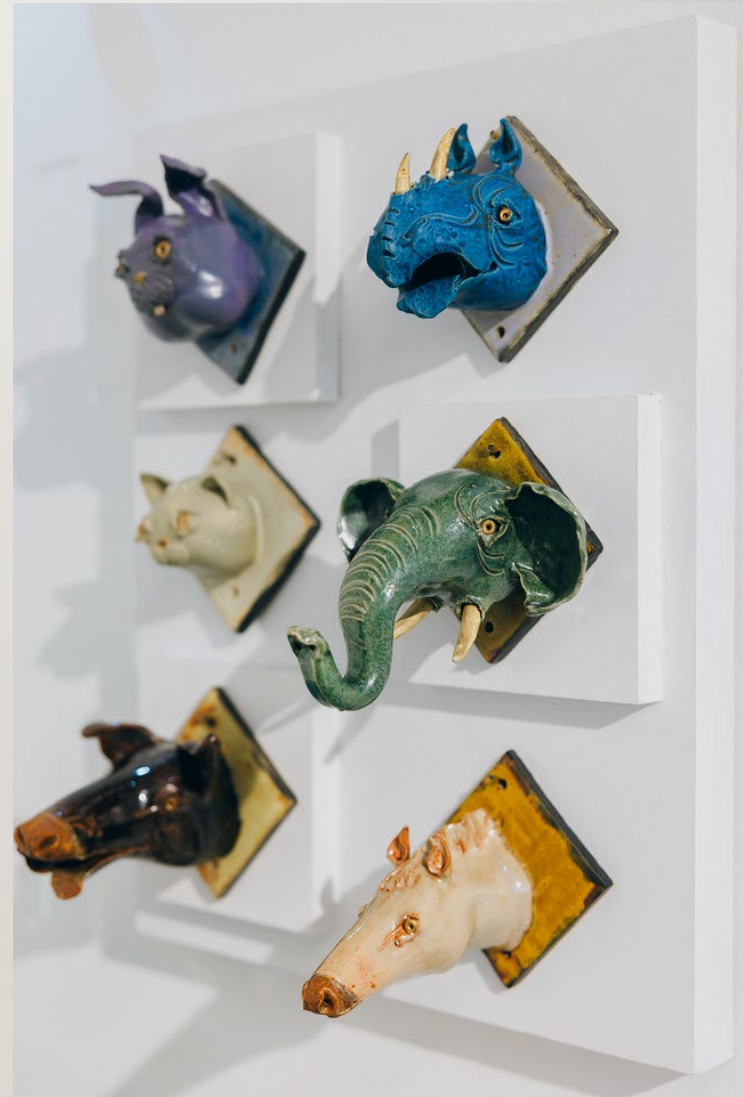
INACCESSIBLE STORAGE

- Empty packing boxes need to be stored in **Inaccessible Storage**
- They 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
- Union workers will pick up your empties pre-show
- No access during the show



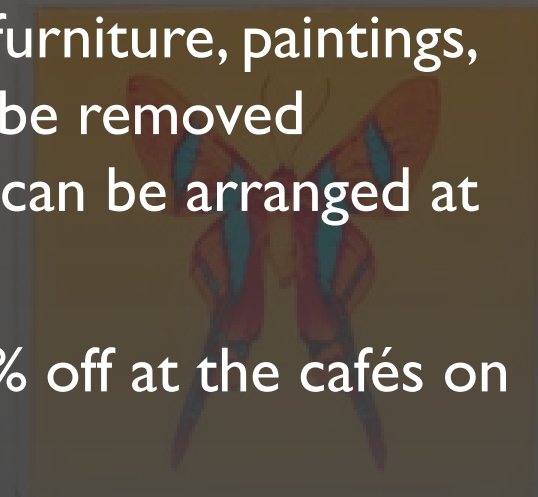
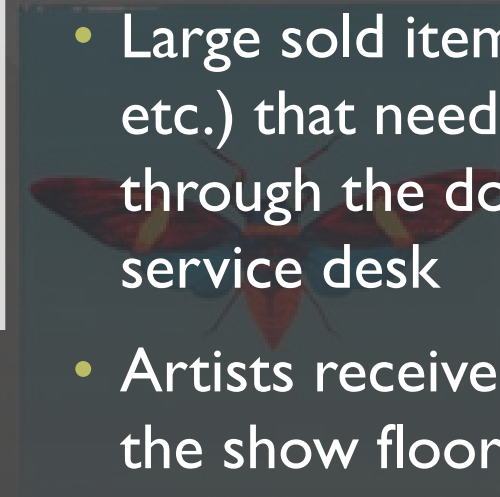
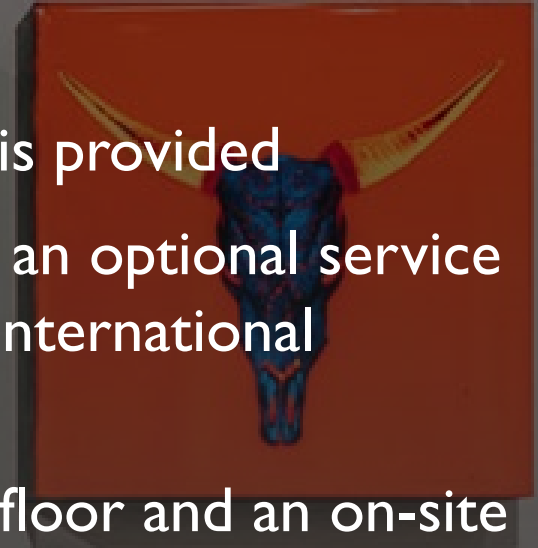
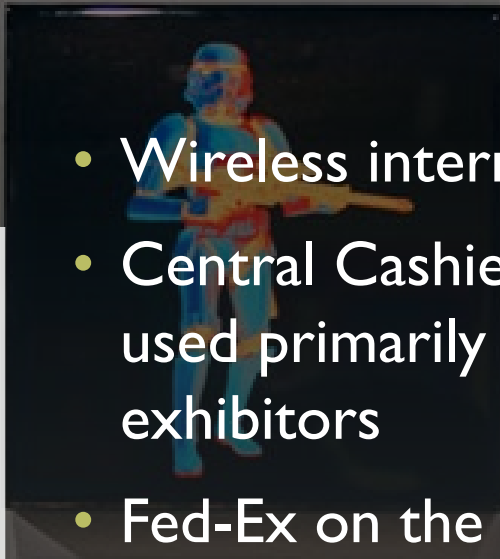
COMPLIMENTARY TICKETS

- Your personalized comp code was emailed to you in February
- Max of 100 uses
- Spring Printed Post Card Tickets are still available!
Order [here](#).





ADDITIONAL INFO



- Wireless internet is provided
- Central Cashier is an optional service used primarily by International exhibitors
- Fed-Ex on the 2nd floor and an on-site shipper for customers at Service Desk
- Large sold items (furniture, paintings, etc.) that need to be removed through the dock, can be arranged at service desk
- Artists receive 20% off at the cafés on the show floor



END OF SHOW

- Tear down begins at 5pm on Sunday
- Dismantle & Load-out Hours:

Sunday, 4/27	5pm – 11pm
Monday, 4/28	8am – 12pm
- The loading of POV's will begin upon the completion of the return of empties

MOVE-OUT: ONSITE PROCEDURES

- Pre-show email with move-out details will be sent via email
- All empties will be delivered to your booth for packing after show
- Pick up your items in Accessible Storage
- Union workers will come to your booth when it's your turn to move out



A photograph of two women in a gallery setting, looking at a piece of art. The woman in the foreground is wearing a dark jacket and light-colored pants, and is holding a brown bag. The woman behind her is wearing a white top and dark pants. They are standing in front of a display of various ceramic and pottery items on white shelves and a white cabinet. The items include vases, bowls, and other decorative objects in various colors like blue, green, and white. The background is a plain white wall with a large green plant on the left.

POST SHOW

- Follow up with show leads for additional sales
- Post show survey sent via email – Please complete to help us improve future shows!
- File your [Sales Tax Form](#) found on Exhibitor Central or in your Artist Packet
- A resource for insurance can be found on the [ACT Insurance](#) website



**SAVE
THE
DATE**
Dec. 4-7th

FINAL CHECK LIST

- Complete your Artist Profile
- Review [Exhibitor Info](#)
- Plan your booth layout
- Order equipment or services through the Ordering Portal
- Consider signing up for an Accessible Storage space
- Read Monthly [Artist Newsletters](#)
- Join the [Facebook Group](#)



Thank you!
Questions?

