

# SPRING ARTS & CRAFTS SHOW

Saturday, May 20 • 9 a.m. to 6 p.m.  
Sunday, May 21 • 10 a.m. to 5 p.m.

MSU Union Grounds  
49 Abbot Road  
East Lansing, MI 48824

For more information,  
visit [uabevents.com](http://uabevents.com).



## Welcome to Michigan State University, the MSU Union, and the 59th Annual Spring Arts and Crafts Show!

On behalf of the members of the University Activities Board and the staff of the MSU Union, welcome to our annual show!

This packet will include all information you need for this year's show and to help us continue to provide you with an outstanding Spartan experience.

The 59th Annual Arts and Crafts Show is a crucial fundraiser for the University Activities Board, and all proceeds from booth rentals go directly to our UAB student events, which provide community building and social opportunities for all students on campus. These events, including our Arts and Crafts Shows, are proudly planned and implemented by students! On behalf of all MSU students who continue to enjoy our campus-wide programming, THANK YOU for being a Crafter & Artisan with us and in supporting the students of MSU and providing a great Spartan Experience!

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Please read this document with an attention to detail, as it is crucial for us to have a smooth and successful show!



# Show Ready Checklist

There are a few points in executing our show that we know can be tricky. To keep the event running smoothly, please follow the show ready checklist and the tips for a smooth show below.

- Familiarize yourself with the Welcome Packet.
- Know your booth number (located on Zapplication).
- Double check your load-in time & familiarize yourself with the load-in the map.
  - Print or screenshot your load-in pass. Please have this ready when you arrive.
- Locate your zone Information Booth on the booth map. This can be found at <https://uabevents.com/AnnualArtsCrafts>.
- Complete the signup for the NIXLE Emergency Services to receive text updates during show weekend.
- Ensure you have a Crafters License if selling MSU Branded Products and complete the Food license Verification Form if you are selling any edible products.
- Review Tips for a Smooth Show.

The East Lansing Art Festival takes place along Grand River Avenue at the same time as our show. This may increase traffic and cause confusion for vendors. Reviewing these documents carefully will help prevent confusion.

We are so excited to have our crafters and artisans back for our 59th Annual Spring Arts and Crafts Show!

## Enjoy the show!



# Tips for a Smooth Show

A smooth and successful show requires coordination. To help us provide the best experience for all show staff, volunteers, vendors, and patrons, please follow the rules below.

## Load-In:

- Please do not arrive before your load-in time. Please do not arrive before 5PM and adhere to the time and location you are scheduled for load-in.
- Do not use the Loading Dock unless you have received permission; it is reserved for special circumstances and acts as a relief point if our load-in zone becomes congested. We cannot allow traffic to back up on Grand River Avenue.
- If you need adjustments to load-in times, please complete the form on the load-in information by Monday, May 15th, 2023.
- Have your booth number and load-in pass ready when entering MSU.
- When you arrive, you will receive a parking pass. Please keep this on your driver side dashboard to prevent unnecessary towing.
- Do not set up your booth or go to dinner until you move your vehicle from the load-in zone. The goal of the load-in zone is to remove items from your vehicle.
- Return laundry carts and move your vehicle within 45 minutes.
- Please check in at the Show Headquarters (located in the MSU Union near the East Entrance/MSUFCU)
- Generators are not permitted at your booth. Only MSU is authorized to use generators at the show.
- **As a reminder, we cannot allow any stakes. Please only use appropriate size weights to secure your tent.**

## During the Show:

- For a safe and equitable experience for all vendors, please keep all of your wares and supplies within your space and do not use “open space” around your booth for storage.
- Have proper food and MSU Brand Crafting Licenses, if necessary.
- Let show staff know of any issues you encounter. We are committed to helping you have the best show experience possible.
- Be kind and courteous to your fellow vendors and show staff.
- Start your day with a caffeine boost! Vendors can find free tea and coffee at the Show Headquarters in the MSU Union.

## Load Out:

- Review the requirements for Load-Out Passes - **do not retrieve your vehicle until you have received a Load-Out Pass.**
- Be patient as our staff manages a high volume of vendors.
- Complete our show evaluation so we can improve your experience in future years!

# On Site Information

## **Emergencies:**

- If an emergency occurs that requires police or medical attention, please call 911 on your cell phone before notifying Show Staff.
- Each Zone has an information booth with Zone Leader present. Zone leaders can respond to any concerns of vendors/patrons and also provide guidance in the event of an emergency.
- If severe weather were to occur, please head to the MSU Union or nearest building and follow the directions of MSU Police, MSU Union Staff, and Show Staff.
- We encourage you to sign up for MSU Alerts, instructions on the following page, and all vendors should complete the form on the following page to enroll in the NIXLE Emergency Alert System.

## **Restrooms:**

- Restrooms are located on all four (4) floors of the MSU Union. Unisex bathrooms are located on the Fourth and Ground floors.
- Personal Health / Nursing Mothers Rooms are located on the 1st Floor of the MSU Union and a key can be checked out at the Welcome Desk.
- There is an accessible ramp to enter the MSU Union on the West side of the building, near Abbot Rd.
- Porta Potties will also be available near Parking Ramp 6 on the south east side of the show. They are serviced daily.

## **Information Tables & Show Staff:**

- There are four (4) information tables (1 per zone) and Show Headquarters is located in the MSU Union. Our staff and volunteers wear Light Green Show Shirts. Please utilize the information booth in your zone and reach out to these individuals if you have any questions.
- Our Show Headquarters will be located **inside** the MSU Union on the first floor, North East side of the building.

## **Food:**

- There will be food trucks throughout the show to purchase food.
- The MSU Union Sparty's Convenience Store will be open to the public during show hours.
  - Be aware that the MSU Union Food Court will be closed.
- Coffee and Tea will be served at the Show Headquarters (near MSUFCU on the Union 1st Floor) for vendors and volunteers.

## **Evaluation**

- We are committed to improving our show for our vendors and patrons every year. Your Load Out Instructions have a link to a show evaluation. Your comments help us improve the show for everyone!



# Emergency Management Systems

## NIXLE Emergency Alert System/MSU Alerts

### **What is NIXLE?**

NIXLE is an emergency communication tool we are utilizing for show safety and security. For example, we may alert vendors to a missing child/elder/dependent, inclement weather, or traffic issues that would impact load in/load-out. NIXLE allows us to quickly communicate directly with vendors and show staff.

### **Do I have to use NIXLE?**

We are asking all vendors and staff to opt in to NIXLE alerts. This new technology is crucial for safety in the event of an emergency.

### **What's the difference between NIXLE and MSU Alerts?**

MSU Alerts are managed by the MSU Police Department and are utilized to push emergency alerts to the entire MSU campus community and surrounding area. Because of the large audience, communication and notifications are highly regulated.

The NIXLE Emergency Alert System is a more flexible database that allows us to tailor our emergency communication to specific populations, such as Spring Arts and Craft Show Staff or Vendors. In partnership with the MSU Safety and Security Coordinator, Show Staff can push more tailored alerts if emergent events arise.

We encourage vendors to sign up for MSU Alerts in addition to the NIXLE Emergency Alert System.

### **How do I enroll in the NIXLE Emergency Alert Systems and MSU Alerts?**

To subscribe to the Spring Show NIXLE channel, please text MSUART23 to 888777 (Message and data rates may apply. Message frequency varies)

You can enroll in MSU Alerts, if desired, by going to [alert.msu.edu](http://alert.msu.edu) and registering as a guest.




# Securing Proper Licenses

There are two licenses that may be required at the Michigan State University Arts and Craft Show.

## **Crafters Licenses:**

- If you are selling items that have MSU trademarked symbols or logos, you will need a Crafters License.
- This includes MSU Trademarked fabric. If you have remade this into a new product, it needs a new license.
- Our University Licensing Department will be on site to verify licenses and assist with any issues, if necessary.
- To obtain a license or verify if you need a license, please go to <https://licensing.msu.edu/licensees/crafter.html>.

## **Michigan Cottage Food Licenses:**

- If you are selling any items that are consumable, including pet products, under the Michigan Cottage Food License or other food licenses, you **must complete this [form](#) by Monday, May 15th, 2023.**
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# Load-In Process

Your load-in **time and location** is listed on the load-out pass below. We have done our best to accommodate as many of your first preferences as possible. However, due to limited space, we may not have been able to offer you your ideal load-in time/location.

One of the most difficult parts of this process is controlling traffic and the flow of load-in. In order to have a smooth and safe Outstanding Spartan Experience, we ask that you arrive at your scheduled load-in time and location.

We are unable to accommodate vendors who arrive early and you will be asked to wait in Parking Ramp 6 until your time slot. If you experience delays, we will try to accommodate you as soon as possible.

## **LOAD-IN PROCESS:**

1. Identify your load-in time and location on the pass below.
  - a. If you need adjustment to your load-in time, please complete [this form](#).
  - b. We will notify you and you will receive a new load-in pass if we are able to accommodate your need.
  - c. This form will not be monitored after **Monday, May 15th, 2023**. We are unable to support changes to load-in after that time.
2. Print or screenshot your load-in pass. Please have your load-in pass and booth number ready when you enter MSU Campus.
3. Ensure you know directions to your load-in location, exit route, and parking before arriving. North Campus is historic and sometimes difficult to navigate.
4. Once arriving, you will hit a checkpoint. You will be asked to confirm your booth number and be provided a parking pass. Please keep this on your driver side dash while parking at MSU to prevent unnecessary towing. We are not responsible for vehicles that are towed due to illegal or unregistered parking.




# Load-In Process (Continued)

As a reminder, all vendors can choose to use open load-in via Grand River Ramp 6 at any time. This is unscheduled, but must take place between Friday, May 19th 5:00 PM - 9:00 PM or Saturday, May 20th from 6:00AM - 8:00 AM. All passes are accepted at Grand River Ramp 6 for unloading or parking.

## **Ramp 6 Open Load-In:**

- Vendors can only enter Ramp 6 by going Eastbound on Grand River Avenue.
- If you pass Ramp 6, you will need to use a turn around, stay on Grand River Avenue using the right hand lane (do not go onto Michigan Avenue when it intersects Grand River) until you hit the next turn around. It is beyond the freeway. Proceed slowly on Grand River to avoid missing Ramp 6. **You will not be able to enter Ramp 6 via the East Circle Drive/South Entrance, as this is blocked for show traffic.**
- You may park in RAMP 6 and unload at your own pace.
- Laundry Carts will be available for check out near the Southwest Ramp exit and should be returned within 45 minutes.
  - We ask that you set up your booths after returning your laundry cart.
- When exiting during load-in, please avoid using the South Exit along East Circle Drive unless necessary. For flow of traffic, it is preferred vendors exit Ramp 6 onto Grand River Avenue during load-in.

## **Parking:**

- After load-in, vendors should park in RAMP 6, accessible via Grand River Avenue. Oversized vehicles or vehicles with trailers should park in Lot 7, accessible via Farm Lane/Collingwood Dr.
  - MSU does not allow for overnight parking or camping on University Grounds.
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### **Beal Rd Entrance Load-In Instructions:**


- Vendors should enter Beal Road from Michigan Avenue and continue along West Circle Drive.
- Near East Circle Drive/Ramp 6, you will hit a checkpoint and be provided a parking pass. Keep this in your driver side window.
- Once space is available you will be directed to park along West Circle Drive. Please keep the second lane of traffic open for emergency services and vehicles not involved in the Spring Arts and Craft Show.
- Due to high traffic volumes and limited space, vendors have 45 minutes to load into the booth and move their vehicles.
  - Laundry Carts will be available for check out and should be returned within 45 minutes.
  - We ask that you set up your booths after moving your vehicles.
- Once unloaded, you may continue along West Circle Drive and will exit via Beal Road.

### **Abbot Rd Entrance Load-In Instructions:**

- Vendors can only enter Abbot Road by going Eastbound on Grand River Avenue.
  - If you pass Abbot Road, you will need to use a turn around, stay on Grand River Avenue using the right hand lane (do not go onto Michigan Avenue when it intersects Grand River) until you hit the next turn around. It is beyond the freeway. Proceed slowly on Grand River to avoid missing Abbot Road Entrance.
  - Once you enter Abbot Rd, you will hit a checkpoint and be provided a parking pass. Keep this in your driver side window.
  - Once space is available you will be directed to park along Abbot Rd. Please keep the second lane of traffic open for emergency services and vehicles not involved in the Spring Arts and Craft Show.
  - Due to high traffic volumes and limited space, vendors have 45 minutes to load into the booth and move their vehicles.
    - Laundry Carts will be available for check out and should be returned within 45 minutes.
    - We ask that you set up your booths after moving your vehicles.
  - Once unloaded, you may exit Abbot Road via West Circle Drive which will take you to Beal Road/Michigan Avenue. You can return to Grand River Avenue by taking a right on Michigan Avenue.
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### Union Loading Dock Load-In Instructions:

- Vendors can only enter the Union Loading Dock by going Eastbound on Grand River Avenue. It will be the first right after the Abbot Road Load-In Entrance.
  - If you pass the Union Loading Dock, you will need to use a turn around, stay on Grand River Avenue using the right hand lane (do not go onto Michigan Avenue when it intersects Grand River) until you hit the next turn around. It is beyond the freeway. Proceed slowly on Grand River to avoid missing the Union Load-In Dock Entrance.
  - Once you enter the Union Load-In Dock, you will hit a checkpoint and be provided a parking pass. Keep this in your driver side window.
  - **This lot is very small and difficult to maneuver. Please arrive at your load-in time to prevent congestion along Grand River Rd.**
  - You will be directed on where to park for load-in.
  - Due to high traffic volumes and limited space, vendors have 45 minutes to load into the booth and move their vehicles.
    - Laundry Carts will be available for check out and should be returned within 45 minutes.
    - We ask that you set up your booths after moving your vehicles.
  - Once unloaded, you may exit on Eastbound Grand River Avenue and proceed to Ramp 6 or Lot 7 for parking.
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# Load-In Assistance

We understand the challenges associated with load-in and out in addition to the amount of time you spend setting up your booths and tearing down over the course of the Show Weekend. To assist you in this process, we will be providing a laundry cart check-out to support load-in.

Laundry carts will be available on the south end of the MSU Union, near West Circle Drive and near the South exit of Ramp 6, near Human Ecology.

## **How it works:**

1. Laundry Carts will be available on a first come, first serve basis.
  2. Vendors will need to provide first name, last name, and booth number to check a laundry cart.
  3. Vendors can use laundry carts for 45 minutes.
  4. MSU/UAB is not liable for any injuries that are caused while vendors use laundry carts.
  5. Vendors are responsible for returning laundry carts in a timely manner. Laundry carts should be clean and in the same condition as they were checked out.
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# Load-Out Information

- Vendors should not close booths before 5:00 PM on Sunday May 21st, 2023 without permission of show staff.
- Vendors should pack their booths fully before retrieving vehicles/requesting load-out passes.
  - Fully packed means all displays and inventory is packed, tents have been collapsed, shelving and walls are collapsed, and all items are ready to be moved directly to your vehicle.
- Once a vendor has packed their booth, they should take a picture of the booth area and go to the zone information booth.
  - If vendors do not have technology for taking photos, they can go to the zone information booth and request a staff member to physically verify their booth is ready.
- Once staff verify that your booth is ready, they will provide a load-out pass. No vehicles will be allowed to enter without a load-out pass.
- You should return to the same area you used for load-in (i.e. Ramp 6 Open Load-In, Beal Entrance Load-In, Abbot Entrance Load-In.)
- Vendors should be conscious of the time their vehicle is parked for load-out and avoid blocking/stalling traffic for other vendors.
- Please be patient with our show staff. Load-Out is unpredictable and grace and patience is appreciated!



# Advertising and Marketing

We are committed to providing high quality marketing to make this a successful event for your crafters and artisans! Below you will find a list of our efforts:

- Large Posters throughout MSU Campus, popular East Lansing community centers, and local businesses
- Table Tents over 200 study and dining tables at MSU
- A strong email campaign to MSU Staff, Students, Alumni, and partners
- Ads in Lansing State Journal
- Radio Broadcasts
- Promoted Social Media Campaigns on Facebook, Twitter, and Instagram through events posts, shareable posts, and posting in targeted interest groups
- Event Posts in over 30 community calendars

## Help Us Promote!

Let your dedicated patrons know where to find you! Please follow our University Activities Boards on Facebook and Instagram and share our posts about the show!

[Facebook Event](#)

[UAB Facebook Page](#)

[UAB Instagram Page](#)

[UAB Arts and Craft Show Website](#)

The Facebook Event gets more promotions the more the public interacts with it. Please share widely and mark yourself as “Attending” to support this event. Encourage friends and family to mark “Attending” as well!

# Lodging Information

East Lansing and Lansing have a variety of hotels near-by, including the beautiful Kellogg Hotel and Conference Center right on MSU's campus!

Below is a list of hotels within a 3 mile radius of MSU. These hotels are not endorsed by Michigan State University, with the exception of the Kellogg Hotel and Conference Center.

<b>HOTEL NAME</b>	<b>WEBSITE</b>	<b>PHONE</b>	<b>DISTANCE</b>
Kellogg Hotel and Conference Center	<a href="https://kelloggcenter.com/">https://kelloggcenter.com/</a>	800-875-5090	1.2 mi
Graduate East Lansing	<a href="https://www.graduatehotels.com/east-lansing/">https://www.graduatehotels.com/east-lansing/</a>	517-348-0900	0.3 mi
Marriott East Lansing	<a href="https://www.marriott.com/hotels/travel/anea-marriott-east-lansing-at-university-place">https://www.marriott.com/hotels/travel/anea-marriott-east-lansing-at-university-place</a>	517-377-4440	0.4 mi
Quality Inn University	<a href="https://www.choicehotels.com/michigan/lansing/quality-inn-hotels/mi030?mc=llgoxxpx">https://www.choicehotels.com/michigan/lansing/quality-inn-hotels/mi030?mc=llgoxxpx</a>	517-351-1440	1.6 mi
SpringHill Suites	<a href="https://www.marriott.com/hotels/travel/lansl-springhill-suites-east-lansing-university-area/">https://www.marriott.com/hotels/travel/lansl-springhill-suites-east-lansing-university-area/</a>	517-763-2033	2.4 mi
Towneplace Suites	<a href="https://www.marriott.com/hotels/travel/lants-towneplace-suites-east-lansing/">https://www.marriott.com/hotels/travel/lants-towneplace-suites-east-lansing/</a>	517-203-1000	2.9 mi
KOA Campgrounds	<a href="http://lansingcottonwoodcampground.com/">http://lansingcottonwoodcampground.com/</a>	517-393-3200	4.4 mi

# Save the Date!

We hope you have a wonderful and successful weekend. We are so proud of the University Activities Board students who hosted this event and hope you had the opportunity to meet the students this fundraiser supports. On behalf of our students and patrons, thank you for joining our show!

If you enjoyed this show, please complete our evaluation listed on our Load Out Information. We also hope you will join us for the 60th Annual Winter Arts and Crafts Show on December 2 & 3, 2023.

