

Welcome to Michigan State University, the MSU Union, and the 60th Annual Winter 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 Annual Arts and Crafts Show is a crucial fundraiser for the University Activities Board, and all proceeds from booth fees go directly to our UAB student events, which provide community building and social opportunities for all students on campus. These events 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!

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 when you receive our load out handout.

Save the Date for our Spring Arts and Crafts Show (May 18th & 19th, 2024)- 360+ vendors and 40,000 patrons! Applications will open in early to mid-February.

We also hope you will join us for the 61st Annual Winter Arts and Crafts Show- on December 7 & 8, 2024. Our Arts and Crafts Show website will be updated in early July and our application will open in early August.



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 and adhere to the time and location you are scheduled for load-in.**
- Have your booth number and load-in pass ready when entering MSU.
- 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 unload your items and quickly move the vehicle.
- If you need adjustments to load-in times, please [complete the form](#) on the load-in information by **Tuesday, November 28th, 2023**. zone. No changes are possible after that time.

During the Show:

- 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, located on the **1st floor near MSU FCU**.

Load Out:

- Review the requirements for Load-Out Passes.
- **Do not retrieve your vehicle until you have received a Load-Out Pass. Do not send another party to retrieve your vehicle before you have received your load in 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:

- Each floor has an information booth. The information booth can respond to any concerns of vendors/patrons and also provide guidance in the event of an emergency.
- We encourage you to sign up for MSU Alerts by going to alert.msu.edu and registering as a guest.
- All vendors are required to sign up for the Nixle emergency alert system, which will provide specific information - see page 3 for more details.

Restrooms:

- Restrooms are located on all four (4) floors of the MSU Union. Unisex bathrooms are located on the Fourth and Ground floors.
- 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.

Information Tables & Show Staff:

- There is one Information booth per floor. The Show Headquarters is located on the **1st Floor, near MSU FCU**. Our staff and volunteers wear Light Blue Show Shirts. Please utilize the information booth on your floor if you have any questions.
- Unfortunately, we are not able to provide Booth Sitters.

Food:

- The MSU Union convenience store is located on the First Floor to provide grab and go cold meals. **Please note that this is not the free coffee location for vendors. Free coffee can be located in the show headquarters.**
- The Union Food Court is closed for renovations. We highly encourage vendors to make plans for meals.
- Our new coffee shop, locally owned and operated Strange Matter has opened. Be sure to check it out - it's delicious and I highly recommend the Gluten Free/Vegan donuts!

Evaluation

- We are committed to improving our show for our vendors and patrons every year. An evaluation will be included in your load out information during the show. Your comments help us improve the show for everyone!

Storage and Security:

- Storage is available on Ground, Third, and Forth Floors. A 10x5 storage space is \$20
- We provide security from the time the building opens until it is locked and closed.

Emergency Management Systems

NIXLE Emergency Alert System/MSU Alerts

What is NIXLE?

NIXLE is an emergency communication tool we utilize 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 is crucial for safety in the event in 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 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 MSUWNTRAC23 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 and registering as a guest.

Staffing and Building Hours

Our building hours have changed to provide increased security.

Friday, December 1st, 2023

- Show Staff will be on-site from 8AM to 5PM booth mapping. Due to limited staffing, we may not be able to respond to emails and phone calls quickly. Due to the labor involved in preparing the building, we **cannot accommodate early arrivals**.
- The MSU Union will open for artists/crafters at 5PM.
- MSU IDs will **not** be required to access the building after 6PM.
- The MSU Union will close at 10PM. All artists/crafters must exit the building by 10 PM.

Saturday, December 2nd, 2023

- The MSU Union will open at 6AM.
- If you experience any issues, the East and South entrances will have show staff present. Only show staff can enter the building before 6AM.
- The MSU Union will close at 6PM. All artists/crafters must exit the building by 6PM.

Sunday, December 3rd, 2023

- The MSU Union will open at 9AM.
- The MSU Union will require an MSU ID to access the building from 9-11 PM. Artists/Crafters will not be able to re-enter once they leave the building.
- The MSU Union will close at 11PM.

We appreciate your understanding as we balance artist/crafter needs with the safety of our staff, patrons, and community.

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 provide examples of your labels meeting Michigan Cottage Food License requirements or appropriate food license.

Load-In Process

Your load-in **time and location** is listed on the load-out pass received via application.

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 the parking ramp 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 **Tuesday, November 28th, 2023**.
We are unable to support changes to load-in after that time.
2. Print your load-in pass and place it in your driver's dashboard window. This should remain during the entire show and is required for load-out. This pass will also prevent unnecessary towing. We are not responsible for vehicles that are towed due to illegal or unregistered parking.
3. Please have your load-in pass and booth number ready when you enter MSU Campus.
4. Ensure you know directions to your load-in location, exit route, and parking before arriving. North Campus is historic and sometimes difficult to navigate.
5. As a reminder, 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 5:00 PM - 9:00 PM or Saturday from 6:00AM - 8:00 AM. All passes are accepted at Grand River Ramp 6 for unloading or parking.

CURBSIDE LOAD-IN

1. All Curbside Load In will enter via Beal Entrance to West Circle Drive.
 - a. There will be signage stating all vendors should stay in the right hand lane. Passes are required.
 - b. The left lane **must remain open to through traffic and emergency vehicles at all times.**
 - c. Near the MSU Union, you will hit a checkpoint. You will be asked to confirm your booth number and show a parking pass before being directed to park along West Circle Drive or Abbot Road.
 - d. The accessible ramp is located on the west side of the MSU Building, along Abbot Road. All other entrances have staircases.
 - e. Curbside Load in can always shift to Ramp 6 Load In without notice.

RAMP 6 OPEN LOAD-IN

- Vendors can only enter Ramp 6 by going Eastbound on Grand River Avenue.
- **You will not be able to enter/exit 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.
- 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 park in RAMP 6, accessible via Grand River Avenue
- RAMP 6 has a 7' clearance. It cannot accommodate pull through parking.
- **Trailers and Oversized Vehicles** should park in Lot 7 or Lot 9.
- Standard vehicles are also able to park in Lot 7 & 9 if desired.
- Lot 7 & 9, accessible via Farm Lane/Collingwood Dr.
- MSU does not allow for overnight parking, camping, or generators on University Grounds.

GPS

MSU UNION - Using the MSU Union address may lead you to an entrance that is not open to vehicles. We recommend using the coordinates for Beal Road: 42.734060, -84.490487

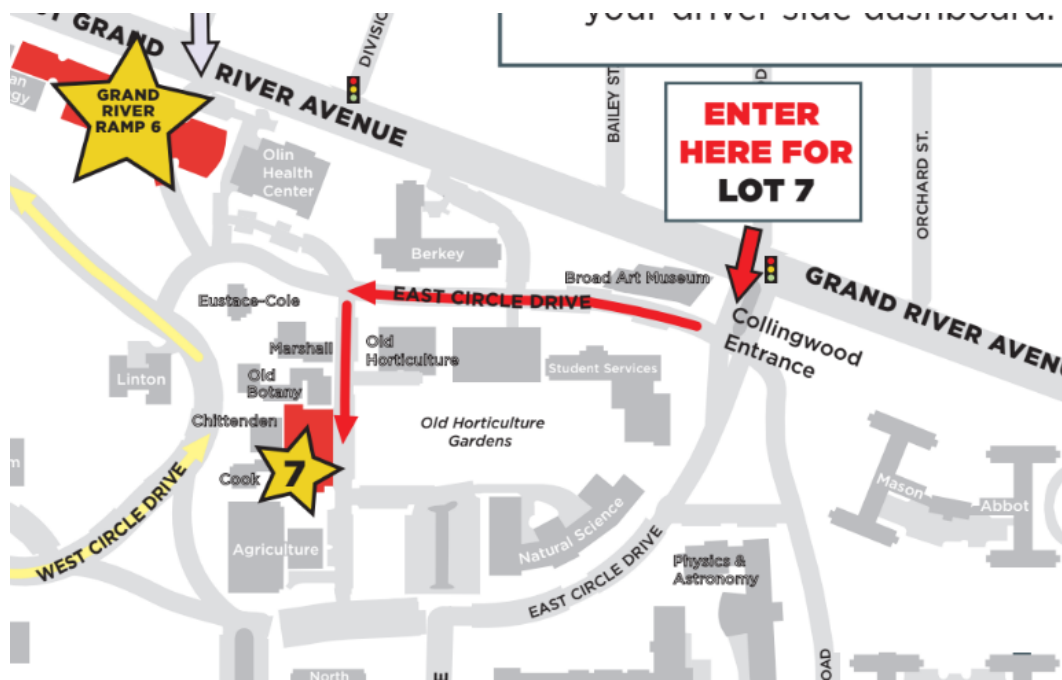
RAMP 6 - The address for RAMP 6 is 6, East Lansing, MI 48823. The coordinates for the correct entrance are: 42.734060, -84.480851

LOT 7 - The address for Lot 7 is 7, East Lansing, MI 48824. The entrance to Lot 7 is: 42°43'57.2"N 84°28'43.3"W.

LOT 9 - The address for Lot 9 is 9, 577 Auditorium Rd, East Lansing, MI 48824

* All addresses and coordinates above were identified using Google Maps.

Lot 7 & 9 Directions Close Up



SATURDAY, DEC. 2 & SUNDAY, DEC. 3 THE 60TH ANNUAL MSU WINTER ARTS AND CRAFTS SHOW

LOAD-IN MAP

Event parking in Grand River Ramp 6.
Trailers and oversized vehicles in Lot 7 and 9.
PLEASE ARRIVE AT YOUR DESIGNATED TIME.



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.

The University Activities Board has invited Registered Student Organizations (RSO) to take part in a fundraising opportunity to assist you with load-in and out at the upcoming winter show. We have run this fundraising program since 2005, and it has been a big success!

What UAB requires of you to participate:

- A minimum donation of \$10 per person for the first hour is to be paid at the time you approach the RSO Load-In & Out Check-In Area.
- Each additional hour, a \$10 per person fee due at the time your helper returns to the registration table.
- Cash is preferred. Checks may or may not be accepted. No Credit Cards.
- Load In Assistance is first come, first serve. It is possible there will not be assistants available at all times if they are helping other vendors.

These organizations depend on fundraising opportunities like this to provide a quality experience to the members of their organizations.

It is extremely important that these students are paid for their time.

If you are not willing to, or do not intend to pay for load-in assistance, please do not ask the students for their assistance at the show. Artists/crafters who abuse this opportunity may jeopardize their involvement in future shows.

How it works:

1. UAB will host the Load-In & Out Check-In Area on the 1st Floor, on the Stage in the Main Lounge.
2. All work assignments will be handled from this central location in order to more fairly distribute the work among groups.
3. There will be signage reiterating the required minimum donation policy as well as a handout given to each artist/crafter at load in.

Storage

The storage space is shared amongst a few vendors. There are several locations for storage. Show Headquarters and the Information Booths can provide information on where your storage is located and provide access to storage.

Only vendors listed on our storage spreadsheet may access the storage. Please be prepared to list your name, business name, and booth number. If you have other associates who will need access to storage, the vendor listed on the application must inform the Information Booth.

Load-Out Information

- Vendors should not close booths before 4:00 PM on Sunday 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. Please help our show staff by removing the booth tape.
- Once a vendor has packed their booth, they should take a picture of the booth area and go to any information booth.
 - If vendors do not have technology for taking photos, they can go to the information booth and request a staff member to physically verify their booth.
 - **In the event of low staffing, all load out information booths will be consolidated to the 1st floor main lounge stage for efficiency.**
 - 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. Please do not send an associate to retrieve your vehicles before receiving this pass.**
- You should return to the same area you used for load-in (i.e. Ramp 6 Open Load-In, Beal Entrance Load-In). **You must display your Load In Pass in your Dash and your Load Out pass at the checkpoint.**
- 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 has unpredictable rushes and grace and patience is appreciated!

If you do not want to wait for a Load Out Pass, all vendors can load out directly from RAMP 6 without any check-in from staff. RAMP 6 does not require load out passes.

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.

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

Returner Overview

We know our returning vendors are professionals at navigating the MSU Union. Below is a condensed overview of information that may have changed from previous years.

- Our Show Headquarters, fully stocked with tea and coffee, will be located on the 1st Floor, near MSU FCU - the "old Dairy Store".
- **Please do not send an associate to retrieve your car before you receive a load out pass. This has caused significant issues with our load out process flow.**
- The MSU Union 'Back of House' and loading dock is only accessible to MSU employees. The Loading Dock is not available for load in/load out. Any crafter who uses this area will be removed from the show, and not permitted into future shows. No refund will be provided.
- The freight elevator will be available and monitored by MSU employees.

Please see the load in/out instructions if you need to change your load in time. There is a form linked in those documents.