

# Staffing and Building Hours

Our building hours have changed to provide increased security.

## Friday, December 6th

- 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 best number to reach staff is 517-884-3338.**
- 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 8th

- The MSU Union will open at 6AM - only show staff can enter the building before 6AM.
- Show staff will be monitoring the East Entrance for emergencies.
- If you have curbside load-in on Friday, you can utilize RAMP 6 load-in Saturday morning.
- **Vendors should not park in Ramp 6 during the show. Please park in Lot 7.**
  - Ramp 6 parking = more patrons; more patrons = more sales.
- The MSU Union will close at 6PM. All artists/crafters must exit the building by 6PM.

## Sunday, December 9th

- **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

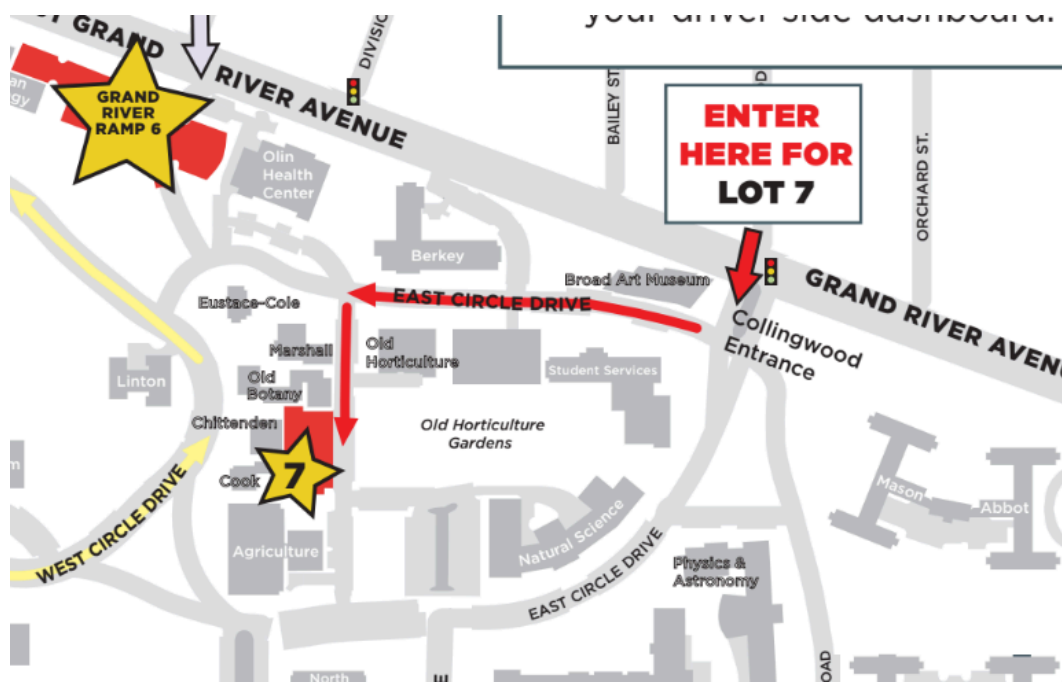
**RAMP 6** - The address for RAMP 6 is 6, East Lansing, MI 48823. The coordinates for the correct entrance are: 42.734060, -84.480851

**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.

<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/lanea-marriott-east-lansing-at-university-place">https://www.marriott.com/hotels/travel/lanea-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=llgoxpx">https://www.choicehotels.com/michigan/lansing/quality-inn-hotels/mi030?mc=llgoxpx</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

## 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.

## Show Ready Checklist

- Read the Welcome Packet
  - Common FAQs
  - Tips for a Smooth Show
  - Building Hours
  - Accessing Storage
- Sign up for Nixle Emergency Alert.
- Prepare for Load-in
  - Review your load-in time and location.
  - Request a load-in time/location change **by Dec. 3** if needed.
  - Review the load-in process.
  - Have your booth number and load-in pass ready.
- Review building Hours
- Complete licensing processes
  - MSU Trademark Process
  - Consumable Product Licensing Verification Process
- Help us advertise - mark attendance to our Facebook event, share the event widely, and invite your friends and family.!



## 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.

