

ARTISANAL LA

HOLIDAY POP-UP SHOP VENDOR FAQ

What is Artisanal LA?

Artisanal LA is a weekend community shopping, tasting, programming and learning experience showcasing the city's finest local, sustainable, handmade edibles. The inaugural Fall Show was held Saturday, October 23rd and Sunday, October 24th 2010 and drew nearly 5k attendees over two days. The Fall Show received great press and media coverage including more than 100 articles and posts, spots on NBC and FOX, and attracted everyone from Modern Family's Ty Burrell and the cast of Bones, to Oprah's buyer. It was also named "LA's Best Food Event of the Year." Every Seasonal Show and Pop-Up Shop since has been unparalleled and equally well received.

What is the Holiday Pop-Up Shop

The Holiday Pop-Up Shop is intended to be an entirely different experience than the Seasonal Shows with less of a focus on programming, education, beverage tasting and giveaways, and more emphasis on holiday shopping. For that reason admission to the event is \$5 (as opposed to \$15 at the Seasonal Shows) and set up in an entirely different venue. There will be holiday décor, trees, craft workshops and hosted beverages. *Space is limited to just 30 vendors.*

When is the Holiday Pop-Up Shop?

The Holiday Pop-Up Shop will take place on Sunday, December 11th. Shop hours are 10a– 6p. Shop move-in and decoration will take place on Saturday, December 10th from 5:30p-8:30p. We've planned this event at the Armory Center for the Arts in historic Old Town Pasadena and are working with both the Altadena Underground Farmers Market and the Arroyo Time Bank with coordinated cross-promotional campaigns. This is a truly community based event supporting our local artisans.

Where is Artisanal LA?

The Holiday Pop-Up Shop will take place in historic Old Town Pasadena's Armory Center for the Arts on Raymond and Holy. We will occupy multiple spaces on the first and second floors of the building. There is plenty of parking for vendors and patrons as well as easy access to the Metro Gold Line Memorial Park Station.

Who's behind Artisanal LA?

Our events are dreamt up, planned and promoted by native Angelenos who are viral, grassroots and social media marketing mavens with more than a decade of experience. Our last event – the trendsetting, history making LA Street Food Fest – garnered unprecedented media attention including mainstream coverage on all of LA's network news channels, hundreds of blog posts, the cover of Nation's Restaurant News, praise from Pulitzer Prize winning food writer, Jonathan Gold, a write-up in the Sunday LA Times, and will soon be featured on the Food Network and Travel Channel. Celebs like Jesse Williams, Giada de Laurentiis and CS Lee came down to check out the action. And that was just the beginning. July's LA Street Food Fest Summer Tasting Event at the Rose Bowl was another sold out event.

How many people will attend?

We expect at least 3000 attendees on Sunday. With the cross-promotional campaigns with the Armory Center for the Arts, the Arroyo Time Bank, the Altadena Underground Farmers Market and the City of Pasadena, attendance may be even greater.

Why should I apply?

Participating in Artisanal LA brings vendors great media coverage and exposure to an amazing demographic with disposable income and a genuine interest in buying local directly from artisans. This isn't another farmers market – our events set the standard in LA and attract the masses.

Our signature \$10k+ advertising and marketing campaign leading up to our events includes press releases, tens of thousands of postcards and posters distributed, citywide street teams, online and print advertising, and more. The event will bring awareness to your business and provide the chance to connect with thousands of eager foodies, influencers and members of the press, who may have never been able to connect with you elsewhere. Because partial proceeds of all of our events support local charities, supporting our event also supports the community.

Let your products and your brand shine!

The Holiday Pop-Up Shop is all about holiday shopping. Attendees will have the unique opportunity to spend a day shopping the city's best local, and artisanal goods all in one spot at a high end holiday shopping event unlike any other.

Who will come to the event?

3000+ artisanal food lovers, press, key influencers, bloggers, buyers, chefs, celebs and city officials seeking a day of shopping, education, fun, and community. The demographic at our events is fantastic – they have disposable income and enjoy spending it on great food, design, charitable causes and community!

Are vendors selling their food products?

Absolutely! Vendors are there to sell their goods. Our mission is to support you, the small business owner, as much as it is to have an amazing event that benefits the local economy. We want you to have a great experience and make money while getting your name and product out there.

How many vendors will there be?

We have just 30 vendor spaces available and there will no doubt be a considerable amount of competition for those coveted spots, so keep that in mind and "wow us" with what you plan to do with your shop space when you apply!

When is the application deadline?

You must submit your completed Artisanal Vendor application online by Friday November 18th. Confirmed vendors will be notified beginning the week of November 21st. Incomplete applications will not be accepted.

If I am accepted what will be expected of me?

- Be on-time: In order for the event to run smoothly, you must arrive on-time for your designated move-in time on Saturday, December 10th. Once accepted you will receive a package with directions, move-in schedule, instructions, etc. The first load-in times will be at 5:30p.
- Help to promote the event: Vendors are required to attend our mandatory Vendor Material Pick-Up on November 29th. If you are unable to make it, you must send someone in your place to pick up your materials. Distributing the provided print materials (postcards and posters) to your customers and favorite neighborhood haunts letting them know you'll be at the event, online promotion (spreading the word via your Twitter accounts, websites and mailing lists), etc. is to key to everyone's success!
- Play it cool: Be respectful, follow the rules, clean-up and leave your vendor space and the building as you found it, or a repair and cleaning fee will be charged.

Will there be tasting and sampling, or just sales?

Our goal is to help you create as many fans as possible. Period. You will do that by allowing as many people as you can experience your product, which means showcasing your signature specialties with samples and tasters. Our experience has shown that those who sample have better overall sales than those who don't.

Do I need insurance?

As event organizers we always carry significant liability coverage for the events as a whole, however, we encourage everyone to carry sufficient coverage as individual business owners as well. Better safe than sorry.

What types of space are available?

The Holiday Pop-Up Shop is set-up like an actual store inside of the Armory Center for the Arts. The center is a crafty open art space and vendors will occupy both the first and second levels of the building. Each vendor space is designed to fit a 6' table. In lieu of booths or liners, all tables will be covered with craft paper for a

uniform, craft look. We encourage you to decorate the craft paper, use it and the crafty art space to inspire other décor, and have fun with it any way you want! Make the most of your space creating enticing displays of goods for sale, areas for sampling and tasting, as well as distributing marketing materials. Vendors are encouraged to bring their own 6' table. If you do not have a 6' table we can rent one for you for an additional \$25.

How much does a room or table cost for the weekend?

6' Table Space - \$150

6' Table Space + 6' table rental = \$175

Can vendors share a room or table space?

We suggest single vendors at 6' table spaces to avoid crowding.

Will everyone who applies be accepted?

Our events are carefully curated to create the best experience possible for both vendors and attendees and they routinely receive more applications than we're able to accommodate. Because this is a more intimate shopping experience, unfortunately, not all are guaranteed participation. If for any reason you aren't accepted this time, please know we always have future events you'll be considered for coming up soon.

When will I know if I have been accepted, and what are the next steps?

We'll be contacting accepted food vendors beginning the week of November 21st. If accepted, you will receive a package via email with further details and instructions for the move-in.

What else will be at the event?

- * Hosted beverages from great sponsors like Intelligentsia, Honest Tea and VeeV
- * Free workshops and cool handmade activities
- * Souvenir artist designed tote to the first 500 guests
- * Sample bites and holiday inspired beverages from The Market on Holly

Who does the event benefit?

Partial proceeds of all of our events benefit one or more local charities, including the Pasadena Armory Center for the Arts.

What is the application fee?

We request a nominal \$10 application fee from our vendors to secure their space. Please keep in mind, your space is not confirmed until your room/table fee has been received. Once you have applied and been accepted, refunds due to inability to participate are made at our sole discretion.

How do I apply?

Once you've read this FAQ, read and complete the online application form at the link below. Don't forget, your application isn't complete until we've received your \$10 application fee! Our vendor application mailing address is: Artisanal LA | 381 E Poppyfields Drive | Altadena CA 91001. Checks should be made payable to Angeleno, Inc.

Online Application:

<https://docs.google.com/spreadsheets/viewform?formkey=dFdZSy0yLTExWWNOSWtUTVoxdVZTZ1E6MQ>

Thanks for your support of LA's local craft food movement! We can't wait to see you!

Eat Local
.....
ARTISANAL LA