

## FESTIVAL SETUP AND VENDOR LOAD-IN

---

*You are the town builders. The fastest house ever built took 2 hours and 52 minutes to build. We have about that time to create a whole town!*

---

### The Script

<b>Organize</b>	Organize your team. It is useful to organize and train around three roles. However, members of your team may find that they have to shift roles depending throughout the morning.
<b>Vendor Load-In Teams</b>	<ul style="list-style-type: none"> <li>• <b>Greeters</b> stand at the drop-off zone with clipboard in hand and greet vendors as they arrive. They confirm that we have the right information / documents for each vendor and direct. You should have a primary and back-up greeter (in case one is called away). The greeter also functions as the quarterback. They deploy ushers and stagehands from their crew.</li> <li>• <b>Ushers</b> help individual vendors to unload and ensure that their space is properly set up. If it isn't, they either fix the issue or get a Stage Hand from the vendor load-in team to do so.</li> <li>• <b>Stage-Hands</b> deliver tents, tables, chairs and tent weights to vendor locations and set them up.</li> </ul> <p>Know where your supplies are (tables, chairs, tent weights). Know where backup supplies are.</p>
<b>Vendor Check-In (Greeters)</b>	<p>The greeter's role is to ensure that vendors get to their space and that they receive the items they've ordered – and that they get out of the drop-off zone as quickly as possible. You also serve as the team quarterback – deploying ushers and stage-hands as needed.</p> <ul style="list-style-type: none"> <li>• Check each vendor in on your checklist. Confirm their order (tent weights, tables, chairs, electricity). Note their time of arrival and any other notes.</li> <li>• Point them to their space and assign an usher to help them with their unloading and set-up.</li> <li>• If setup isn't complete, assign a stagehand or usher to secure their equipment.</li> <li>• Get them to unload as quickly as possible and to move their car to appropriate parking. Don't allow anyone to leave a car unattended. Make sure that they understand where they can park.</li> </ul>
<b>Vendor Unload (Ushers)</b>	<p><b>Ushers</b> help individual vendors to unload and set up. You have three key responsibilities:</p> <ul style="list-style-type: none"> <li>• <u>Help vendors to get their equipment out of their vehicle and to their spot as quickly as possible.</u> An underlying goal is to get the vendor's car out of the drop-off zone as quickly as possible. Vendors cannot leave their car unattended.</li> <li>• <u>Help vendors to find their spot.</u> Make sure that the vendor understands the four corners of their location. The most frequent issue during load-in is encroachment by one vendor into other areas.</li> <li>• <u>Make sure that rented equipment (tents, weights, tables, chairs) has been delivered and set up.</u> Ideally, Stage Hands will have this taken care of this. But you are certain to find many situations where the vendor is there ahead of the setup team. In that case, your role is to provide the setup yourself.</li> </ul>
<b>Set-up (Stage Hands)</b>	<p><b>Stage-Hands</b> deliver tents, tables, chairs and tent weights to vendor locations and set them up. All tents should be properly weighted. Tables and chairs should be opened. Beyond this, vendors should do their own setup.</p> <p>We assign stage hands to one of two teams.</p> <ul style="list-style-type: none"> <li>• If you are assigned to a <b>Festival Set-up Crew</b>, your job is to fill in the map as quickly as possible. You set up tents, weights, tables and chairs in the most efficient way you can. You don't worry about specific customers. You are about speed.</li> </ul>

---



- If you are assigned to a **Vendor Load-in Team**, your job is to fill in the gaps. A vendor may arrive before their site is set up, or some equipment may be missing. An usher or greeter will ask you to step in and complete the set-up. You are about fixing (or avoiding) customer issues. If you have down time, you can help the set-up crew by setting up tents, etc. until called.

- Tips**
- Be ready for a few “hurry up and wait” moments. Be ready for a little chaos, too.
  - This job requires physical labor. Sturdy shoes and gloves are recommended. We will have some gloves on hand at the volunteer tent. Please return them when you are done.
  - Ushers and Stage Hands may morph roles depending on the situation. An usher may find it simpler to collect some missing chairs. This is for your team to manage.
  - **Be Gentle with the Tents:** Different brands require different setup techniques. Some have the canopy already on. Others supply the canopy separately. For these, you set up the tent first, lay the canopy on, and they raise the tent. Bring all tent bags back to our staging area. People often steal these. When they accumulate, they should be stored in our truck.

**Director’s Notes**

- Greeting Volunteers**
- Make sure they have good shoes and gloves.
  - Show them where all supplies are and where they will be taking people. If vendors arrive early, let them wait while you get your team together. A few minutes to organize can avoid a lot of chaos. And there will be chaos!
- Greeting Vendors**
- The most important thing (aside from remaining cheerful) is to get vendors into and out of the parking area as quickly as possible. They cannot leave their cars unattended at all. This is a fire code violation.
- At End of Shift**
- Thank your team. Make sure that they return their buttons and collect their drink tickets and swag.
  - Do a final walk-through of your part of the park. Is everyone set up? (This is a great way to build long-term relations.) Collect feedback.
  - Distribute Sponsor and Patron Banners. Make sure they know how to use the VIP area. (The person showing up to run a sponsor booth is often unaware of this.)
  - Make sure that all equipment (e.g., tent bags, gloves) are turned in to the volunteer booth or the storage trucks. Turn in your walkie talkie.

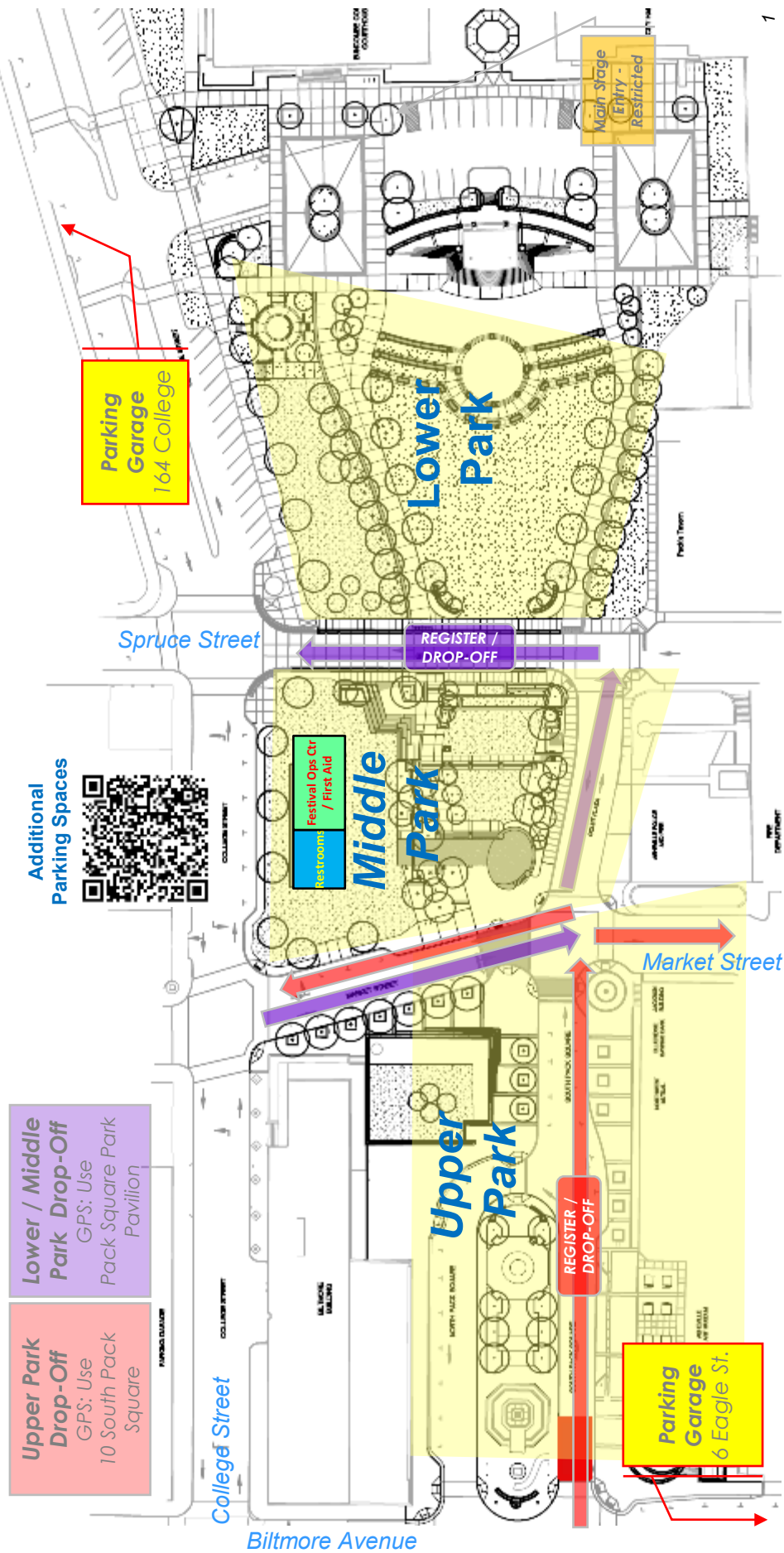
**Stage Props Checklist**

Controls	Documentation	Equipment	Handouts For Vendors
<ul style="list-style-type: none"> <li>• Setup Map</li> <li>• Vendor List – Alpha</li> <li>• Vendor List – by Location</li> <li>• Volunteer List / Team Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor Load-in Guide</li> <li>• Vendor Agreement</li> <li>• Parking Map</li> </ul>	<ul style="list-style-type: none"> <li>• Dollies / Hand carts</li> <li>• Tables, Chairs</li> <li>• Tent Weights</li> <li>• Tents</li> <li>• Gloves</li> <li>• Clipboard</li> </ul>	<ul style="list-style-type: none"> <li>• Security Guide &amp; Festival Services Map</li> </ul>



# Blue Ridge Pride Festival 2022 Vendor / Exhibitor Drop-Off Map

- **Route:** Select either red or purple route – depending on your booth's location. (See key at bottom)
- **Timing:** You share a 30-minute unloading window with 30-40 others. Be on-time and quick. You can come before 8:00 am, but we may not be able to give assistance and many things won't be set up.
- **Arrival:** At your drop-off, look for a person with a clip-board. They will check you in, confirm your order and assign volunteers to help you.
- **Safety:** Remain with your vehicle at all times during unloading. Everyone will be passing through a fire lane used by the fire department. Don't block it!
- **Parking:** We have identified two nearby parking lots on the map. Each is within 2-3 blocks.
- **Deadlines:** All vehicles must be cleared from the festival grounds by 10:00 am. None will be allowed after that under any circumstances.



**FESTIVAL SET-UP AND VENDOR LOAD-IN PLANNING SHEET**

	Lower Park / Stage	Middle Park	Upper Park
Who's Coming?			
<b>Spots</b>			
<b>Exhibitors</b>	61/3	70	83
<b>Sponsors</b>	5	16	4
<b>Food</b>	3/1	8	6
<b>Trucks</b>			
<b>Electricity</b>	11/2	12	11
What Needs to Be Set Up?			
<b>Tents (10'/20')</b>	22/1	35/1 3/3	14/0
<b>Weights</b>	128/8	174	84
<b>Tables</b>	30/7	49	15
<b>Chairs</b>	78/16	114	40
When Do People Get Here?			
<b>Before 8:00</b>	7/1	1	8
<b>8:00</b>	16	13	22
<b>8:30</b>	14/1	18	20
<b>9:00</b>	17/1	27	22
<b>9:30</b>	7	9	11
Who's On My Team?			
<b>Greeter / Co-Greeter</b>	<ul style="list-style-type: none"> <li>• John Stewart</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• Rob Ide</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• Bennett Lincoff</li> <li>• _____</li> </ul>
<b>Ushers</b>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>
<b>Stage Hands</b>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> </ul>

