

Vendor Packet : September Residency at Platform

Dates:

September 15 & 16 22nd and 23rd

Address:

8850 WASHINGTON BOULEVARD CULVER CITY, CALIFORNIA
90232

Vendor Arrival/ Check in:

8 AM. There will be a Unique table to check in when you enter platform (see map)

Move In:

- After Vendors arrive and check in at the Unique booth. You can pull into the valet parking lot to unload your items (see map), remember there will be lots of cars and trucks pulling in and out. Be patient and having a helper to stay in the car to maneuver as needed is always a good idea!
- You will have from 8AM to 10AM to set up your space. Be very courteous of your neighbors, as we are all in this together. 😊
- Load out for the event and participating vendors will take place in the valet garage located at 3920 Landmark Street. Once the vendors have unloaded, they may park their car in the valet garage on the second or third levels for the

duration of the marketplace. Please be sure to provide PLATFORM a list of names that plan to park in the valet garage on the day of the event.

- Load out for the event and participating vendors may also take place along Washington Blvd. Should you park in a metered spot please unload accordingly and plan to park in the valet garage on either the second or third levels for the duration of the marketplace.

Move Out:

- After the Market officially ends at 5pm, you will have one hour to completely vacate the premises. You cannot leave anything at Platform overnight as it will all be outside. Efficiency is key! The easier the break down and set up, the smoother the weekend will go.

Load in takes place in the valet garage as well.

Booth/Table Space:

- You will get a 10x10 space with an umbrella if you are in the sun and signage. There are no walls, so please keep in mind that flexibility of your set up is key.
- Some booths will be street facing, and some will have an isle on each side. Once the map is completely plotted, you can get a better idea of your location.

- We will provide signage for you to keep the look uniform. You may not hang any signage. You should utilize table signs, postcards, and business cards to communicate your brand name.
- You should bring a table, racks, seating and whatever else you need to sell. There is limited space at Platform, so it's important to come lean and build your booth smart and efficient.

Decorating Tips and Suggestions:

* Remember to take full advantage of UNIQUE MARKETS as a way not just to sell, but to present your brand to the world. The cleaner and more organized your space is, the more appealing it will be but that doesn't mean you have to forget about being colorful or creative!

* YOU ARE THE OWNER OF YOUR BRAND, BRING WHATEVER YOU NEED. Bring whatever furniture, décor items, displays that you want to especially if it creates a mood and helps represent your brand.

* CLUTTER is not cute. Don't overpack your space, keep it elegant and to the point. Platform is a classy space so we want to look seamless with their aesthetic. If you have questions feel free to email me but remember to do some research on Pinterest and go visit platform first to stimulate your design juices!

Check out what your favorite stores are doing, and search "merchandising", "tabletop displays", "signage", "store displays", "window displays", etc.

creativitywindow.com/

<http://retaildesignblog.net/>

trendland.com

design-milk.com

.notcot.org

dezeen.com

wgsncolourarchive.tumblr.com

- DON'T FORGET YOUR TOOL BAG! We do not have any supplies on hand for setup, if you require any tools, office supplies etc. you must bring them.

Venue Logistics:

- Parking: You will get one validation per business per day. (2 for the weekend)
- Security: There will be security on premises for safety and surveillance but there will not be overnight security. You must break down completely and re-set up the next day.

Phone number for security: 424-302-1958

- Wifi: The wifi code is:
There will not be plugs or electricity handy. If you are bringing a card reader/phone with a square or apple pay, remember to bring a wireless charger.

Collecting Payment from Shoppers:

- Free WiFi will enable you to utilize technology to accept payments (PayPal, Square, Venmo etc.). Bring your credit card swipers & bring a cash box and change as well. Unique Inc. is not responsible for any payment or business transactions.
- WIFI Network: platformmarket
- Password: 8850washington

Register for Taxes:

- You are responsible for registering with the IRS, collecting sales tax, keeping track of your sales, etc. If you have any questions you can contact the California Department of Revenue (ftb.ca.gov) or the IRS (irs.gov).