

## **Email sent 11.18.22**

Good morning artists. It is so hard for me to believe that Thanksgiving is next week! We will be setting up before you know it. Here are some more tips for you in preparation for the event. I will send you one final logistical email with all the on-site recommendations and final notes. That email will come the Monday of the event.

## **MARKETING**

Our data indicates that people start really thinking about the Tempe Festival of the Arts after Thanksgiving, which is one week prior to the event. We see the activity on our site ramp up at that point. That means, it's a great time for you to be promoting your presence at the event to your database and on your channels.

Check out our Marketing Kit and get logos, images and hashtags that we are using for the event. <https://ctycms.com/az-tempe-arts/docs/tfa-fall2022-marketingkit.pdf>

Also, please review your landing page on our website. Let me know if there are any changes that need to be made. Email is best – [kate@downtowntempe.com](mailto:kate@downtowntempe.com).  
<https://tempefestivalofthearts.com/the-art/artists/ceramics>

## **LOAD IN**

All the details for Load In are in THIS DOCUMENT and can always be found on our For Artists page. <https://ctycms.com/az-tempe-arts/docs/loadindetailsf22.pdf>

The following will be hand delivered to your booth either Thursday or Friday morning:

- Name badge – credentials that get you into hospitality
- Booth Sign – this is a laminated sign (8.5 x 14) that has your name, booth number, category, city, state. It is up to you to attach it to your booth or display it somewhere on the edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night
- Any refund/invoice – if applicable
- A refillable aluminum water bottle

**AWARDS RECEPTION** - Saturday evening we will have an artist reception at Anoché Bar & Cantina. Every artist is invited to the reception, which will include food and beverages. Guests can attend but will be \$10 each. If you need to purchase a guest ticket, you can do so in your ZAPP account. Guest tickets will be delivered to your booth. Artists need no ticket, just come with your name badge.

## **HOTELS**

If you haven't gotten a hotel yet, some options are listed on our FOR ARTISTS page, with discounts. <https://tempefestivalofthearts.com/the-art/forartists>

## **ZOOM MEETING**

Each year we hold an artist meeting for Emerging artists. This year, I thought I would add a Zoom version of the meeting and open it up to artists with any questions. If you would like to join us, it will be this Sunday (11/20) morning at 10am.

<https://us02web.zoom.us/j/81042425325>

Hope you have a wonderful weekend and I'll see you all in two weeks.

Warmly,

Kate

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