

## 2019 ARTIST ASSISTANT INFORMATION

### IMPORTANT GENERAL RULES

#### No Sales Prior to Opening

No artwork can be sold before the event officially opens to the public on Friday at 5:30 pm. No exceptions. No work can be pre-sold or "held" for anyone, no matter who they are.

#### Artists and Interpreters

Artists and accompanying interpreters are expected to be present in their booths during the event. (Volunteers will help cover the booth when they need to take a break, or are scheduled elsewhere.)

#### Payment for art sales

ALL sales must be recorded and paid through IFAM | Santa Fe payment system. NO payments, including those of cash, may be accepted at participant's booths. Sales books are specifically assigned to each booth and are not transferrable to neighboring booths. (\*\*If you're in a booth share, you may need to indicate an A or B after the booth number). **Please put the artist's name on all sales slips.** If you run out of booth books, tell a block captain or come to the Upper Level Visitor Center.

Put the yellow, "Heart-Stamped" receipt copies in numerical order at the end of each day using the sales slip number in the upper right hand corner. (More paper clips are available from Block Captains and in Booth Supplies) and place these into the designated Ziploc bag.

If a person buys multiple quantities of the same item, simply mark the quantity and the per unit cost on the sales receipt. Circle this line and write a star at the top of the sales receipt. Do not attempt to multiply out the math, the cashiers will take care of this at the payment station.

#### Booth Responsibilities

Artist Assistants must not leave their booths at the end of the day until all purchases have been picked up. If there are still packages in the booth, then call customers via the contact number on the sales slip if necessary. Throughout the day, the aisle in front of the booth must be kept completely clear.

#### Wholesale Buyers

Wholesale buyers may purchase in quantity, but must pay the fixed retail price until 1 pm on Sunday when artists are allowed to discount prices if they choose. These purchases need to be written up just like any other purchase. Wholesale purchases can be made at any payment booth. The pit boss in the payment booth will verify the buyer's wholesale status and if they are eligible for tax exemption. The wholesale buyer must take the purchased goods from the Market by the end of the day.

### FAQs

#### First Aid & Medical Emergencies

A first aid tent is located behind Upper Level Booth Supplies (behind the small adobe building, immediately to the right after the stairs on the way to the upper level). IFAM | Santa Fe is not responsible for costs or arrangement of medical care.

#### Food & Beverage

Free water is available at five water stations in the market. Exhibitors have been given a refillable water bottle and will be provided lunch on Fri/Sat/Sun of Market. Remember to bring your water bottle and any special snacks you want from home. Snacks and beverages for volunteers are available in the Volunteer Hospitality Tent.

#### Rain

All booths are supplied with plastic sheeting and clamps.

**Do not roll down the walls on tents (unless weather is affecting safety or artwork)** as they will likely stay down for the rest of the day, and then the tent will get hot. We do not have enough staff to put all the market walls back up in a timely manner.

#### Still Need Help?

Ask a Block Captain! They will be in a yellow apron.

## THE POINT-OF-SALE PROCESS

1. **Use only the sales books assigned to the artist Booth.** You, or a block captain can get additional sales books from the Upper Level Booth Supplies (in Visitor Center)
2. Place the cardboard flap under all 4 copies of the sales slip.
3. Fill in ALL SECTIONS, including cell phone. Write clearly and press down hard.
4. Use a separate line for EACH item (of the same price/type) purchased.
  - a. Fill in Quantity
  - b. Write a very brief description.
  - c. Write the price for EACH item in the “Price per Item” column.
  - d. If you run out of lines for items, start a new slip.
  - e. *If the item is discounted after 1 pm Sunday, record **only the discount price.***
5. Place the *white* slip in the orange envelope. Runners pick up the *white* sales slips. Cashiers keep the *white* sales slip.
6. Give the *yellow*, and *pink* sales slips to the customer. They take these to the IFAM | SF cashier stations to pay.
7. Attach the *gold* sales slip to the merchandise package. **(GOLD=HOLD)** Keep packages organized alphabetically by first initial of customer last name.
8. When the customer returns, look for the heart stamp in the PAID box in the lower right hand corner of the yellow slip. Use the Heart-Stamped *yellow* sales slip to find the customer’s package. Make sure that the name and sales slip number on the *gold* copy attached to the merchandise match the information on the *yellow* Heart-Stamped copy.
9. The customer keeps the *pink* sales slip.
10. Place the *yellow* Heart-Stamped copy in the Artist Sales Slip Ziploc bag in numerical order. Organize in groups of 40 or less if a sales book has not been completely used. Include all VOID slips & DID NOT PICK UP slips in numerical order.
11. If a written sales slip contains an error, or the customer changes their mind, write VOID across the slip and place all four color copies in the Artist Sales Slip bag.
12. If a customer doesn’t pick up their item after the 3-hour time limit, call them. If no response-check with the artist to see if they wish to put the item back on sales table. If the artist wants to return the item to the sales table, write DID NOT PICK UP on the gold slip, and then put this in numerical order in the Ziploc bag.
13. Wholesale purchases are written out the same as any purchase. The cashier will get proof of the buyer’s wholesale status. Refer questions to cashier pit bosses.

**IFAM** International Folk Art Market  
**Santa Fe**  
www.folkartmarket.org • 505.992.7600

107952



FILE BY

**A**

Customer last name initial

CUSTOMER INFO

Michelle Anderson  
First name Last name

505-555-1212  
Phone number

Complete ALL fields, print legibly and firmly.

STAR and CIRCLE if order contains multiple of the same item

BOOTH #

**37**

SALE INFO

Mehmet Cetinkaya  
Artist Name  
7-12-19 7: 00 pm  
Date Time

Quantity	Item Description(s)	Price per Item
1	Tapestry	150 <sup>00</sup>
3	Pillows	65 <sup>00</sup>

Write price PER ITEM - Do not total

Instruct shopper to return to Pay Station if yellow slip is not punched with heart shape

**ALL SALES ARE FINAL** Items left in booth over 3 hours will be returned to the artist for re-sale.

- WHITE Runner
- YELLOW Artist
- PINK Customer
- GOLD Hold

ENTERED BY (CASHIER)

LM 11  
Initial Register #



Manage colored receipt copies according to instructions

## CONCIERGE PROGRAM

The Concierge Program is an option to give select participants a facilitated buying experience. If the shopper says he/she is part of Concierge Program, the AA will do the following:

- Take one of the neon green Concierge Cards that can be found in each booth box. Cards have **Concierge** printed at the top.
- Artists fill out sales forms as usual and staple gold copy of sales slip to bag.
- Artist assistant writes **on top of green card**: Last name of shopper and shopper's concierge number.
- Artist assistant writes **on bottom of green card**: shopper name, shopper's concierge number, receipt number, and **receipt dollar total**. The receipt dollar total is tallied after the sales slip has been filled out. This is the only time that an Artist Assistant will total the dollar amount on the receipt! The AA then tears off the bottom portion of the green card and stores with yellow receipts (until that receipt returns from the concierge program)
- The top part of the green card gets stapled to the purchase bag and placed standing up so it's very visible from the aisle. The bottom part gets **stored with the yellow receipts. White slips go in the orange envelopes** to be picked up by white slip runners. **Yellow** and **pink** sales slips are given to the shopper.
- **Try to put all the concierge packages together** where you have organized purchases. It will speed pick-up.
- Concierge runners will continually pass through the booths picking up all purchases with green cards. If for some reason toward the end of the day you see a concierge purchase that has not been picked you can call the concierge line to tell them you need something picked up.

**Concierge Phone: 505-398-3483**

# CONCIERGE

International Folk Art Market

NAME:

MICHELLE ANDERSON

CONCIERGE NUMBER:

35

NAME:

MICHELLE ANDERSON

CONCIERGE NUMBER:

35

RECEIPT NUMBER:

107952

RECEIPT TOTAL:

\$ 345

Include order  
total **ONLY** on  
Concierge  
purchases

## SUNDAY INFORMATION

### BEFORE THE MARKET CLOSSES

- Put the yellow “Heart-Stamped” receipt copies in numerical order using the sales slip number in upper right hand corner, and place into ZIPLOC bag
- Give the bag and yellow copies to the artist at the end of Sunday. The artist MUST bring these to Payout on Monday or Tuesday.
- Find out what the artist intends to do with any unsold art. Notify a block captain if you think your artist doesn’t have a plan or has a large quantity of art remaining.
- *All art must be removed from the Market site when artists leave for the night on Sunday. Help artist pack their art if needed.*

### ARTIST OPTIONS TO REMOVE UNSOLD ART FROM THE SITE

- **Pack it up and carry it home:** The artist needs to take the all boxes and bags with them on the bus to the Sage Inn. Boxes need to be marked clearly with the artist’s name and country. Felt tip markers are included in the Booth Boxes. Packing tape is available in Booth Supplies.
- **Ship using UPS:** UPS should be notified on Sunday afternoon so that they can visit the booth and discuss with the artist how the shipment will be handled and the cost. UPS is across from the main market entrance on Camino Lejo.
- **Other Arrangements:** If the artist has arranged for this, a driver may drive into the front or back of the Market after 5:30 pm to pick work up. Do not drive onto Milner Plaza as that is meant for pedestrian traffic only!

### CHILDREN’S PASSPORT PROJECT

- Children will be visiting artist booths with “passports” to collect flag stickers all day Sunday.
- Ideally, artists should be the one helping children with these stickers.
- Artist Assistants should take care of the customers first, as every sale is important to the Artist.
- **Passport volunteers** are available in **red aprons** to help with the flag stickers.

### DISCOUNT PRICING & SALES:

- After 1:00 pm on Sunday, artists may reduce prices if they choose. There are discount signs in your booth box to help advertise the discount.
- Calculate the discounted price and write only the new discounted price on the sales slip.

### AFTER THE MARKET CLOSSES AT 5PM:

- Help the artist pack their art. If you don’t have saved boxes, the Green Team will leave boxes at the end of booth aisles for you to pick them up. If you need packing tape, find a Block Captain in a yellow apron. Do not start packing before 5 pm.
- Pack up market materials in plastic booth box containers.
- Deliver small Booth Supply Boxes and **unused sales books** to the back of the Visitor Center next to the Booth Supply location.
- Tables, chairs, wastebaskets, and mirrors, stay in the booth. . Empty wastebaskets into large trash bags.
- Take tablecloths off the table and put them on top of the tables.
- Wheel garment racks and hangers to the end of each tent.
- Clean up and dispose of all garbage and perishables into large trash bags.