



Load-In Ambassador (FFN26)

Instructions

You are the second volunteer artists will meet. You'll work on the tent circle or are stationed along the drives and pathways to control traffic onto the fair layout.

Your most important jobs are to:

**Ensure each artist sets up in their correct, assigned booth space, and
Keep traffic moving**

Before you see them, all artists **must first visit the Welcome Tent to Check-In (West side artists) or enter East Entry (East side artists).**

Check-in volunteers should point out the artist's booth number and location on the fair map and confirm their load-in time before they begin to dolly in.

Your role is to:

1. Welcome artists
2. **Confirm they have found their correct entrance AND/OR booth space (#1 job!) using the booth number in their Welcome Packet or Fair Map**
 - a. Each volunteer will need load-in and parking maps
 - b. Understand what booth numbers tell you:
 - Each booth number is preceded by an "A" if exterior of the row (closer to the exterior of the park) or "B" for interior of the row (closer to the Great Lawn grass).
 - Booth numbers are consecutive counter-clockwise around the Lawn, starting at the Welcome Tent, for both Interior and Exterior rows.
 - Artists will enter on the West or East side of the park based on their booth numbers. They have specific times to load-in based on booth number:
 - **WEST ENTRY (Check-In at Welcome Tent before unloading vehicle by dolly or West Gate)**
 - B001 to B44 will check in from 9:30 am to 12:30 pm CT (3 hours).
 - A1 to A40 will check in from 1:00 pm to 4:00 pm CT (3 hours).
 - **EAST ENTRY (Enter East gate, unload vehicle, and park)**
 - B45 to B107 will check in from 9:30 am to 12:30 pm CT (3 hours).
 - A41 to A85 will check in from 1:00 pm to 4:00 pm CT (3 hours).
 - Artists may check in and enter at any time AFTER their approved load-in time.
 - c. Review the map – see explanation below on reading the flags

- d. If working gate entrance (East or West Entry)
 - Allow only artists with booth numbers indicated for that entrance
 - Be sure they are in the correct Load-in time window
- e. If working on tent circle and fair layout
 - Confirm artist has found their correct booth number
 - Read the map and what the flags indicate
 - Check their Welcome Packet (“Can I see your Welcome Packet or your map from Check-In please?”)
 - If they are in the correct place, you may choose to assist artists to unload their vehicles, if you want to (5-10 min max)
- f. If you run into any issues or have questions, or encounter resistant artists, contact the Load-In crew – Load-In Coordinator Bonnie Matthews or lead volunteer Fred Waag. Kim Waag – Fair Director can also assist.

Reading the FLAGS – finding the right booth space:

On Monday of fair week, a team of staff and exhibiting artist volunteers mark each booth space, using a measuring wheel and placing flags that, when read correctly, identify where booth spaces are.

- Flags identify the FRONT CORNERS of each booth and another flag with booth number identifies the booth space. This flag is in the center, set back a bit. There also may be paint on the grass that indicates the front corners of each booth.
- Two flags in exactly the same spot identify a corner or end of line – essentially a break in the layout.

Understand How TRAFFIC will flow for load-in:

- West Entry and East Entry artists access the fair differently.
- West Entry artists will park, check in at the Welcome Tent, then unload their vehicles, park (if not already parked) and set up. They may drive back around on 27th Ave N and unload their vehicles at the curb, if vehicle space is available.
- East Entry artists will enter through the East Entry, unload their vehicles (they may take their items to their booth space), leave East side area and park in designated artist parking, check in at the Welcome Tent, then walk back to set up.
- On both roadways used by artists for load-in, artists will drive on the left and park on the right. **Please assist in keeping cross traffic safe and the driveway clear.**
 - Moving vehicles stay to the left on driveways within the layout, keeping the flow of traffic open.
 - Vehicles can stop on the right, to unload, only if there is space for them without blocking traffic. If not, they will need to circle back around until there is room.
- Megaphone will announce the end of a Load-in Window. At that time, all vehicles must exit the layout. No exceptions.

RESPONSIBILITIES in detail:

- Greet each artist and ask to see their artist map received at check-in or East entry
 - If they don't have one, they need to circle back around to Artist Check-In Tent
 - If an artist resists or is reluctant to show their Welcome Packet/artist map or Parking Permit, they probably don't have them yet
 - Ask them to please allow you to help
 - Explain you're trying to help be certain everyone gets to the correct space.
- **LOOK FOR first time exhibitors!** On the packet, first-timers are identified under their name. Give them a special welcome! They may need extra help.
- Entry: Notice whether East or West based on booth number to ensure they are loading in on the correct side.
 - REDIRECT those who are at the wrong place, before they enter the driveway
 - EAST ENTRY LOAD-IN ONLY – GATE VOLUNTEER:
 - Give artist their parking permit
 - Give artist their map showing them their booth space and advise them to unload and take items to the their booth space as quickly as possible and then come back to move their car to artist-designated parking on the other side of the field, then check-in and walk back to their booth.
 - If they have a handicap vehicle license plate or a handicap placard, they may park in an Event Artist Only Handicap parking space in front of the Centennial Performing Arts Studios on 27th Avenue N.
 - If they are staying overnight in their vehicle/RV/camper, they are encouraged to park in the Police parking lot.
- Within Layout:
 - Confirm they are in the correct booth space.
 - Explain you're trying to help be certain everyone sets up in correct space.
 - If an artist sets up in the wrong space, a domino effect occurs.
 - We would often need to move multiple tents to get it right.
 - You may elect to help someone unload some of their gear, but only if you have time (keep it to 5-10 minutes). You are not required to help unload and please remember that **your first responsibility is to check that artists are in their correct booth space and keep traffic moving.**
 - If they want to know where they are to park, refer them to the Load-In/Parking Map (on their Parking Permit). THEY SHOULD ONLY PARK in ARTIST PARKING (striped on map).
 - *This is enforced throughout the weekend. There are Event Artist Only handicap parking spaces on 27th Ave N in front of the Centennial Performing Arts Studios, and if an artist has a vehicle handicap license plate or placard, they are allowed to park there.*
- **Please assist in keeping cross traffic safe.**

Direct other questions to appropriate Tennessee Craft staff:

- Fair (general), Food Vendors, Tent, Security, Electrical, Waste Management, Golf Cart Vendors, Health Dept, Fire Dept, Metro Police, Parks Staff, Emergencies – Kim Waag, Fair Director
- Exhibiting Artists, Demonstrating Partners – Kim Waag, Fair Director
- Emerging Artists Program – Kim Waag, Fair Director
- Kids' Tent – Tori Zemmer, Kids' Tent Coordinator
- Welcome Tent – Trish Tallon-Blanchard
- Sponsors, Donors – Kim Waag and Jonathan Harwell-Dye
- Media, Welcome, Sponsor Back up – Mary Grissim
- Community Arts Partners – Trish Tallon-Blanchard
- Volunteers – Jess Peterson, Volunteer Coordinator
- Other issues or questions, as needed – Kim Waag, Fair Director
- Chapter Tents – Kim Waag, Fair Director
- Tennessee Craft Executive Director – Jonathan Harwell Dye

Available online as REFERENCE:

- Fair Layout map
- Load-in/Parking Map (Was provided to artists in advance and is on our website's Artist Prep page)
- Public map and artist list

Do you know of others who are fun to have alongside you?

Help us recruit responsible & fun people to volunteer to be on this team! THANK you!