



ARRIVAL INSTRUCTIONS

**SUNDAY, OCTOBER 27, 2019
3:00PM – 9:00PM**

DOWNTOWN SAN PEDRO - 90731

Dear San Pedro Day of the Dead Participant,

We are very excited to have you with us for what will be an amazing 8th annual festival! We just wanted to remind you that as a participant, you should have all of your necessary documents submitted. We have reached out separately to remind you of pending items; if applicable to your participation status.

This year we anticipate being our biggest festival yet! Just so you have an idea, last year we recorded 13,000 attendees. We are reaching out to share with you some information and advice, as well as arrival instructions to help you be a successful participant and have an incredible experience at the show. With that in mind, we've created this information guide just for you!

****PLEASE BE SURE TO READ THE ENTIRE DOC. & IMPORTANTLY THE SECTION WITH ARRIVAL INSTRUCTIONS BASED ON YOUR VENDOR CATEGORY****

For questions & concerns please contact one of the below event staff members

Gianine Rizzi

Event Producer & Lead
310-408-4243

Francis Ruiz

Event Support & Operations
424-224-2041

Event Security

Dante - Security Lead
310-303-4471

TIPS FOR EVENT

Our event layout is planned and sectioned off to comply within our guidelines. ALL vendors get traffic though-out the event. Here are some solutions to simple things overlooked throughout the event.

- **LINES** – organized, clear, and easy lines is something that attracts visitors. Try and designate a staff member from your team to control or keep line organization. If you have trouble with staffing, please let us know and we can assign a volunteer to assist you.
- **APPEARANCE & SIGNAGE** – A survey conducted last year resulted that visitors decided to go to a vendor who was clear with messaging & pricing for products. In times of long lines and crowded areas, this helps your potential customers clearly see what you have available & what you offer. Possibly consider “samples” if you are a food vendor to solidify the quality of your product. If you are a craft vendor or face painter, maybe consider a “discount” or “buy 1 get 1 50% off” to make the customer feel as if he is getting a deal.
- **PRICING** – Pricing is something that is always tough. We encourage keeping prices at a specific range.... what is the range??? We know that we cannot please everyone, however based on a survey we conducted last year, 450 respondents stated that prices for simple items were too high (2 tacos & rice = \$15 & water, chips, etc. \$3+). Most visitors are looking for cool items at lower price points, and tend to buy a lot of smaller items, as opposed to a few expensive items. **We found that responses for food spent per person was a range of \$8 - \$15 & a range of \$5 - \$25 was spent per craft items (depending on the item sold)** Again, these prices are based on what our survey collected, and we are sharing with you in hopes that it helps you plan for the event.
- **EXCLUSIVITY** – If you have participated with us in the past, you might remember that our food vendors are often similar. This year, we have decided to select participants with ALL different types of foods. If you have any concerns, doubts, or see a vendor selling an item you listed on your menu, PLEASE notify us immediately. Our goal is to have all participants find their craving in one vendor, and have a VARIETY to choose from. Example; One person wants Tamales, then we guarantee that ALL visitors who want tamales will be at the Tamale vendor space. If you have questions, please feel free to reach out to us. **NO VENDOR WILL BE ALLOWED TO SELL ITEMS NOT LISTED ON THEIR APPLICATION/MENU.**
- **TAKE CARE OF YOUR TEAM** – During the event there will be times where things slow down and exciting things happen. Please allow yourself time for a break or to recharge. If you feel you cannot afford to take a break, then we suggest packing plenty of water and snacks, in case you can't leave your booth.
- **TIMELINE & PARKING** – We will issue you a small flyer with parking information & location after you load in. This document will also highlight the event timeline of scheduled events. PLEASE NOTE that although this is a timeline, things are always subject to change. Continue to your designated load in & load out instructions for more details.

FOOD VENDOR ARRIVAL INSTRUCTIONS

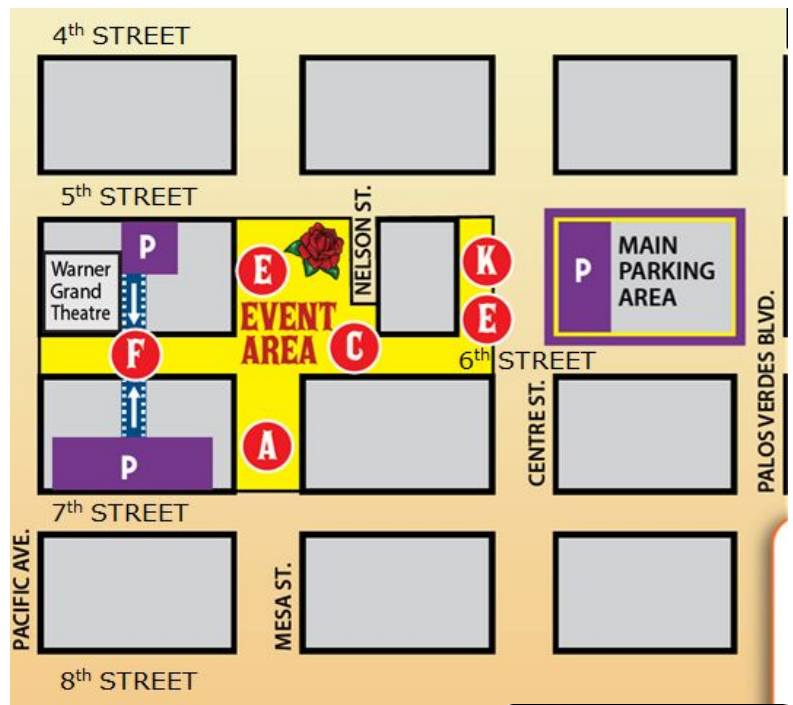
FOOD TRUCKS & FOOD BOOTHS may begin to arrive at **11:00am** & should arrive from the intersection of **6th Street & Pacific Ave.** Please use this address to help you navigate towards the intersection. **490 W. 6th Street. San Pedro, Ca 90731.**

- ❖ There will be someone available to meet you for check-in & to guide you to your assigned location.
- ❖ If you are a food booth, please note that you will only have 15min to unload your vehicle, then will have to move your vehicle to the parking area. Parking is based on a first come, first served; but there is additional parking available for \$10 at 568 s. Centre Street (Across the street from event)
*Space is limited
- ❖ You will have until 2:00pm to finish setting up your booth/area. ALL vehicles and setting up will not be permitted after 2:00pm
- ❖ NO VEHICLES will be permitted into the venue after 2:00 PM
- ❖ **IMPORTANT** – please have your fire extinguisher present and available for LAFD inspection.
- ❖ The festival is over at 9:00pm; ALL vendors must stop cooking by 8:30pm.
- ❖ All transactions should stop at 9:00pm.
- ❖ Power will be shut off at 9:00pm
- ❖ Re-entry of vehicles is estimated to reopen at 9:30pm. NO vehicles will be let in before 9:30pm.
- ❖ Parking is available at any of the 3 parking areas.

FOOD VENDOR ENTRANCE



**490 W. 6th Street.
San Pedro, Ca 90731**



A	ALTARS
C	CRAFT VENDORS
E	ENTERTAINMENT
F	FOOD
K	KID ZONE
	WALKWAY

We want to thank you for participating in the San Pedro Dia de los Muertos Festival. We hope our event tips help you become a successful part of the festival.