

MAGFest Band Merch FAQ

I'm a band playing at MAGFest, what options are available to us to sell our merch?

Bands can choose from one of the following options:

- 1) One half of a table in the Marketplace (Expo Hall)

OR

- 2) Using our Rock Island service, described below

OR

- 3) Neither 1 or 2, the table during the performance is all that is needed

No matter what, bands have a table during the time of their set by the concert hall.

What are the deadlines?

Tell us which option you choose: **September 30, 2017 (on the Band Checklist)**

Info to us for Rock Island: **November 30th, 2017**

What is MAGFest's Rock Island?

Rock Island is a service offered to performers by MAGFest to sell their band merchandise for them in a high-traffic area. Instead of having to maintain a booth themselves, our performers have the option to give us their merch to sell. We also have listening stations where attendees have the chance to listen to your music before purchasing, which we have found boosts sales considerably.

Why has MAGFest decided to do this?

So the Performers get to enjoy the event and aren't chained to their promo table while the attendees get a centralized, easy experience to find a particular band's merchandise. With as many bands as MAGFest has, not all of them can be at their table at once. Rock Island reduces empty tables in the Marketplace giving it a more thriving, vibrant feel, driving more sales to everyone (including you).

What are the hours?

Thurs, Fri, Sat 12pm-2am (next day) (note: we may or may not extend the hours)

Sun 9am-3pm

Where is it located?

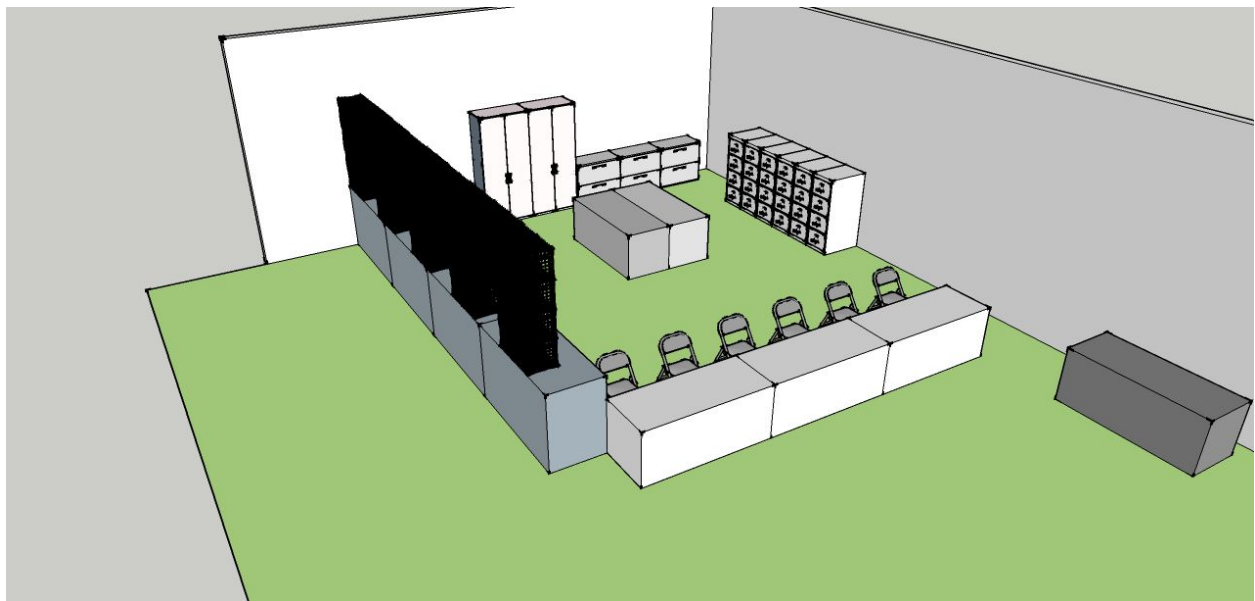
Rock Island will be located on the second floor (Ballroom level) at the top of the main escalators. We are right around the corner from the concert hall, so we are easily accessible after all performances. We are right at the heart of the highest traffic area that MAGFest can provide!!

How safe is our stuff? Are you going to lock it up when Rock Island is closed?

Yes! Lockable storage is a beautiful thing.

Do you have an idea of what the booth will look like?

Roughly like this.



How are inventory and sales handled?

We use Square for all purchases, cash and credit, and to track inventory. Rock Island will have internet capabilities and iPads to accommodate this software. Square keeps a percentage of credit card sales (please be sure to see their pricing page for more information:

<https://squareup.com/pricing>). Maryland sales tax rate of 6% will also be properly handled for you. Only trusted Staff Managers will be able to handle money while Rock Island Assistants gather the merch as they're being sold.

Is there a charge for this service and how do we get our money?

MAGFest will **not** be taking any cut of your sales! - this service is provided at no cost to you by MAGFest, as we feel it's an important service we want to offer bands in order to support the music community. The only fee we will be taking will be to cover Maryland Tax of 6% and

Square fees to be deducted from gross sales. A check will be sent to you no later than February 15th, 2018 to the address you provide.

How do we get our merch to Rock Island?

Once you have decided to use our awesome service, we will provide you with further detail in a separate email. We will have hand trucks on site to use if you'd like, as well as most likely a volunteer or two to assist (the earlier you get there the likelier it is!). We will have drop-in services available Thursday 9AM-9PM, and late Wednesday depending on when our department heads get there! Please remember to bring your merchandise to Rock Island **no later than Thursday 9pm**. This is to ensure that 1) we have enough time to check in everyone's merchandise before the event and 2) our staff has a decent idea of what we have on hand. Please note, we will gladly make exceptions for those who need it, but know that we won't have as much time to sell your lovely wares to your adoring fans ;) ****Important note: if you don't let us know you need the exception, we will expect you by Thursday 9pm!****

What will check-in be like?

There will be a designated table area for check-ins by a dedicated Rock Island Department Head or Manager. All inventory will be counted and inputted into Square. This will make it easy for us to tell you how sales are going if at any time during the event you want to stop by. We suggest that you plan check-in to take about 30 minutes. All t-shirts must be individually rolled or wrapped with the type and size clearly labeled for easy handling. Stickers should come in a closed container/bag as well. It's best if we know about all merch ahead of time to make the check-in process smooth and quick, as there will be many bands coming in during the early times of the event. In addition, if we know what you'll be bringing, we can be better prepared to display and advertise your items.

I'm coming from far away, is there an option to ship my merch to you?

Yes! We have one option to ship to our office, however we don't cover any shipping costs. It must be received **ABSOLUTELY NO LATER** than December 29th, 2017, as all office staff will then be at the Gaylord and not able to bring your merch with them. Sooner will be better, as there will be no exceptions to this rule and delivery will take longer due to holiday traffic. Shipping to the National Harbor is another option but the cheapest we've found is the UPS Store, which also charges a \$15 acceptance fee. Shipping directly to the Gaylord is a pretty penny.

Office address (preferred):
Rock Island c/o Matthew Beale
10820 C Hanna St.
Beltsville, MD 20705

UPS Store (\$15 charge for pickup)
145 Fleet St
Oxon Hill, MD 20745

And how do we pick it up after MAGFest is over?

We will be at the Rock Island booth on Sunday between 9am-3pm to check you out and to pick up your excess inventory. Please don't wait until the last minute for pick up as check-out could take over 30 minutes. Everyone is typically trying to leave at the same time so it can become chaotic if everyone's in a hurry and doesn't make the time. But fingers crossed, there won't be any left! Please let us know if you need to leave at an earlier time so that we can be prepared to check you out sooner.

Does this affect our merch table during our show?

Nope, you still have your table during your performer's set. Feel free to come pick up your merch beforehand to be checked out (takes about 15 minutes). We can help with a hand cart but a delivery system is not yet in place. Bring any remaining merch back to the island to check back in.

We like to talk to our fans and would normally get our own table. Does Rock Island have a way we could still do that?

******Absolutely!****** We'll have a table section specifically for signing and meeting your fans anytime you'd like to come down. We will have a schedule for all bands to sign up when they'd like to use this space and we will advertise via our social media lead to let everyone at MAGFest know you're there. We encourage bands to visit Rock Island throughout the event to boost your facetime with fans as well as increase sales. Show our staff how it's done!

Beyond basic customer service skills, how will Rock Island communicate to our fans?

We'll be playing our performers' music through speakers at the booth. If any person wants to hear a particular artist we can pull up an album to play either through the speakers or through our listening station. We will have two listening stations for attendees to listen to any of the songs we get from you, so keep that in mind when you choose your songs for submission! . Our staff enjoys VGM and likes to spread the mantra of the metal horns.

Wow, this all sounds great, but WHAT'S THE CATCH?

The CATCH is that we need all of your info by the deadline: **November 30th, 2017.**
That's descriptions, pricing, inventory numbers, item image (album cover or t-shirt design that's

an image and not a camera phone picture of it), and make available your choice of sound selections for our music player. We can't take any inventory at the event from any band who hasn't already given us this info. ******Unfortunately we can't make exceptions to this rule as it causes too much confusion at the booth and the whole show suffers.****** So make sure you let us know!

We're very excited to offer this service to our MAGFest performers! Rock on! \m/