

# MAGLabs 2018 Performer Merch FAQ

**I'm a performer playing at MAGFest Laboratories. What options are available to me to sell my merch?**

Performers can choose from one of the following options:

- 1) Using our Rock Island service, described below

OR

- 2) Purchasing a table in the Marketplace (Atrium) as a vendor at the reduced rate of \$30

OR

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

No matter what, performers will have a table during the evening of their set in the concert hall.

## **What are the deadlines?**

Tell us which option you choose (1, 2, or 3) by: **July 22nd 2018**

If 1, you will need to fill out the Rock Island form on Uber by: **August 20th 2018**

## **What is MAGLabs' Rock Island?**

Rock Island is a service offered to performers by MAGLabs 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.

## **Why has MAGLabs 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 and explore new performers too. With as many bands as MAGLabs has, not all of them can even fit in the Marketplace! Rock Island reduces this stress and gives the event a more thriving, vibrant feel, driving more sales to everyone (including you).

## **What are the hours?**

Friday and Saturday, September 7-8 from 10am-1am (next day)

Sunday, September 9 from 8am-2pm

## **Where is it located?**

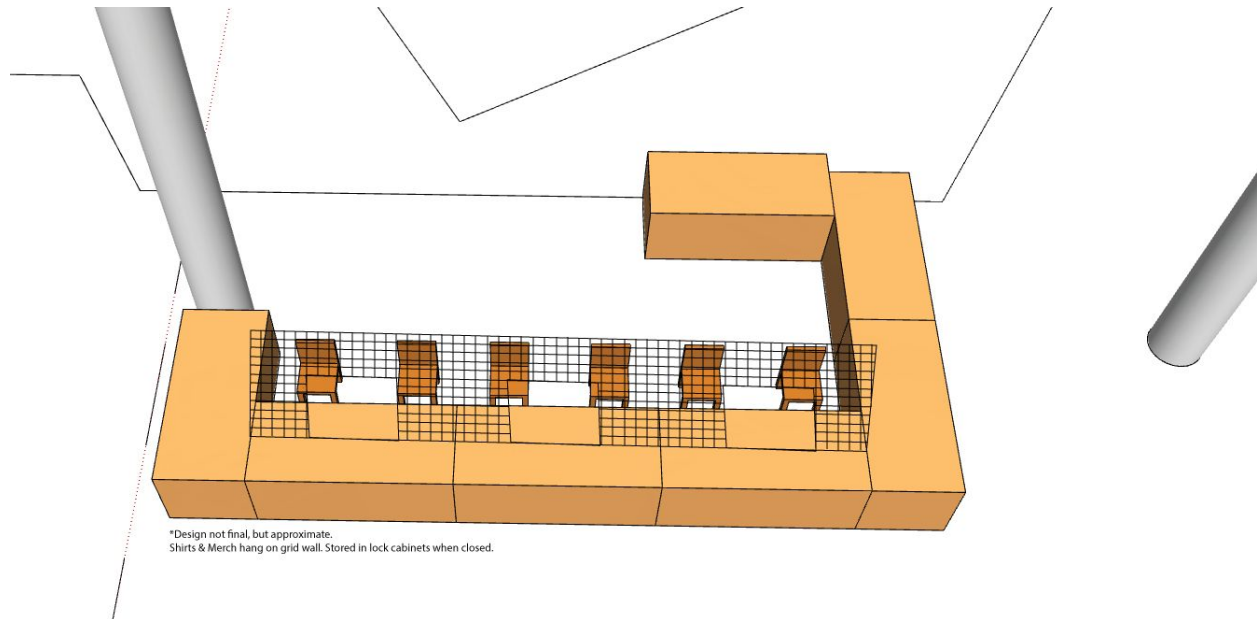
Rock Island will be located on the Atrium level to the right after descending the escalator. We are right around the corner from the concert hall, similar to the location that we had last year, but with even more space. We are right at the heart of the highest traffic area that MAGLabs can provide!!

## **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>). The Alexandria, Virginia 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 it's being sold.

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

MAGLabs does **not** take any cut of your sales! This service is provided at no cost to you, because we feel it is important in order to support the music community. The only money we will take out is the 6% sales tax and the Square fees, to be deducted from gross sales. A check will be sent to you no later than September 31st, 2018 to the address you provide in the Rock Island form on Uber.

**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 on Thursday 5pm-9pm, as well as anytime Friday. Please remember to bring your merchandise to Rock Island **no later than Friday 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 before the event. Thursday drop-off is recommended if possible. Drop-off may be done on Friday or Saturday as well, but know that we won't have as much time to sell your lovely wares to your adoring fans ;)

**\*\*\*\*Important note: if you plan to arrive on Saturday, please let us know that you need an exception by emailing [labs-rockisland@magfest.org](mailto:labs-rockisland@magfest.org). Otherwise, we will expect all merch to be checked in by Friday at 9pm and cannot guarantee display space for late items!\*\*\*\***

### **What will check-in be like?**

There will be a designated table area for check-ins with a dedicated Rock Island Department Head or Manager. All inventory counts will be double-checked against what you entered into the form on Uber, and any corrections will be made in Square at this time. Using Square makes it easy for us to tell you how sales are going at any time during the event if you want to stop by. Please expect merch check-in to take 15-20 minutes. All t-shirts must be individually rolled or wrapped with the type and size clearly labeled for easy handling. Stickers should also come in a closed container/bag as well.

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

Yes! We have the option to ship to our warehouse; however, we don't cover any shipping costs. All packages must be received **ABSOLUTELY NO LATER** than Friday, Aug 31st, 2018, as our staff will be headed to the Mark Center and not able to receive or transport your merch after that point. Sooner is better, as there can be no exceptions to this rule.

Warehouse address:

MAGFest Inc.

% MAGLabs Rock Island

10820 C Hanna St.

Beltsville, MD 20705

### **And how do we pick it up after MAGLabs is over?**

We will be at the Rock Island booth on Sunday between 8am-5pm 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 15-20 minutes. Everyone is typically trying to leave at the same time so it can become chaotic if everyone's in a hurry. 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.

**Please note: if you leave the event without picking up your merch, we *can* mail it back to you, but we will deduct the shipping costs from your final payout and we cannot guarantee when it will be shipped back to you.** It is highly, highly recommended that you leave the event with all your merch. ^\_^

**Does signing up for Rock Island affect our merch table during our show?**

Nope, you will still have access to that table on the evening of your set. Please come by Rock Island to pick up your merch beforehand to be checked out, so that we can account for any inventory differences afterwards (checkout takes about 15 minutes). We can help you with a hand cart, but do not have a delivery system in place. Please bring any remaining merch back to Rock Island to be checked back in as soon as you are finished selling in the concert hall (remember, we close at 1am!).

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

Absolutely! We'll have a section of Rock Island specifically set aside for signing and such, anytime you'd like to come down. We can communicate with our social media heads to let everyone know that you're there too. We encourage bands who want to sell merch and interact with their fans to visit Rock Island throughout the event. 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 give them a listen either through the speakers or through a headset listening station. 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 you to fill out the Rock Island form in Uber by the deadline:

**August 20, 2018**. The form includes descriptions, pricing, inventory counts, item images, and audio files if desired, so don't wait until the last minute! We cannot accept inventory at the event from any band who hasn't already given us this info (though if you need to update an item or inventory count onsite, and have already filled out the form, that is ok!).

**\*\*\*\*Unfortunately we cannot make exceptions: if you do not fill out the form, we cannot sell your merchandise at Rock Island!\*\*\*\*** So please be sure to fill it out by the deadline!

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