

## Lesson 3: Travel - TAKE ACTION!

### A. Packing

- ☐ Buy a suitcase
- ☐ View "**Artist Alley Travel Supplies List**" and collect supply items for artist alley as needed
- ☐ Complete the "**Packing Up Your Artist Alley Display**" Worksheet
  - ☐ Practice packing and cleaning up from full set up
  - ☐ Write your order of packing and cleaning up

### B. Determine time of arrival

- ☐ Write con setup times on calendar NOW
- ☐ Practice and time your setup and packing
- ☐ Add an extra hour to setup just in case
- ☐ Write time of arrival on calendar!

### C1. Where to stay

- ☐ No stay (local)

OR

- ☐ Contact friend or family to stay with
- ☐ Confirm stay with friend/family

OR

- ☐ Contact people to share hotel/Airbnb
- ☐ Confirm share for hotel/Airbnb

OR

- ☐ Book hotel/Airbnb
- ☐ Confirm hotel/Airbnb booking

### C2. How to get there

#### Driving

- ☐ Determine time needed to travel to convention on Google maps
- ☐ Determine departure time base on arrival time (consider set up times and traffic)
- ☐ Write departure time on your calendar
- ☐ Buy gas
- ☐ Confirm ideal parking area for you at convention
- ☐ Check for possible tolls & other travel fees
- ☐ \*Bring cash for toll if needed

#### What to record:

- ☐ Record mileage at departure
- ☐ Record parking fees
- ☐ Record toll fees
- ☐ Record gas costs
- ☐ Record mileage upon arriving home
- ☐ Record other travel fees

#### Flying

- ☐ Determine how many check-in and carryon baggage you will have and their weight and size
  - \*Flying with photo display**
  - ☐ Pack into large suitcase diagonally (checked)
  - ☐ Pack in long duffle bag
  - ☐ Ship to your hotel
  - ☐ Take it on as carry-on

- ☐ Find best airline for your baggage, budget, and personal preference (i.e. free check-in baggage for 50lbs or less)
- ☐ Check plane ticket rates (in incognito mode)
- ☐ Book your plane tickets to arrive in time for your preferred setup time
  - ☐ Book on a Tuesday
  - ☐ Do practice research to find out when rates are lowest
  - ☐ Check most recent articles on best time to book flights domestically and internationally
- ☐ Determine arrival time to airport (check airline site for recommended time of arrival)
- ☐ Determine departure time to arrive at airport by your arrival time (consider traffic)
- ☐ Research Uber/Lyft/Taxi/Car Rental rates as needed
  - ☐ Download Uber/Lyft app if needed
  - ☐ Fill in your profile and payment info
  - ☐ Look up free rides online or with airline
- ☐ Research any other possible travel costs and fees (i.e. baggage fees)

### What to record

- ☐ Record plane ticket costs (roundtrip)
- ☐ Record total ground transportation costs
- ☐ Record any other fees (i.e. baggage fees)

## D. Calculate Total Overhead Cost

### For costs specific to each convention (con-specific costs):

- ☐ Complete "**Calculate Overhead Costs to Table at a Convention**" Worksheet
  - ☐ Table
  - ☐ Badge
  - ☐ Hotel/Airbnb stay
  - ☐ Driving:
    - ☐ Gas / Mileage
    - ☐ Parking
    - ☐ Tolls
  - ☐ Flying:
    - ☐ Plane tickets
    - ☐ Ground transportation
  - ☐ Other additional expenses specific to convention (i.e. business license fees, credit card fees, meals, etc.)

### For costs NOT specific to one convention (non-con-specific costs):

- ☐ Complete "**Calculate Additional Convention Business Overhead Costs**" Worksheet
  - ☐ Suitcases
  - ☐ Tablecloth
  - ☐ Tall display
  - ☐ Assistant display items (i.e. clips, tape, hangers, connectors, rope, etc.)
  - ☐ Signs
  - ☐ Small table stands and displays (i.e. table easels, cork boards, business card stands, etc.)
  - ☐ Supplies not used for product production (i.e. art portfolios, sticky notes, hand-sanitizer, business cards, etc.)

## Final Word

- ☐ RECORD ALL EXPENSES (organized in a document, Excel sheet, notebook, somewhere easy for you to reference to when needed--get organized with this)
- ☐ Keep all receipts and bank statements with convention-related business expenses (physical and/or electronic)

## Lesson 3: Artist Alley Travel Supplies List

### Artist Alley Check-In

- ☐ Government-issued Photo ID
- ☐ Sales Tax Permit

### Artist Alley Survival Kit

- ☐ Water
- ☐ Lunch
- ☐ Snacks (preferably healthy)
- ☐ Napkins or paper towels
- ☐ Cell Phone
- ☐ Phone charger
- ☐ Portable battery bank
- ☐ Bag to store garbage and/or food

### Display Items

Varies for everyone but main things are:

- ☐ Your products
- ☐ Tablecloth
- ☐ Tall display items (i.e. display stand, PVC pipes, or wire/plastic cube grids)
- ☐ Assistant display items (i.e. clips, connectors, tape, hangers, rope, etc.)
- ☐ Signs (i.e. prices, products, credit card accepted, etc.)
- ☐ Small table stands and displays (i.e. table easels, cork boards, business card stands)

### Miscellaneous Supplies

Other supplies to consider:

- ☐ Art portfolio
- ☐ Packaging materials
- ☐ Pencils
- ☐ Pens
- ☐ Markers
- ☐ Sharpies
- ☐ Scissors
- ☐ Binder clips
- ☐ Tape (artist tape, masking tape, duct tape, and/or clear packaging tape)
- ☐ Hand-sanitizer or wet wipes
- ☐ Paper or Sticky notes for notes
- ☐ Banners
- ☐ Business cards

### Art Supplies for At-Con Product Production (i.e. commissions, etc.)

- ☐ \*drawing paper or sketchbook
- ☐ \*clipboard or artist drawing board
- ☐ \*pencils

- ☐ \*erasers
- ☐ \*pens
- ☐ \*markers
- ☐ \*watercolor paper
- ☐ \*watercolor

\*Depends on the artwork you create

### Money Exchange

- ☐ Cash for change\*
- ☐ A money pouch, fanny pack, waist bag, or cash box
- ☐ Card reader for credit cards
- ☐ Inventory list and/or sales notebook for recordkeeping

\*To bring the amount of bills suitable for you, assume the common cash type people use and check your pricing structure to predict the common bills you would use for change. Bring more of these bills with you at the convention.

i.e. In US, people commonly pay with \$20 bills. If you have lots of \$10 or \$5 items, bring lots of \$10s or \$5s. If you have lots of items less than \$5, bring lots of \$1s)

**Note:** You usually can't go wrong with bringing lots of \$1s and \$5s. \$100 worth of \$1s and \$5s would suffice. You will also get the hang of how many bills to bring with you as you go to more conventions. If all else fails, ask your artist neighbors to exchange for smaller bills. We artists are always out to help ya! =D

### Packing

- ☐ Suitcase
- ☐ Containers for products and supplies

### If staying for more than one night:

- ☐ Convention Clothes
- ☐ Sleepwear
- ☐ Toothbrush
- ☐ Toothpaste
- ☐ Comb/hairbrush
- ☐ Other electronic devices and chargers you cannot live without

### \*Flying

- ☐ Plane tickets
- ☐ Government-issued ID
- ☐ Travel size containers
- ☐ \*Passport (if traveling internationally)