



ARTIST MANUAL 2024

Brief History

DEVIATE is a one-night 'art party' held in downtown Beloit on Saturday, September 28, 2024. It presents a unique showcase of contemporary art & original music to a large audience of adults interested in the area's cultural scene. DEVIATE is brought to you by Hendricks Commercial Properties and Geronimo Hospitality Group.

Key DEVIATE Staff Members:

- **Ryan Hickey** (ryan.hickey@geronimohospitalitygroup.com) – Event Director
 - **Tori Sandler** (tori@deviatebeloit.com) – Event Manager
 - **Andie Bent** (andie.bent@geronimohospitalitygroup.com) - Marketing
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Overview of Event:

DEVIATE will take place on Saturday, September 28, 2024, in downtown Beloit. The event will be held in a covered parking space on the Ironworks Campus at 705 Third Street. Other portions of the property will be inaccessible. The event opens to the public at 6 p.m. and closes at 11 p.m. DEVIATE is a 21 & over event; all patrons and participants are required to be at least 21 years of age and must have valid I.D. to enter the premises the night of the event.

Nearby parking is available, and event details can always be found at www.deviatebeloit.com. Information is also distributed via Facebook (www.facebook.com/deviatebeloit) and Instagram (@deviatebeloit).

Participating in DEVIATE:

Email is the easiest way for us to communicate with artists and musicians participating in DEVIATE. You are expected to receive & review critical information regarding DEVIATE via your email account and respond appropriately & promptly. **Please add ryan.hickey@geronimohospitalitygroup.com and tori@deviatebeloit.com to your 'safe senders' list.**

Please communicate any questions or needs with DEVIATE staff prior to the event. As the event draws closer, it is considerably more difficult for us to help with major issues. Please be sure to contact us well in advance of DEVIATE if you have any questions at all regarding your participation.

Participant Waivers and Agreements:

All DEVIATE participants are required to sign a Participation Agreement and a General Liability waiver. A copy of each of these will be emailed to you for signature in DocuSign.

Key Participant Dates:

- **Thursday, August 8:** Mandatory DEVIATE Participant Meeting
 - **Monday, September 23:** First day artists may begin working on booths
 - **Friday, September 27:** Final day for artists to work on booths (8 p.m. deadline)
 - **Saturday, September 28:** DEVIATE Event, artists to arrive from 4 – 5 PM, show ready by 5:45 PM. Load out immediately after event ends at 11 p.m. The event space will close promptly at midnight.
 - **Sunday, September 29:** 10 a.m. - 2 p.m. for booth teardown
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Booth Assignments and Setup:

Your booth will be assigned based on availability and how the other aspects of the event lay out. Let us know right away if you have any specific booth requests. No fee for an artist booth space

Again, we encourage artists to explore creative design and other interactive options for their booth space. While it may seem unnecessary to put in extra work for a one-night show, you will find that your efforts are noticed by the enthusiastic attendees of DEVIATE who look for opportunities to purchase art.

Communicate with your ‘booth neighbor’ to discuss your setup plans. You may be able to share resources, such as a common wall or lighting. Please be courteous and do not inhibit their ability to set up their booth.

The following rules are put in place by the landlord, and artists will be held responsible for these aspects of their booth space. Please take note of the following rules which have no exception whatsoever:

- **NO painting** on walls of the building.
- **NO smoking** in building at any time. No smoking within 8 feet of building.
- **NO drilling** into floors, walls, ceilings or columns in building.
- **NO permanent modifications** of any kind can be made to the facility.
- The open building hours are not intended to be times for the public to tour the facility. For safety and security purposes, we must strictly limit access to the venue to DEVIATE staff & participants during the setup process.
- **Trash Cans:** Bring your own trash cans; dumpster onsite
- **Outlets:** Artists must provide their own booth lighting. Outlets provided near each booth.
- **Power Strips:** Limit to one or two, use grounded 3-prong cords

YOU MAY BRING HELPERS to the building while constructing your booth, but like all participants, they must sign a general liability waiver upon entering the facility and are expected to follow the same rules listed above. We recognize the sensitive nature of childcare duty, but highly recommend that you do not bring children to the facility during event setup. The nature of this industrial facility presents hazards that are not ideal for having children onsite. Again, as DEVIATE is a 21 & over event, children will not be permitted onsite the day or night of the event.

Electricity: Artists are responsible for providing lighting to light their booth space. All booths will have electrical outlets in or near their booth. We highly encourage you to use no more than one or two power strips, and to limit lighting and other equipment that requires electricity to minimize power demand.

ALL BOOTHS USING ANY EXTENSION CORDS AND POWER STRIPS USE GROUNDED, 3-PRONG CORDS AND POWER STRIPS.

Please do not ignore this requirement, as a representative from the Fire Marshal's office WILL do an inspection of the building prior to the event and require any artists using non-grounded extension cords/strips/adapters to replace them with grounded cords. Someone from our staff will review your electrical setup with you when we check out your booth upon completion prior to the event.

Open Building Hours:

DEVIATE artists will have ample time to prepare their booth space for the event (12 p.m. – 8 p.m., Monday through Friday the week of the event). We encourage all visual artists to begin thinking about the preparation of their booth space. While at traditional 'art fairs' it may be customary for artists to stick with a basic 'white tent' setup, DEVIATE offers something a little different with the industrial space we utilize. Artists are encouraged to leverage the ample setup time that is offered and put extra effort into the creative design and build-out of their booth space. In other words, with DEVIATE we believe that the booth space can be as much of a reflection of one's creativity as the artwork itself. The diverse and creative booth spaces at DEVIATE will help create the unique, interactive atmosphere we envision and we believe this will help boost art sales the night of the event.

The building will be open every day from Monday, September 23 through Friday, September 27, 12 - 8 p.m. each day for open building hours & artist setup. This gives artists 40 hours of time to prepare and setup their space. Unfortunately, no additional days & times can be provided to setup in the space. We are available to answer questions about your booth setup.

ALL ARTIST BOOTHS MUST BE COMPLETELY SETUP, WITH ARTWORK DISPLAYED BY FRIDAY, SEPTEMBER 27TH AT 8 P.M. ALL LIGHTING OR OTHER ITEMS THAT WILL BE PLUGGED IN DURING THE EVENT SHOULD BE INSTALLED BY THIS TIME. BOOTH SUBJECT TO APPROVAL BY DEVIATE EVENT STAFF UPON COMPLETION.

Pricing Recommendations:

- **Range:** Artwork sold at past events from \$1 to \$10,000
- **Sweet Spot:** Most sales fall under \$1000, even more likely under \$500.
- **Flexibility:** DEVIATE does not dictate pricing and artists keep 100% of their sales.

Credentials and IDs:

Valid 21+ ID: To enter DEVIATE the night of the event, you **MUST** have your valid driver's license or state-issued identification (**MUST BE VALID**). Please keep in mind, as this is very important: the people at the door won't know you—they are hired security and/or temp event staff—so they will not be able to forgive you if you do not have your ID. They will be processing a few thousand people through the door that night, and won't have time or ability to make exceptions.

Artist Name Badge: You will receive your artist credential name badge at the door that night, so you will not need to worry about bringing it with you to the event. However, you are responsible for your credential upon receiving it from the staff at the gate that night. We will not replace them if you lose them. Please take care of your credential upon receipt of it and be sure to have it with you at all times during DEVIATE. Do not attempt to give your credential to another individual for admission into the event.

Arrive at Main entrance from 4 – 5 pm: All patrons, participants and staff will enter DEVIATE through one main entrance. The doors open to the public at 6 p.m. Artists are asked to show up between 4 – 5 PM to have time to get to their booth and prepare for the event. **ARTISTS MUST BE SHOW-READY BY 5:45 PM.** Please remember that you must have your valid photo I.D. to obtain your credentials and enter the event.

GENERAL ADMISSION TICKET HOLDERS WILL NOT BE ALLOWED TO ENTER UNTIL 6 P.M., SO PLEASE DO NOT BRING ANY GUESTS WITH YOU WHEN YOU ARRIVE EARLY TO THE EVENT.

Please keep this in mind and make your travel plans accordingly. There are nearby places to hang until the start of the event. Remind your guests to have their tickets and I.D. when they come to the event once the doors are open to the public. Parking spaces adjacent to the space will be reserved for participants.

The Night of DEVIATE:

- **Staff Volunteers:** Led by Ryan and Tori, available for questions but may not be experts. Do not attempt to contact Ryan Hickey (Event Director) by phone, as he will be difficult to reach. You will get a faster response by contacting event staff (those wearing staff credentials or shirts) with any questions during the event. They are there to help you.
- **Security:** Private security team present, monitoring event and access points. Overnight security will also be employed to maintain safety at the property throughout setup and teardown time, including overnight following the event.
- **Alcohol Service:** 21 and over event. You may drink alcohol at your own discretion. DEVIATE does not provide any alcoholic beverages to Participants. Due to state liquor laws and the liability of our beverage caterer, **NO OUTSIDE ALCOHOL** is permitted at the event. All patrons and participants are subject to search by security.
- **Green Rooms:** The green rooms near the music stages are for performers and their gear only.

Teardown:

- **Night of Event:** Load out immediately after event ends at 11 p.m. The event space will close promptly at midnight.
- **Next Day:** Sunday, September 29, 10 a.m. - 2 p.m. for teardown
- **Security:** Overnight security onsite

You will be allowed to load out the night of DEVIATE immediately following the event's conclusion, however, we will close the space promptly at 12 a.m. and the space will be locked down until the morning. We will return to the space the following day on Sunday, September 29th from 10 a.m. - 2 p.m. to break down booths and load out of the facility. This is so we can eliminate late-night noise and to give staff and participants a chance to rest after a very long and demanding day/night. We will not allow access to the space prior to 10 a.m. on Sunday, September 29th, so please do not contact us requesting early access. There will be absolutely no exceptions to this. Overnight security will be on-site so please do not attempt to access the space prior to 10 a.m. Sunday. Starting at 10am Sunday, participants will be required to remove all contents and debris from their booth space and return the space to the same condition it was in prior to booth construction. Please see Ryan or Tori when you are done tearing down your booth.

Marketing DEVIATE:

Goal: Together we can exceed our goal of 2,500 attendees for 2024! Here's how you can get involved:

- **Follow Us on Social Media:** Like the DEVIATE Facebook and Instagram page @deviate_beloit
 - **Facebook Artist Spotlight:** We'll tag you in a spotlight Facebook post for you to share.
 - **Instagram Collaborator Request:** Accept our request to feature our post on your page.
 - **TAG US!** Tag us in your posts to be featured on our pages.
 - **Post Personalized Graphics:** Share your personalized graphics on your story and feed.
 - **Hand Out Print Materials:** Distribute posters, rack cards, and business cards.
 - **Reach out:** Contact andie.bent@geronimohospitalitygroup.com with any questions or additional needs
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Conclusion:

- **Have Fun:** Despite all the rules and expectations, we want everyone to have fun with this event. Everyone who participates in DEVIATE puts in a great deal of work to make this event possible. Like anything, the more you put into it, the more you get out of it. Enjoy the process, get to know your fellow participants, and make the most out of the experience.
- **Networking Opportunity:** Embrace the interactive nature and potential post-event opportunities. You never know who you will be talking to in your booth!
- **Pre-sale Tickets:** Available at www.deviatabeloit.com



KEY TAKEAWAYS

- **ASK QUESTIONS IN ADVANCE. BE ACCOUNTABLE. GET INSPIRED.**
- DEVIATE is an *experience*, not just a show. Make the most of it. Push your creativity.
- Different groups – artists/bands/performance artists/staff - everyone has a role.
- Have fun with DEVIATE! Make it successful for you! The guidelines and rules are in place to help you. Great events involve planning ahead & we appreciate any feedback.
- Read your participant manuals. Take responsibility for knowing the information in them. **DO NOT WAIT UNTIL THE LAST MINUTE TO PREPARE FOR THIS EVENT!**
- Booth design or stage presence. DEVIATE is different. It's literally why we came up with that name. Embrace that. Ignite your creativity. Make it interactive, at least try to make it a little cooler than the standard setup. Stuck? Let us help you! Talk to other artists!
- Setup times. Artist deadline: 9/27 (8pm). Booth checkout w/ Tori or Ryan.
- Want a different or smaller booth? See Tori or Ryan.
- Band load-in: 9/28 (3-5pm). We will have your credentials at the door that night if you do not get them during load-in.
- Parking during setup – move your vehicle to Bay 1 after unloading. Use caution. Do not speed.
- No kids at the event site.
- Have courtesy for others. Cooperate with each other and our staff.
- Electrical – there should be plenty, please do not overload circuits.
- Be mindful of your personal belongings during setup and at the event.
- Make sure you have your ID the night of DEVIATE. Do not lose your credentials.
- Parking the night of DEVIATE will be adjacent to the building. No vehicles in event the night of DEVIATE. You will need to wait until Sunday if you need to drive your vehicle into the space to unload.
- Friends and family who are attending DEVIATE must wait to enter the event at 6PM when the doors open to the public.
- Alcohol and food are both for sale at the event. DEVIATE does not provide food or drinks for participants.
- Teardown (9/29, 10am-2pm)
- Please contact our marketing team when they reach out to you for placement on our website and social media. Share posts when you can. We have flyers and posters available.
- In the manual it repeatedly says, 'let us know in advance if you have any questions or need anything.' It says that for a reason. This is a complex event. Have issues resolved well before the day of the event.
- Networks! Artists and musicians regularly get opportunities after the event through connections made at DEVIATE.
- Keep in mind there are dozens of people participating or otherwise involved.
- Any ideas to make this a better experience? Any questions or concerns?